

PONTIAC 1970

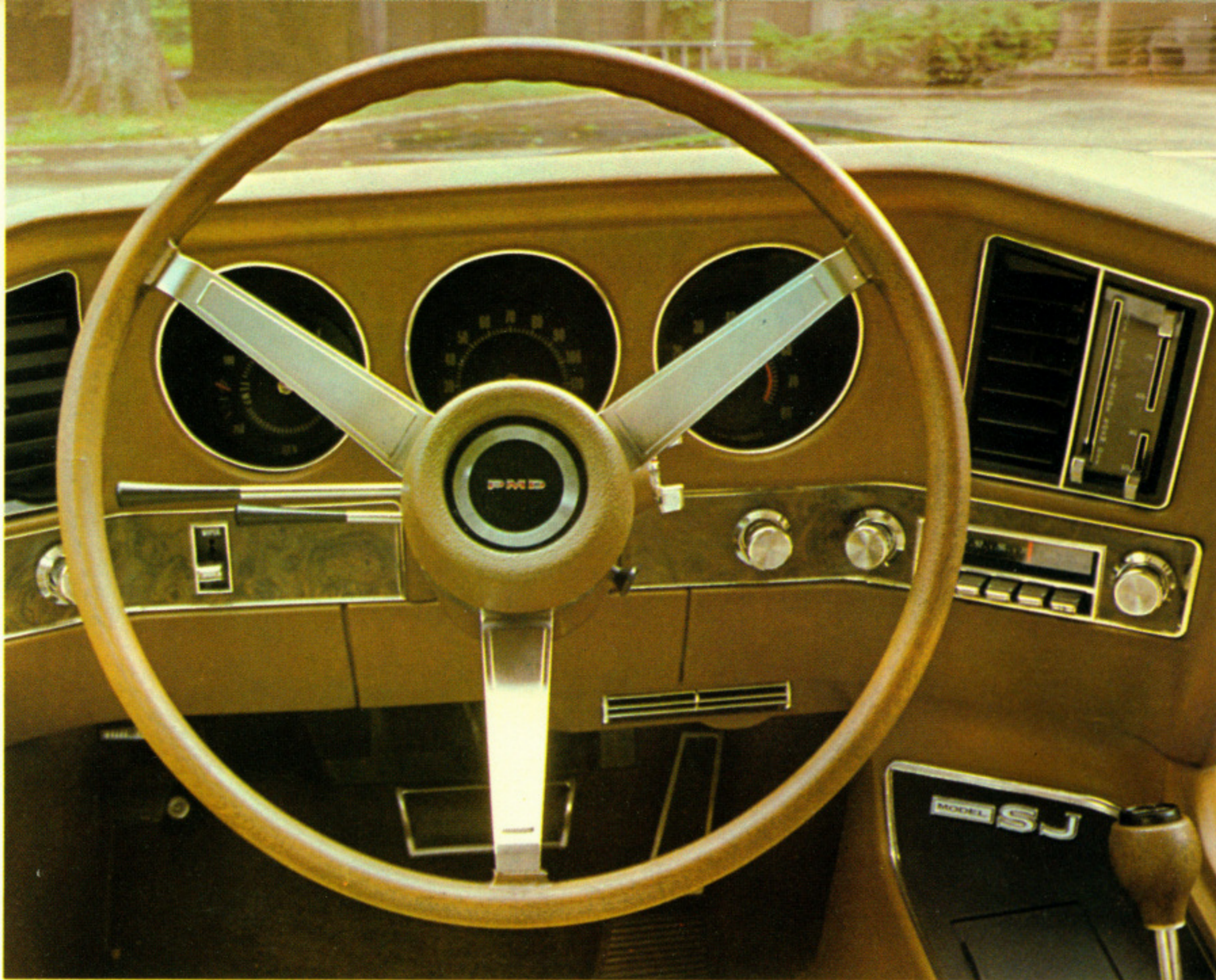
Grand Prix, Bonneville, Executive, Catalina



Grand Prix



AF VK



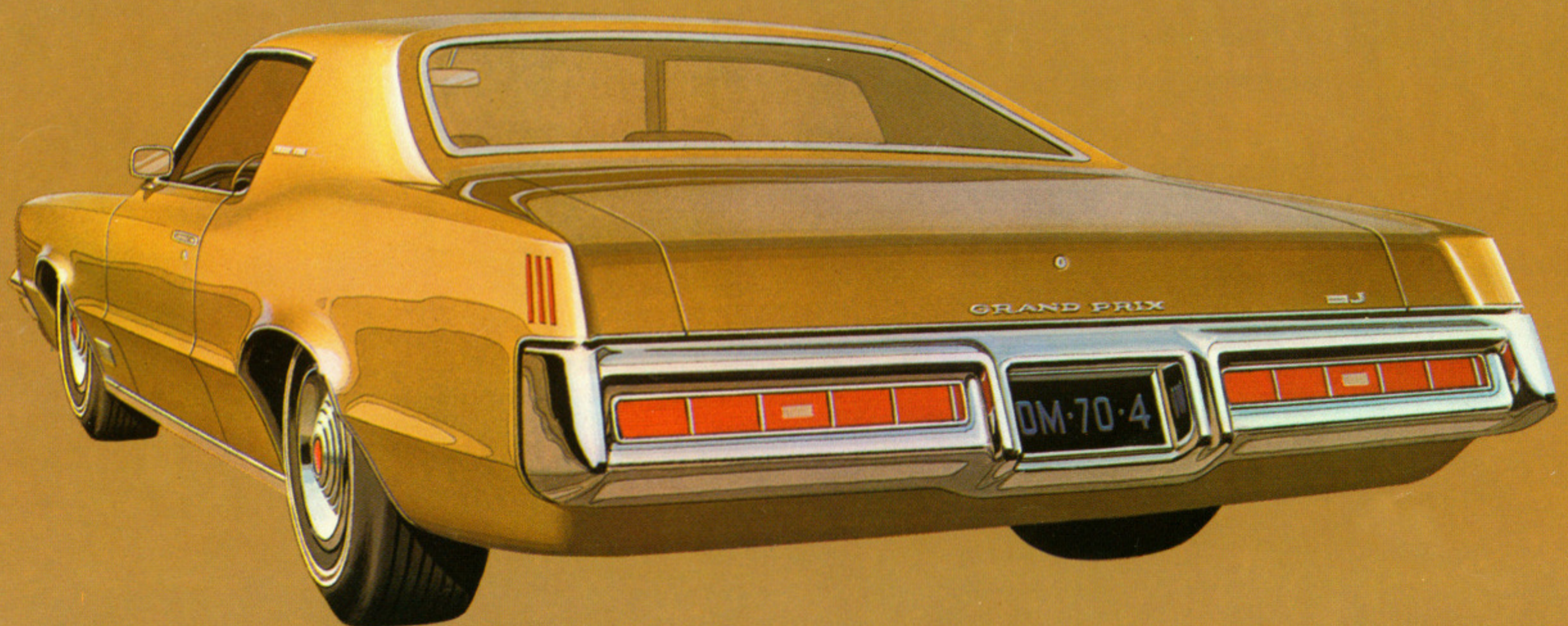
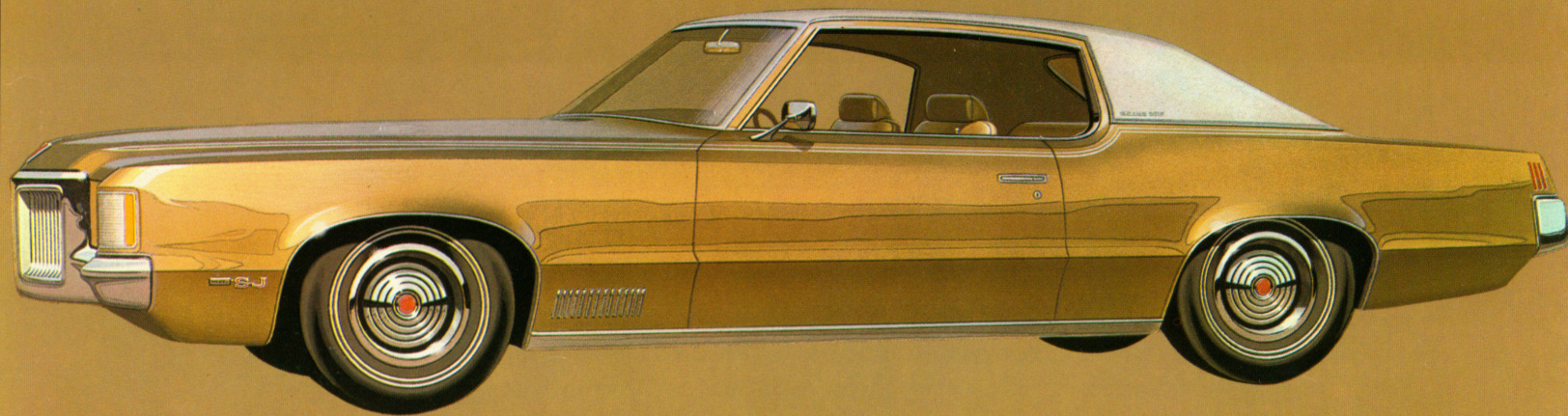
Grand Prix instrument panel.

What you're looking at is more than a car. It's a statement of philosophy. A 4,000-lb. treatise on how Pontiac goes about the business of building a luxury car. And the message is quite clear. We don't build a "luxury" car. We build a performance car, then we make it luxurious. Beauty without frills. Comfort without boredom. Luxury with a temper. This is the way luxury is going to be. This is the 1970 Grand Prix.

Simply, this machine is a study in honesty. Pure and unadulterated. There are no vent windows to interrupt the smooth sweep of glass. No bulging door handles to mar the sleek expanse of steel. The windshield wipers are recessed. Even the radio antenna is concealed in the windshield glass.

Stereo Tape player with bucket seats.







Bucket seats in knit vinyl.

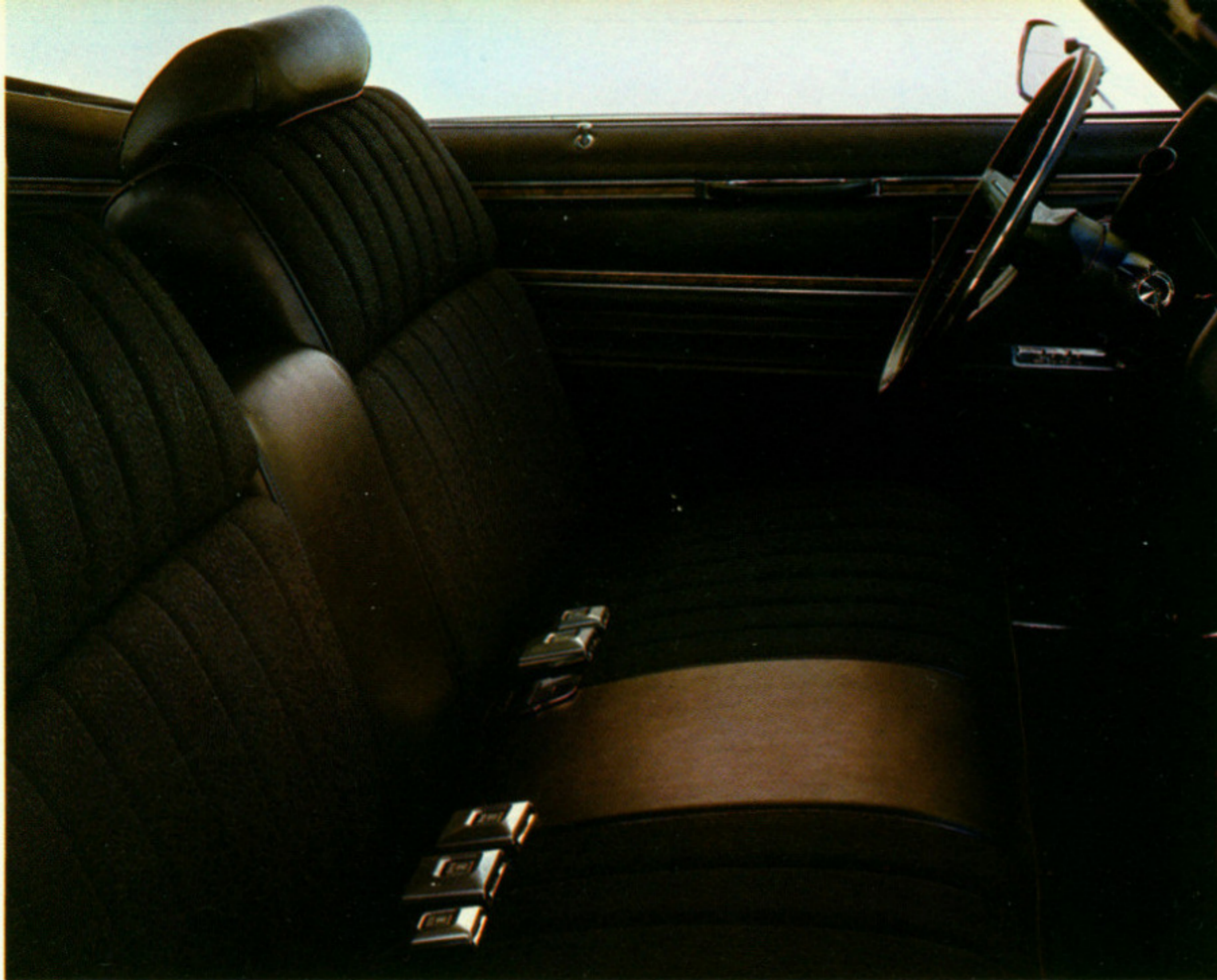
But don't let all Grand Prix's refinement fool you. Beneath that elegant exterior beats a 400-cubic-inch heart.

If you'd like a long and loungy front bench seat in your Grand Prix, you'll have to order it. Because the standard seats in this luxury car are sporty bucket seats forming part of a cockpit. They're richly padded and covered with your choice of knitted vinyl and Morrokide, cloth and Morrokide or leather. Between buckets there's a vinyl-covered console which houses the floor-mounted shift. Quite irregular. As is the unique dash that puts every gauge, control and convenience at your fingertips. That's the way driving should be. And is. In Pontiac's Grand Prix.

Bucket seats in genuine leather.







Notch Back seat in cloth and vinyl.

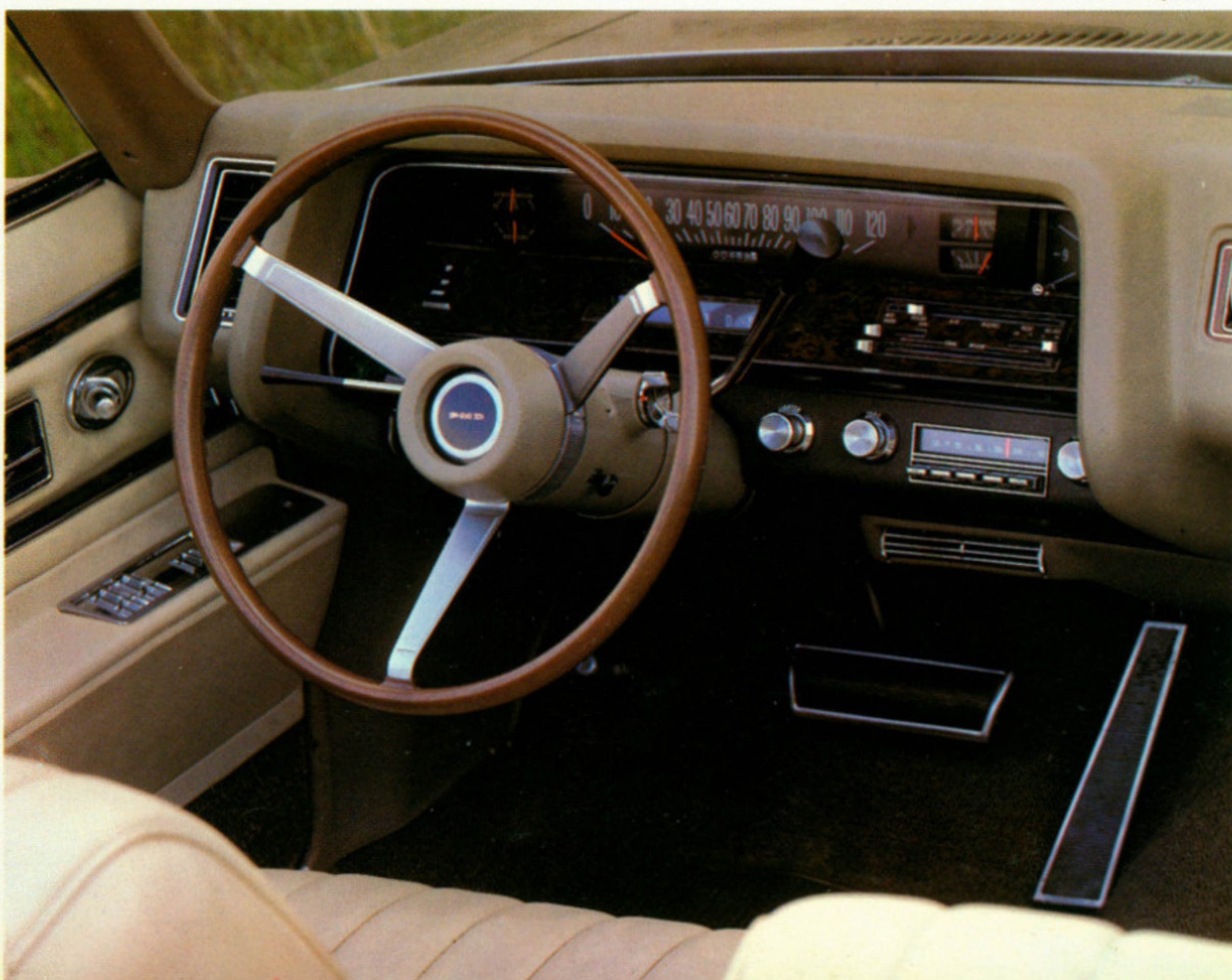
Bonneville

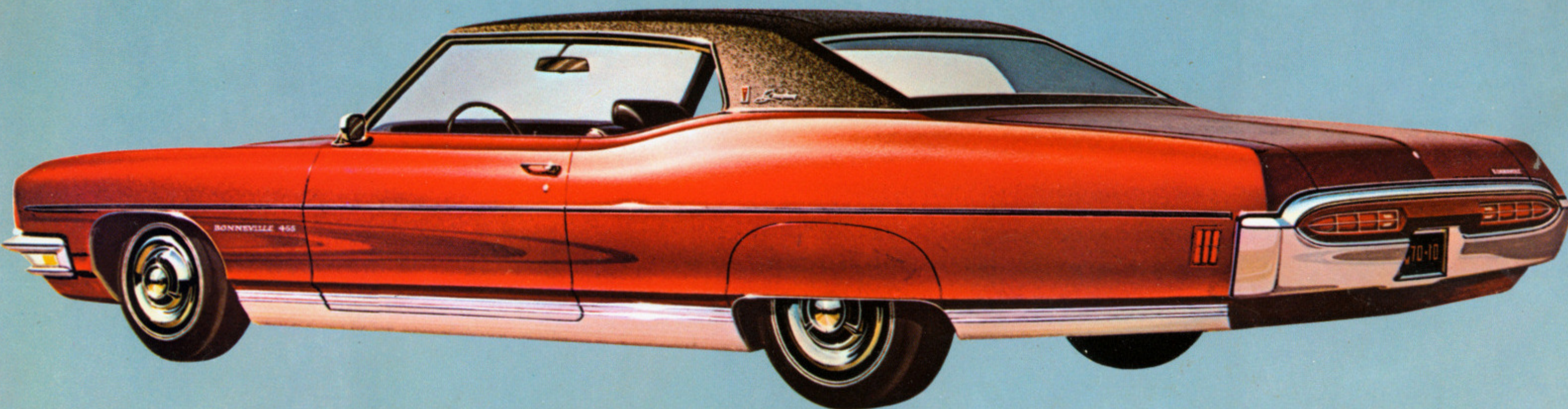
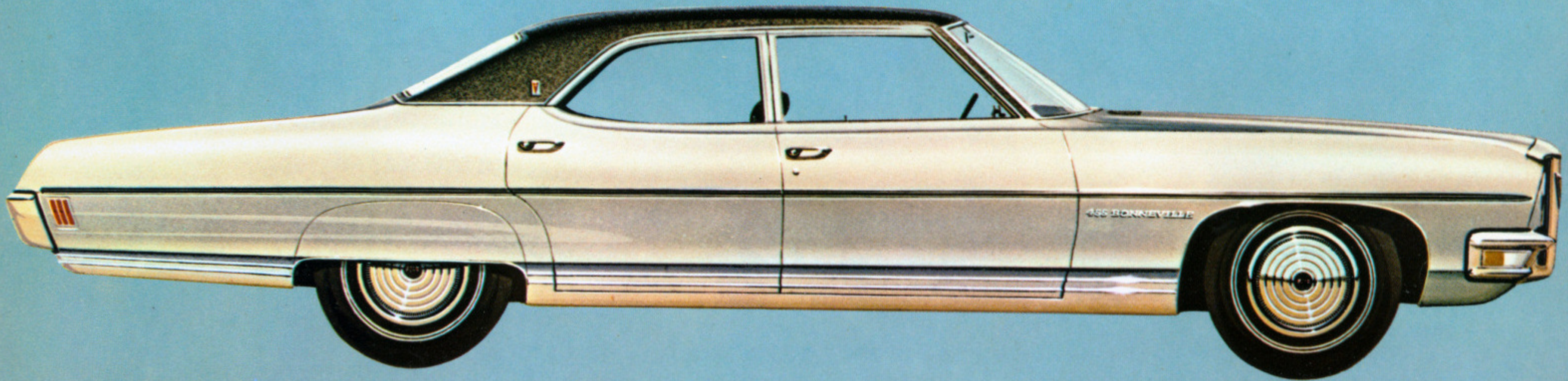
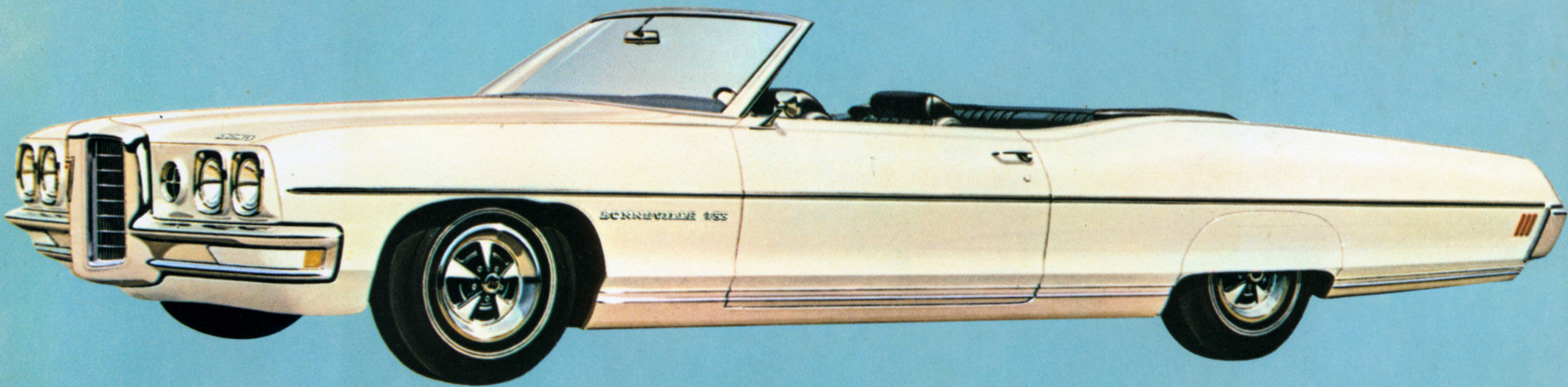
Have you ever wondered how Pontiac came to name its most luxurious effort after a gruesome stretch of salt?

We direct your attention to the elegantly sculptured hood on that 1970 Bonneville. Beneath it is your answer. A brand new 455-cubic-inch, 360-hp V-8. With a decided lack of ceremony, it lays out 500 lb/ft of torque. Not bad for a car that hangs out at country clubs and opera houses.

Which brings us to the true significance of the 1970 Bonneville. Namely, that it's the most luxurious Pontiac we've ever built.

Bonneville instrument panel.







Brougham Custom notch back seat.

There are many luxury refinements. Like a concealed radio antenna, retuned suspension and Endura inserts on a restyled rear-end and on the side mouldings.

Let's not kid each other. The true measure of a luxury car is inside. Where you sit. In which case, Bonneville passes all luxury-car tests with flying colors. The bench seats are of a high order. Heavy padding. Rich, durable fabrics.

Instrument panels are vinyl covered and almost as well padded as the seats. They have upper-class touches like simulated burlled-elm inserts and a clock as standard.

But grand as all that may be, it's just the beginning. Order the available Brougham Custom Option and ZOT!...ultimate Bonneville. Rampant snobbery. You get specially padded, contoured seats. Rear seat armrest. Cut-pile carpet. Power windows.

Still hungry? There's still more. You know where to find it.

Bonneville bench front seat with center armrest.



Bonneville Convertible.

Bonneville 4-door Sedan.

Bonneville Hardtop Coupe.

Executive

Any resemblance between Pontiac's 1970 Executive and the gray-flanneled variety is strictly intentional. Small wonder that the Pontiac Executive is uncommonly well-suited to cutting it in this world.

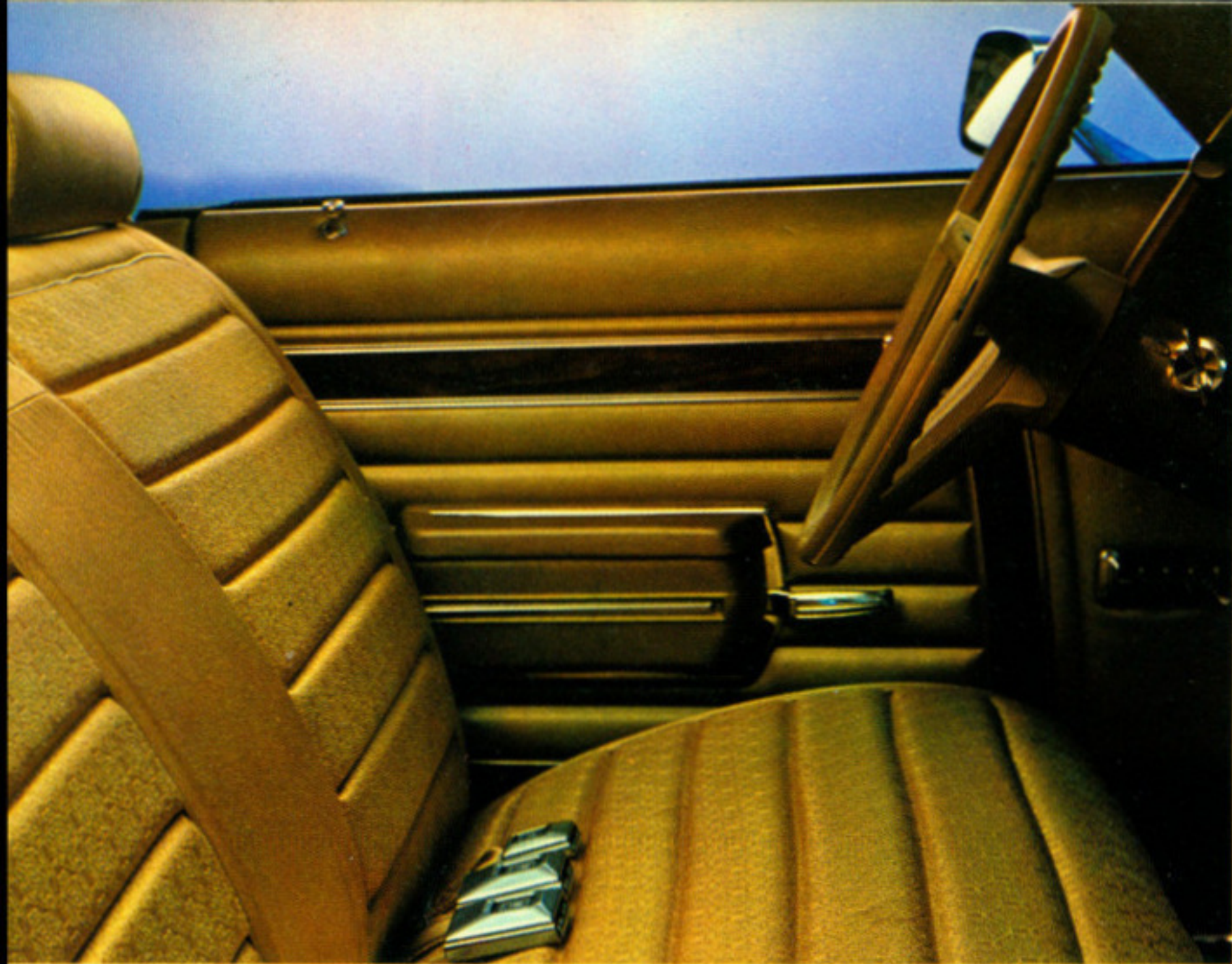
It's got plenty of drive, thanks to a 400-cubic-inch 290-hp V-8. And the lines are what you'd expect of Executive material...unbridled taste. Then there are those little touches that so often spell the difference between achievers and also-rans. Things like fiberglass-belted tires, Endura protection along the sides, a hidden radio antenna, deluxe wheel covers, and the assurance of a big, 125" wheelbase.

But if you really want to find out whether an Executive has what it takes, look inside. The conclusion: this Executive has what it takes.

Executive Hardtop Coupe.

**Some of the equipment shown is available at extra cost.*





Executive bench front seat in cloth and vinyl.

There's plenty of simulated walnut-grain across dashboard and doors. For standard upholstery you have a choice of richly woven cloth with Morrokide, or all Morrokide. And status symbols abound...deluxe steering wheel, rear-seat armrests, electric clock, convenience lights. Assets like these can cause the businessman in you to check cheque balances.

In which case we can't help chortling. Because with Executive, you always come out the same way. Ahead.

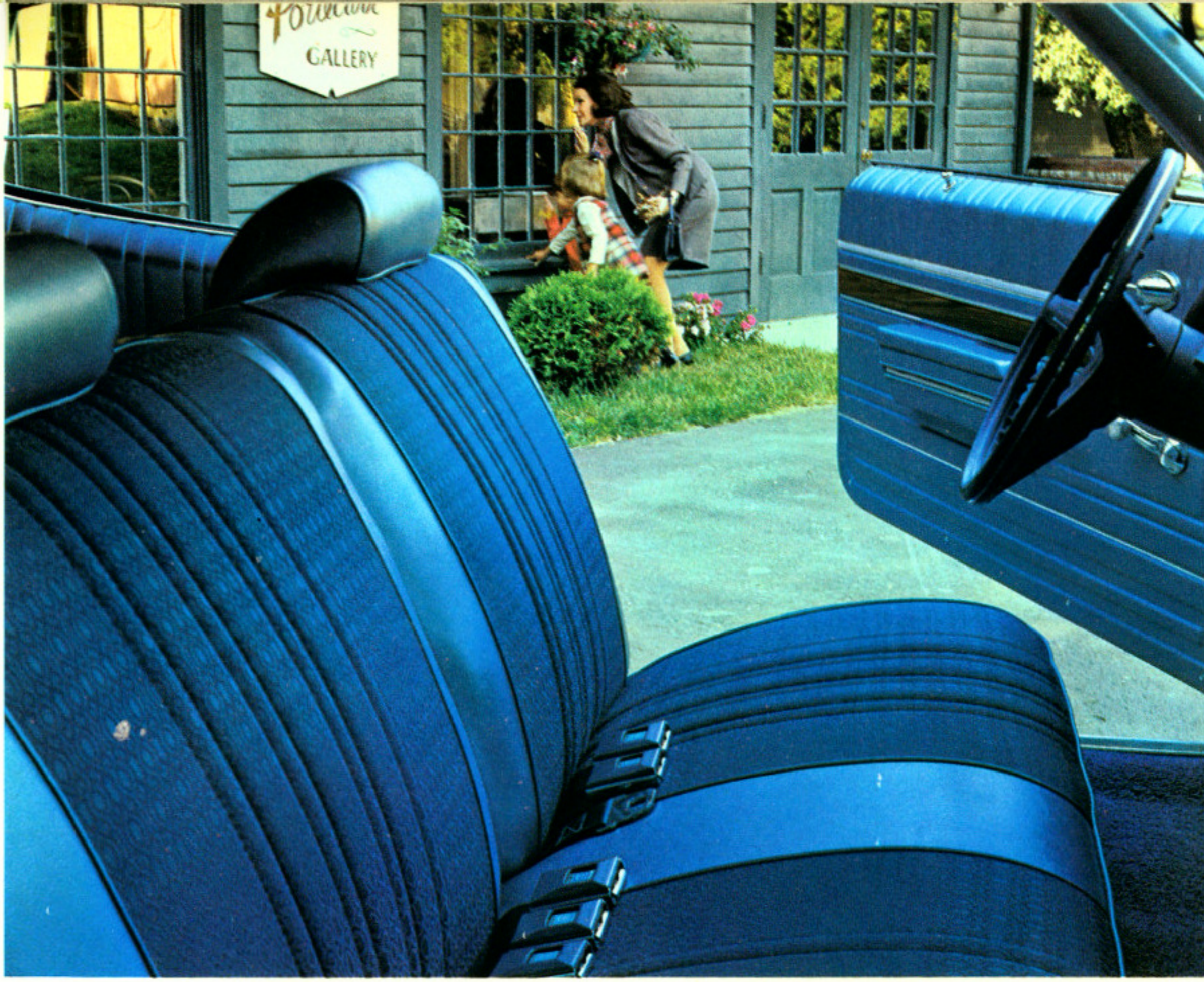
Executive 4-door Sedan.

Executive 4-door Hardtop.



Catalina





Catalina bench seat in cloth and vinyl.

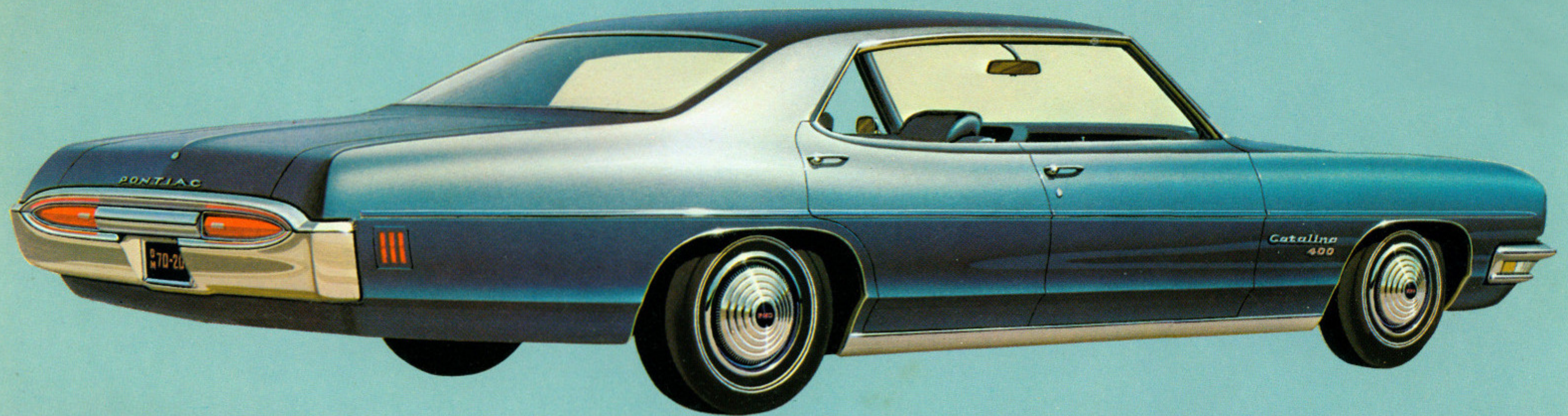
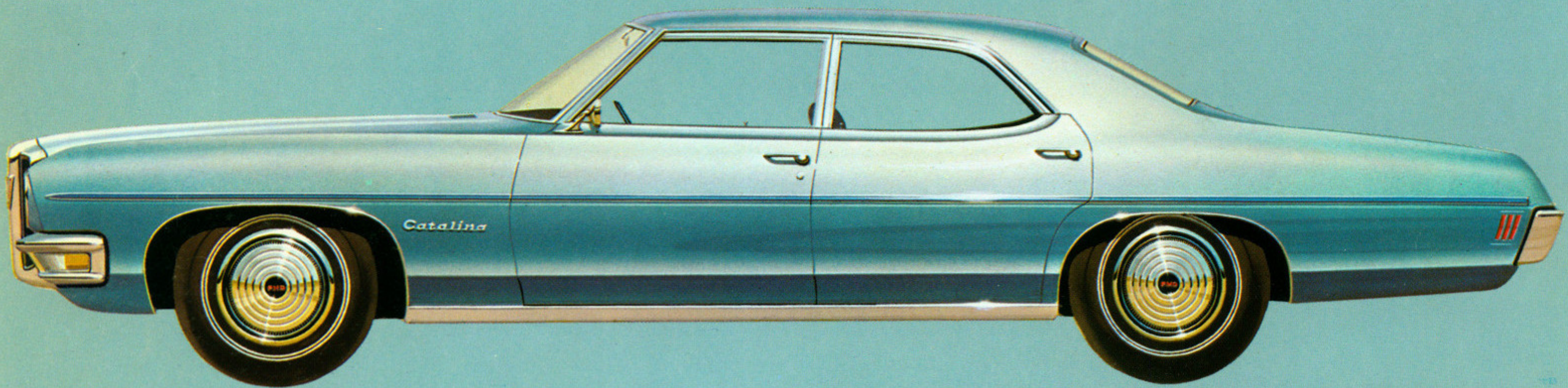
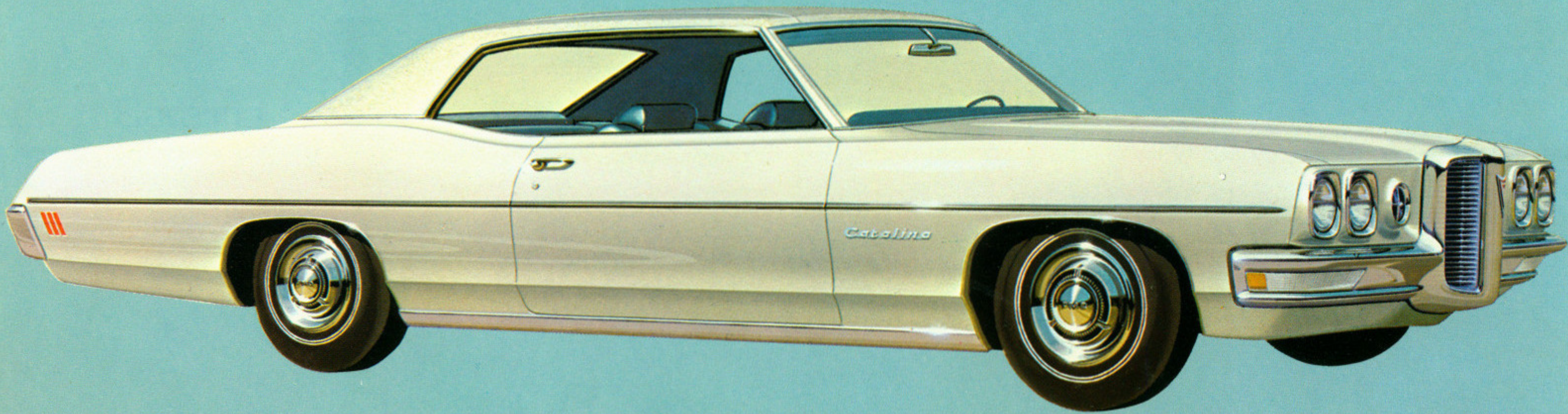
Face it, folks. The 1970 Catalina is all wrong. For the money, you should get a car of so-so size with so-so styling.

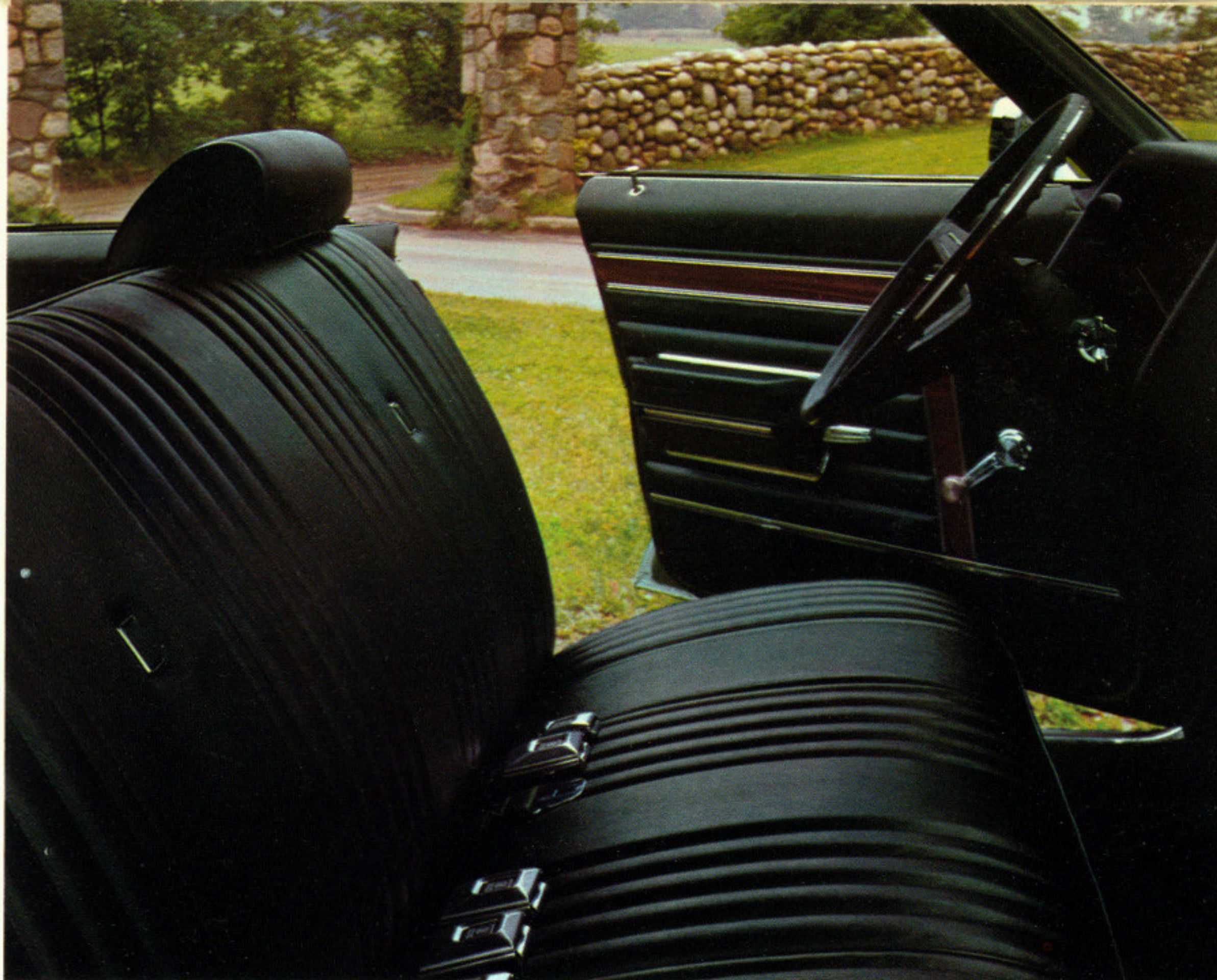
But no. Catalina is big. Lots of room for heads and legs. And lots of engine. 350-cubic-inches and 265 horses. Order a convertible, and the numbers get bigger: 400-cubes, 290-hp.

Then, the styling—Catalina's strength. That new grille is strictly top-of-the-line. So are touches like Catalina's hidden radio antenna, rocker-panel moldings, and protective side-moldings of Endura (you remember—the non-metal that absorbs shocks and resists ugly). You don't usually expect that kind of treatment from people who are trying to save you money. But you do now. Don't forget, this is Pontiac.

Catalina bench seat in all-vinyl.







Ventura Custom all-vinyl bench seat.

Now for the interior—Catalina's strength. (Didn't we say that about the styling?)

All that handsome fabric-and-Morrokode upholstery. Or, you may order handsome all-Morrokode upholstery. In a typical Pontiac gesture, Catalina gives you a choice of either one. We should also mention the simulated walnut-grained inserts that enrich the interior. And the dashboard that has padded vinyl from passenger to driver.

When you match your budget against a Catalina, the chances are very good that you'll have some money left over. If that's the case, why not spend that money and pick up the Ventura Option as shown above.

You'll be rewarded with things like Taffeta perforated headlining, carpeting that reaches all the way up to the lower door panels, and specially designed seats with more padding and all-Morrokode upholstery.

So stop dreaming. Gather up your budget and take it where it'll do some good.

Catalina Hardtop Coupe.

Catalina 4-door Sedan.

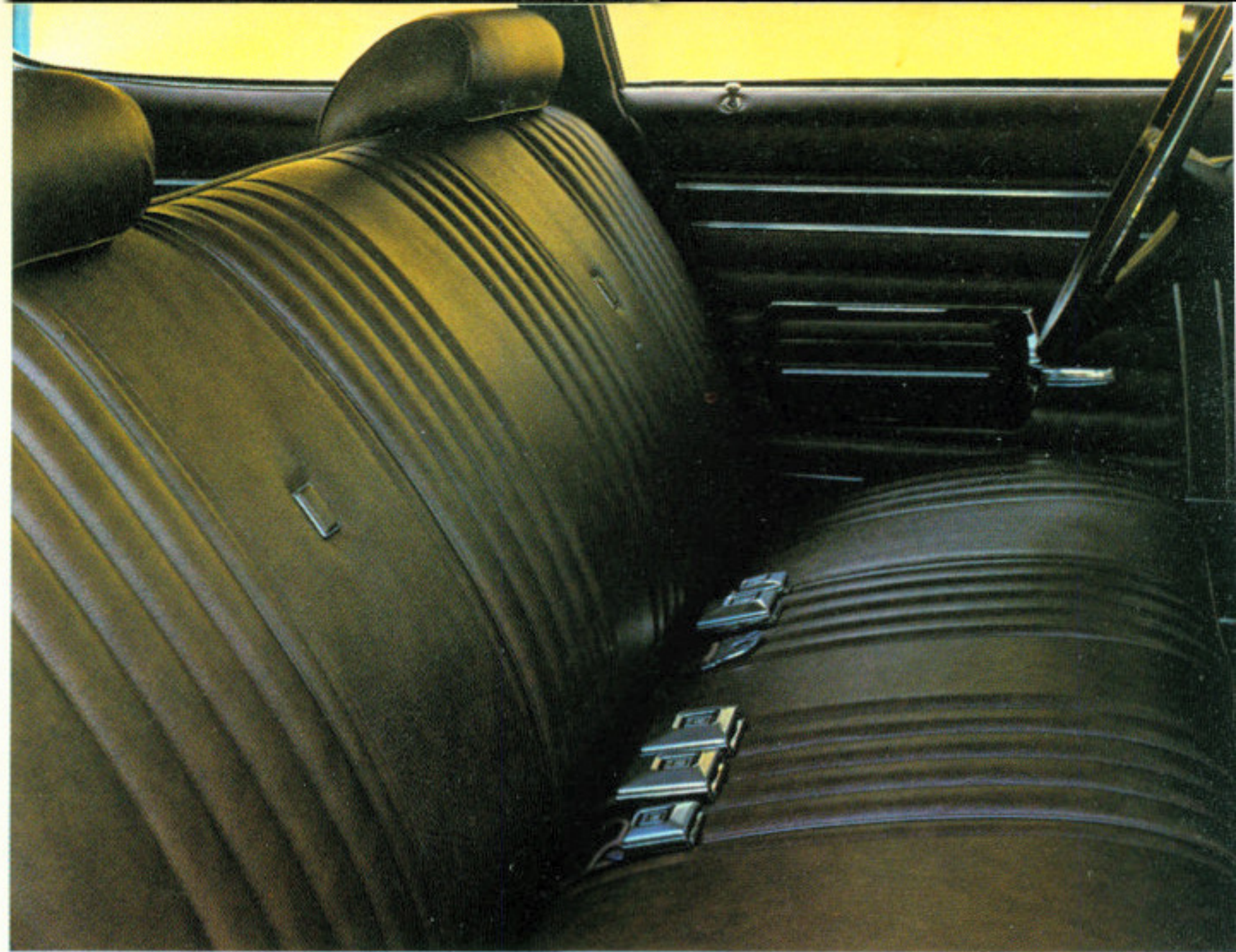
Catalina 4-door Hardtop.

Pontiac Station Wagons

Wagon drivers used to yawn a lot. Pretty understandable, really. Traditionally, wagons weren't much fun to drive. But Pontiac doesn't put much stock in tradition. So our wagons perform. Move. Handle. And the posh is part of the performance.

Like the Bonneville below. 455-cubes of V-8 power. Standard. There's also an economy V-8, and a 370-hp, 455-cube V-8 available. Don't forget the plushiest wagon interior in Pontiac history. Morrokide upholstery. Nylon-blend carpeting. Simulated wood-grain inserts. And the

Bonneville 3-seat Wagon.



Executive Safari all-vinyl bench seat.



new simulated wood paneling you can order for the outside. With the paneling you get our exclusive reflective rear panel. It lights up when lights hit it at night.

Specs and numbers fans can get the complete story from their Pontiac dealer. But for now, suffice it to say that if you thought wagons were kind of dull, it's time you drove a Pontiac wagon. Bet you never yawn again.

Cousin Ralph the tree nut might get pretty upset when he spots your Executive Safari.

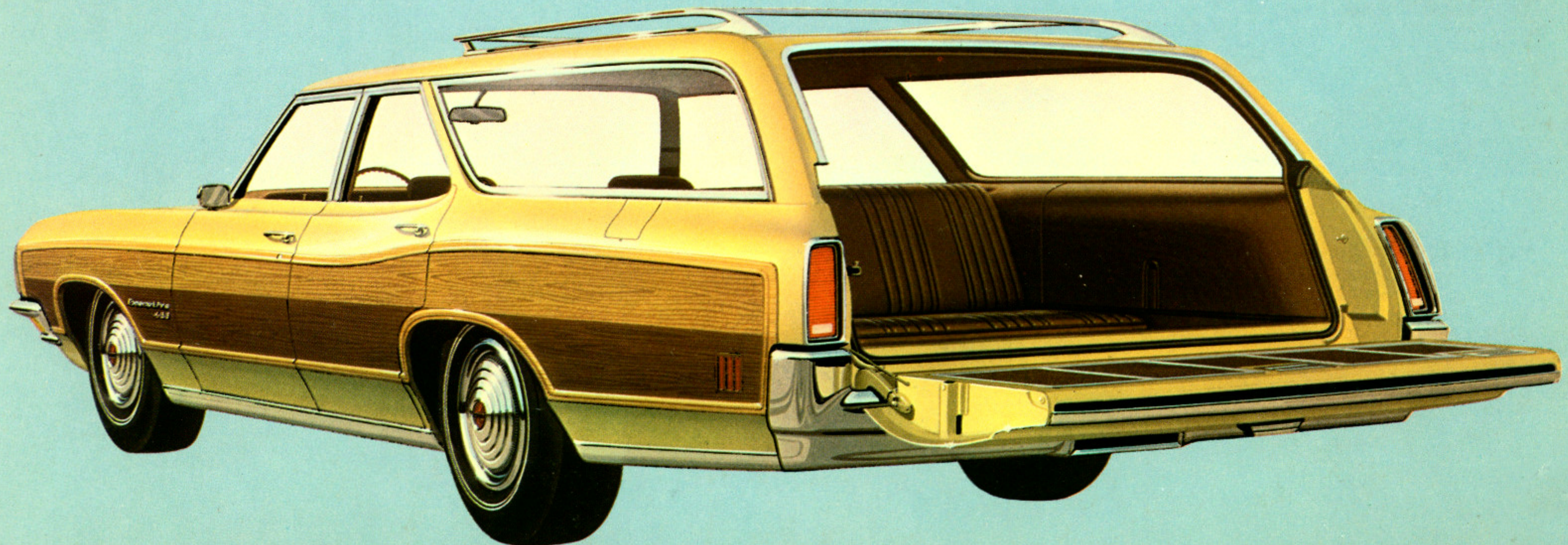
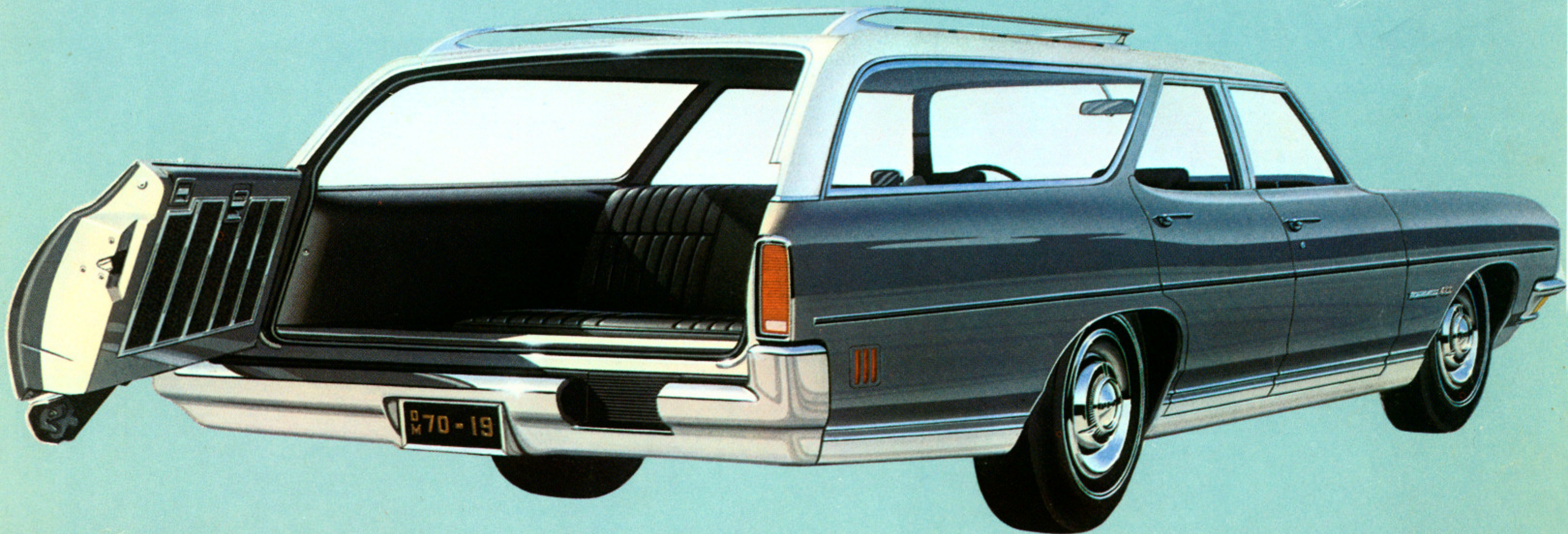
Until you explain to him that the standard simulated wood-grain paneling on the outside is really easy-to-clean

(cont'd)

Bonneville 3-seat Station Wagon.

Executive 3-seat Safari.

**Some of the equipment shown is available at extra cost.*

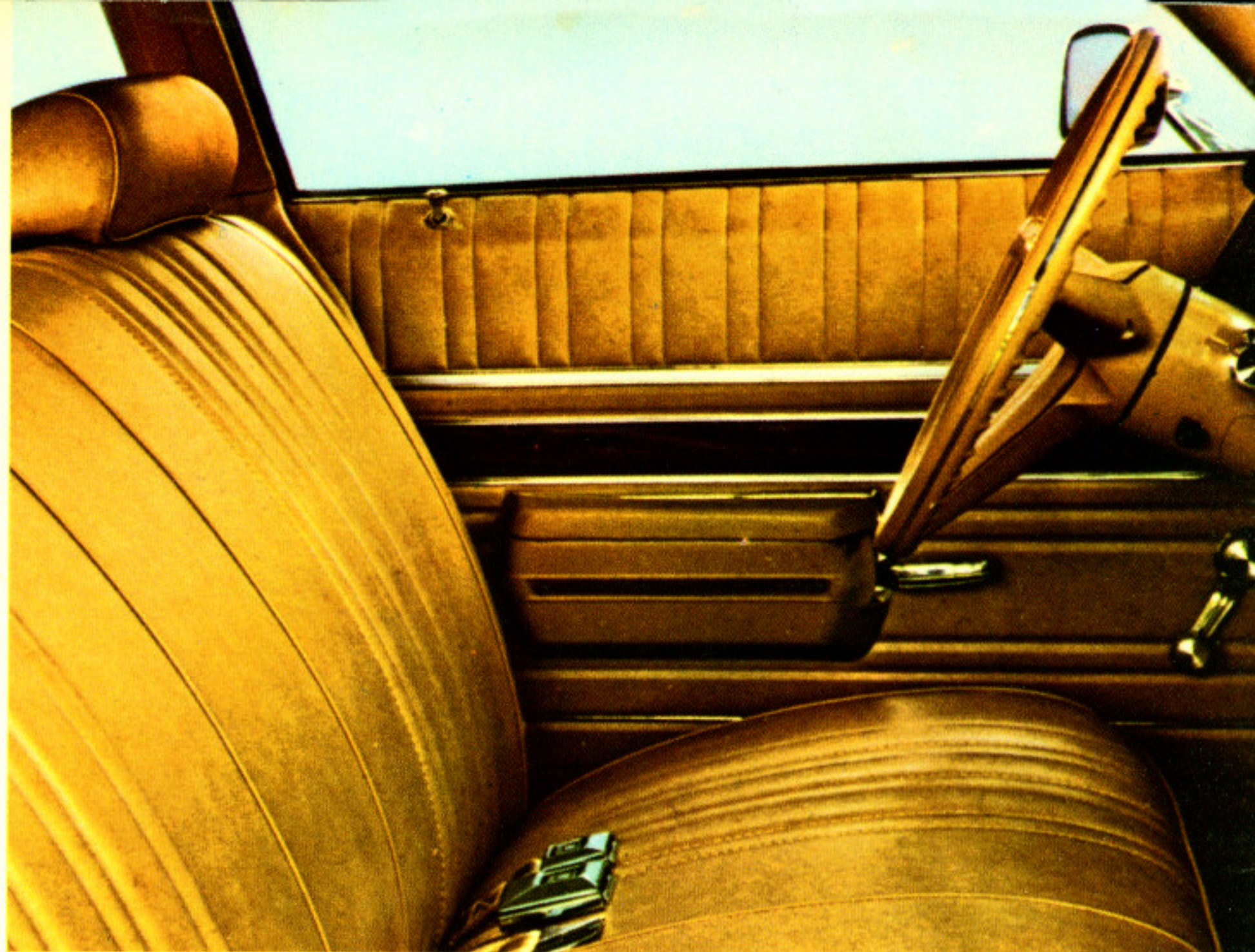


vinyl. Then let him console himself in the comfort of those Morrokide seats. (Executive comes in both 2- and 3-seat models).

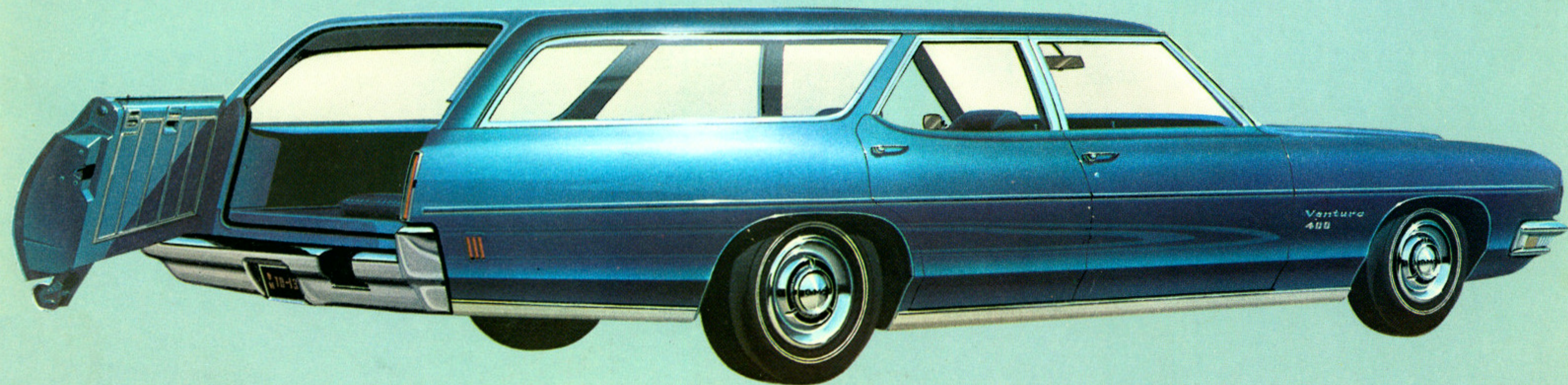
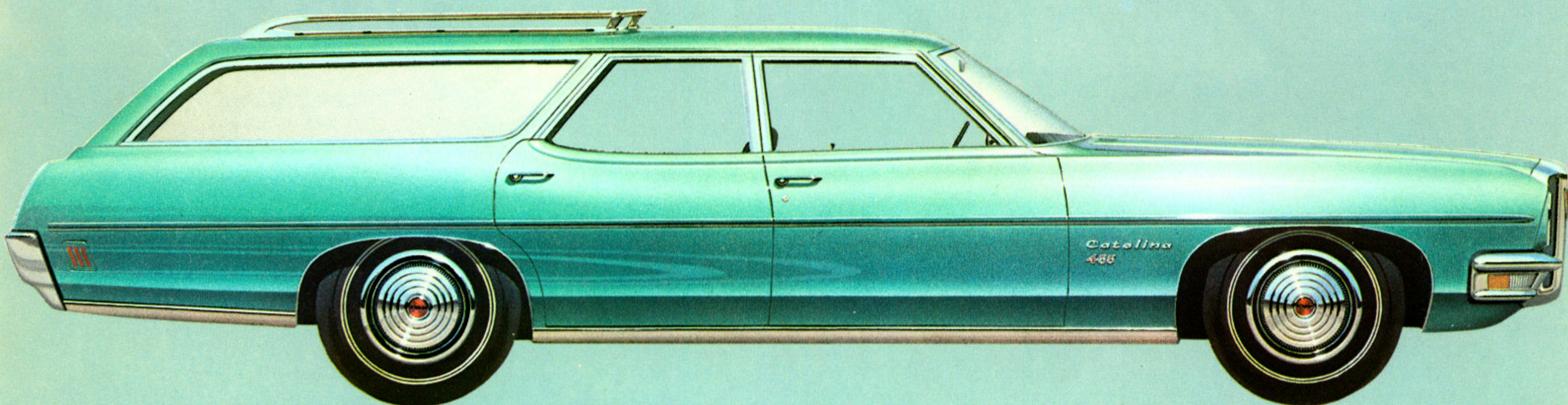
In front of the 91.7 cubic feet of load area, there's nylon-blend carpeting, and a dash that's...uh...dashing. With simulated wood-grain inserts, electric clock and deluxe steering wheel.

The wipers are hidden, but ready for action if you find yourself in a rain forest. And low-hanging limbs pose no threat to the radio antenna. It's concealed in the windshield.

Catalina 3-seat Station Wagon (Bottom: with Ventura trim option).



Catalina all-vinyl bench seat.



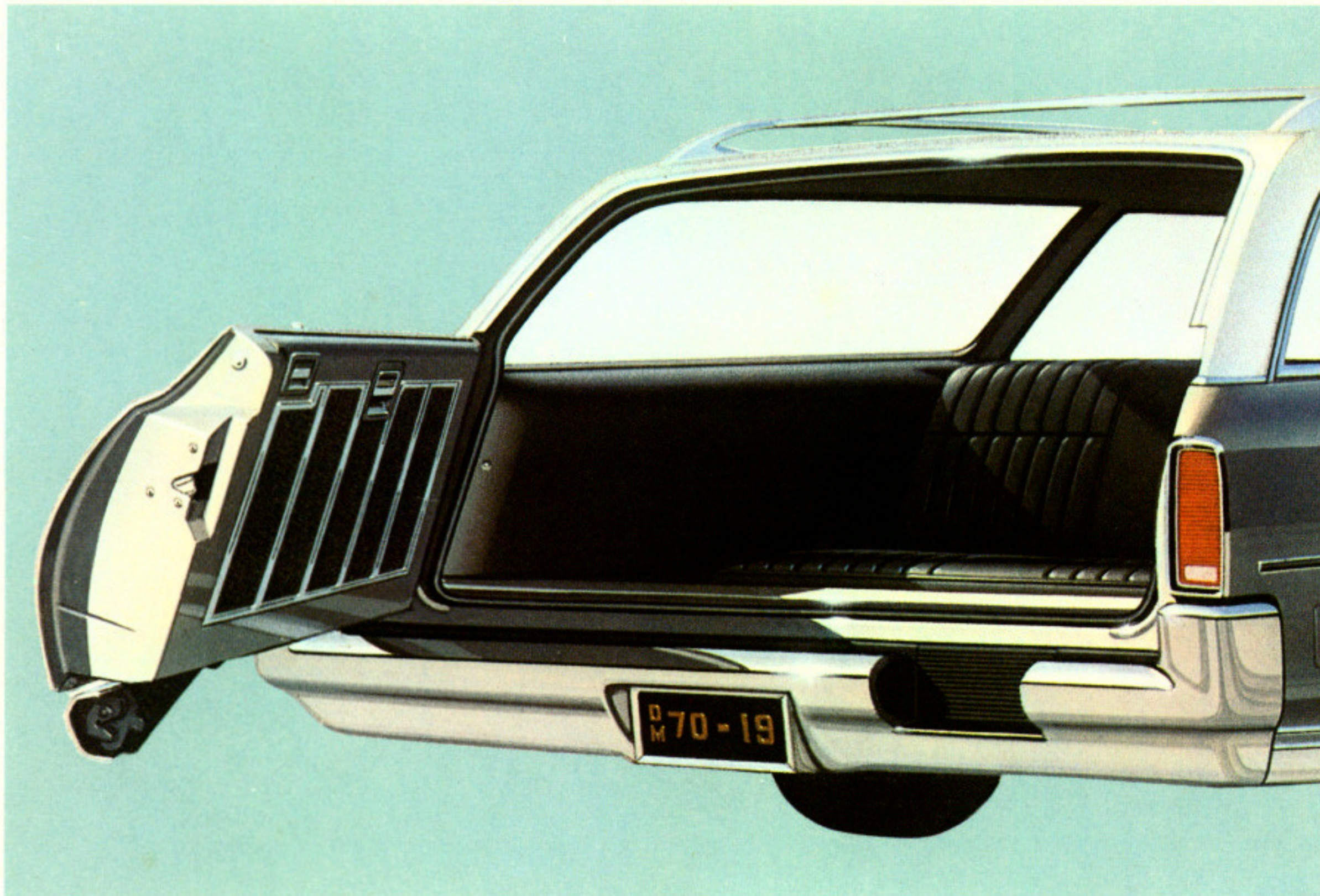
Standard power comes from a 400-cube, 290-hp V-8. Go up or down from there, with two other 400-cube V-8s, and a pair of 455-cube V-8s available.

Executive Safari. We just left the competition up a tree.

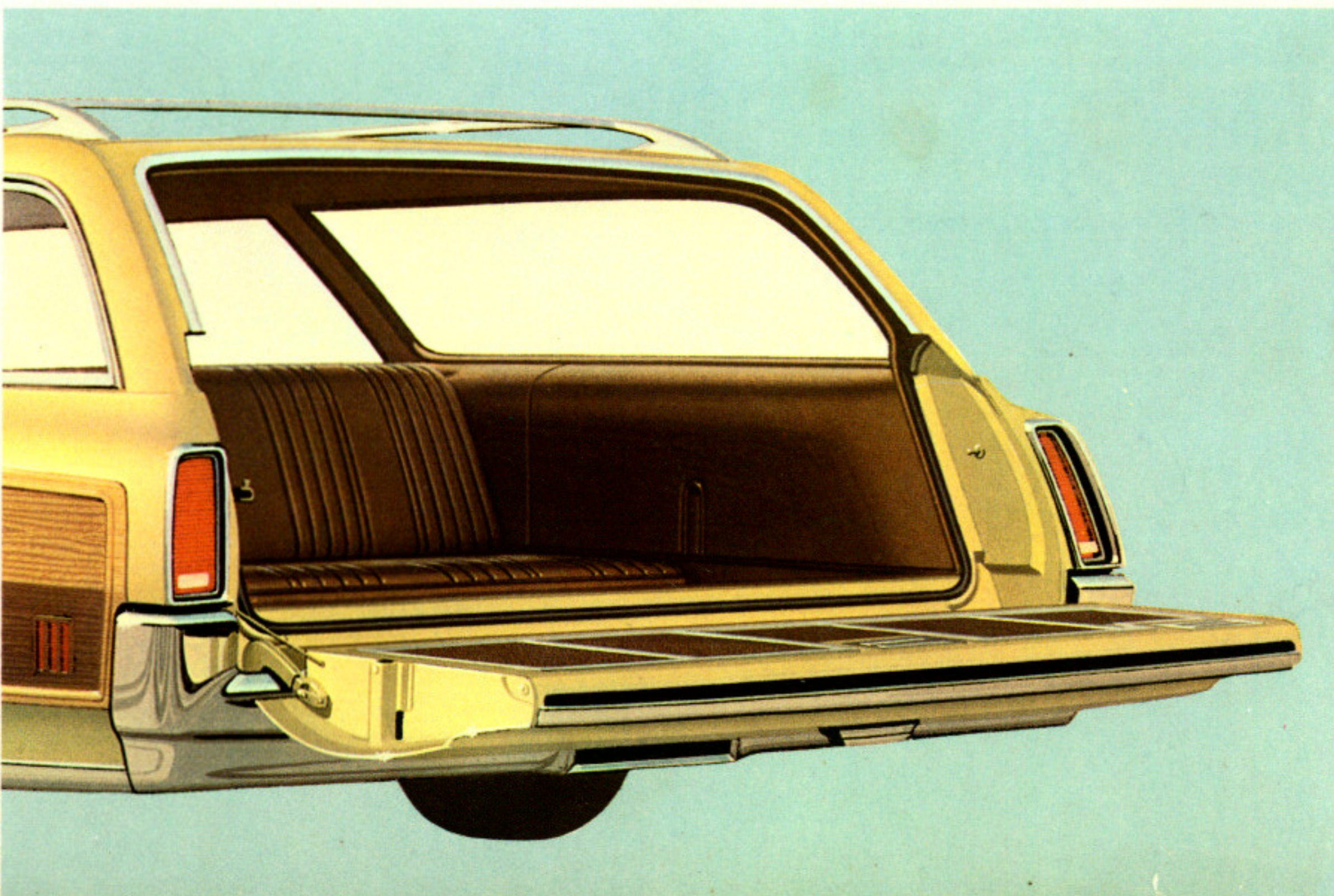
Catalina has a standard 290-hp V-8 putting out the power to those fat, fiberglass-belted, L78-15 tires. Other power is available. You can order from a couple of 400-cube V-8s, or really haul with one of the two 455-cubers.

Now that you've picked the power, pick the two or three-seat model and get nylon-blend carpeting and Morrokide upholstery on the inside.

Ready for the clincher? This Catalina has the famous Wide-Track. So if you're after full-size luxury and economy in a wagon that's fun to drive, get serious, about our Catalina wagon.



Two-way tailgate opens like a door and pulls down as a loading platform. It's standard with all full-size Pontiac wagons.



Specifications

		CATALINA	EXECUTIVE	BONNEVILLE	GRAND PRIX
Body Styles		Hardtop Coupe 4-dr. Sedan 4-dr. Hardtop 2-seat Station Wagon 3-seat Station Wagon Convertible	Hardtop Coupe 4-dr. Sedan 4-dr. Hardtop 2-seat Safari 3-seat Safari —	Hardtop Coupe 4-dr. Sedan 4-dr. Hardtop — 3-seat Station Wagon Convertible	Hardtop Coupe — — — — —
Engines	Standard (8 cyl.) Optional (8 cyl.)	350-2 400-2 (1) 400-2 400-4 455-4 455 HO	400-2 400-2 400-4 455-4 455 HO —	455-4 400-2 455 HO — — —	400-4 400-2 455 HO — — —
Transmissions	Standard Optional	3-spd. manual 2-spd. Automatic Hydra-Matic	3-spd. manual Hydra-Matic —	3-spd. manual Hydra-Matic —	3-spd. manual 4-spd. manual Hydra-Matic
Brakes	Drum (dia.) Gross Area	11.0 in. 193.7 sq. in.	11.0 in. 193.7 sq. in.	11.0 in. 193.7 sq. in.	9.5 in. disc 110.6 sq. in.
Steering Ratio	overall std. Power—variable	29.0:1 19.4:1 to 14.3:1	29.0:1 19.4:1 to 14.3:1	29.0:1 19.4:1 to 14.3:1	26.4:1 17.1:1 to 13.6:1
Turning Diameter	(ft.) Curb-to-Curb Station Wagons	42.8 42.8	43.7 42.8	43.7 42.8	39.3 —
Energizer	Standard Optional	53-61 amp. hr. 62 or 76 amp. hr. (2)	61 amp. hr. 62 or 76 amp. hr. (2)	62 amp. hr. 62 or 76 amp. hr. (2)	61 amp. hr. 62 or 76 amp. hr. (2)
Suspension		Full Coil	Full Coil	Full Coil	Full Coil
Frame		Perimeter	Perimeter	Perimeter	Perimeter
Wheelbase		122.0 in. 122.0 in.	125.0 in. 122.0 in.	125.0 in. 122.0 in.	118.0 in. —
Length (overall)	Station Wagons	217.9 in. 220.9 in.	223.9 in. 220.9 in.	224.6 in. 220.9 in.	210.2 in. —
Height (sedan)		54.8 in.	54.8 in.	54.8 in.	52.0 in.
Width		79.8 in.	79.8 in.	79.8 in.	75.7 in.
Weight	Station Wagons	4167 lbs. 4648 lbs.	4266 lbs. 4680 lbs.	4358 lbs. 4784 lbs.	3953 lbs. —
Tread	front rear	64.0 in. 64.0 in.	64.0 in. 64.0 in.	64.0 in. 64.0 in.	62.0 in. 60.0 in.
Tires base	Station Wagons	G78-15 9.15-15 or L78-15	H78-15 9.15-15 or L78-15	H78-15 9.15-15 or L78-15	G78-14 —
Wheel Size		15x6 in.	15x6 in.	15x6 in.	14x7 in.
Road Clearance	Station Wagons	5.0 in. 5.4 in.	5.0 in. 5.4 in.	5.0 in. 5.4 in.	4.4 in. —
Headroom	front rear (4-dr.)	39.0 in. 37.7 in.	39.0 in. 37.7 in.	39.0 in. 37.7 in.	37.5 in. 36.2 in.
Legroom	front rear	42.4 in. 38.1 in.	42.4 in. 38.1 in.	42.4 in. 38.1 in.	42.4 in. 31.6 in.
Shoulder Room	front rear	62.3 in. 61.3 in.	62.3 in. 61.3 in.	60.9 in. 60.9 in.	57.0 in. 56.5 in.
Hiproom	front rear	63.8 in. 63.5 in.	63.6 in. 62.7 in.	61.8 in. 62.0 in.	57.5 in. 52.7 in.
Fuel Tank Capacity	Station Wagons	21.6 imp. gal. 20.0 imp. gal.	21.6 imp. gal. 20.0 imp. gal.	21.6 imp. gal. 20.0 imp. gal.	17.9 imp. gal. —
Usable Luggage Space (Coupe) (cu. ft.)		20.0	21.8	21.8	14.3
Cargo Volume (not including hidden compartment) (cu. ft.)		91.7	91.7	90.8	—

(1) 400-2 standard on Station Wagons and Convertible

(2) 76 amp. hr. with 455 V8 engines only

Engines

	350-2 V8	400-2 V8	400-2 V8	400-4 V8	400-4 V8	455-4 V8	455 HO
Displacement (cu. in.)	350	400	400	400	400	455	455
HP @ rpm	255 @ 4600	265 @ 4600	290 @ 4600	330 @ 4800	350 @ 5000	360 @ 4300	370 @ 4600
Torque @ rpm	355 @ 2800	397 @ 2400	428 @ 2500	445 @ 2900	445 @ 3000	500 @ 2700	500 @ 3100
Compression Ratio	8.8:1	8.8:1	10.0:1	10.0:1	10.25:1	10.0:1	10.25:1
Carburetion	2 bbl.	2 bbl.	2 bbl.	4 bbl.	4 bbl.	4 bbl.	4 bbl.
Bore X Stroke	3.875 x 3.75	4.12 x 3.75	4.12 x 3.75	4.12 x 3.75	4.12 x 3.75	4.15 x 4.21	4.15 x 4.21
Fuel	Regular	Regular	Premium	Premium	Premium	Premium	Premium
Oil System (less filter) (qts.)	3.3	3.3	3.3	3.3	3.3	3.3	3.3
Cooling System (qts.)	16.3	15.0	15.0	15.0	15.0	14.3	14.3
Exhaust System	Single	Single (1)	Single	Single	Dual	Single	Single (1)
Clutch	10.4 in.	—	10.4 in.	—	10.4 in.	11.0 in.	11.0 in.
Axle Ratio* without Air Conditioning							
3-spd. manual	3.23:1	—	3.23:1	—	3.23:1	3.23:1	3.31:1
4-spd. manual	—	—	—	—	3.55:1	—	3.31:1
Automatic	2.93:1	—	—	—	—	—	—
Hydra-Matic	3.23:1	—	—	—	—	—	—
	2.93:1	2.56:1	2.73:1	2.93:1	2.93:1	2.93:1	3.23:1
	—	2.93:1	2.41:1	2.56:1	3.23:1	2.56:1	3.07:1
	—	2.78:1	2.93:1	—	—	3.23:1	—
	—	3.23:1	—	—	—	—	—

* Depending on model/engine combination selected

(1) Dual on Grand Prix

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