

# Phoenix 1978



PONTIAC



Phoenix is everything that "compact" implies. Sensibly-sized. Manoeuvrable. Practical.

Slip inside for a moment. You'll discover a remarkable degree of roominess for a car this size. After all, Phoenix offers nearly as much headroom and front legroom as some full-sized cars.

The Phoenix Coupe. Sedan. And Hatchback. They demonstrate once again the very special way Pontiac feels about cars.

You can have your Phoenix both sporty and practical. With the new Phoenix Hatchback.

The standard full-width bench seat on Phoenix. You'll enjoy it to its fullest.



Here's how you top the Phoenix Coupe—with an available Landau roof.



## FEATURES

Discover the special care we've taken with the Phoenix interior. Beginning with the full-width bench seat. In handsome cloth on Coupes and Sedans. Or all-vinyl on the Hatchback (optional on the others). And in an array of beautiful colors.

Like most Pontiacs, you can also sport it up with deep contoured bucket seats that are available.

A softly-cushioned steering wheel is standard. As is rich, yet durable, nylon-blend carpet. Plus an instrument panel (shown right) that's a masterpiece of simplicity.

And, purring beneath it all, a 3.8 litre (231 CID) V6. It's smooth. Stable. Responsive. And it gives Phoenix its quiet command of the road.

If you prefer, there's a cast-iron tough 4-cylinder engine you can order. Or a responsive V8.

We're very proud of every 1978 Phoenix. We think it shows.

## OPTIONS

Phoenix offers a full list of optional equipment.

This sporty console. Available with bucket seats includes a floor shifter when an optional transmission is ordered.

Why not avail yourself of these popular options? Power locks. Air Conditioning. AM/FM Stereo Sound System.

Help clear things up with this heated rear window defogger. It's available. Just like the handsome Landau roof.

Select a speed with the available Cruise Control. Sit back. And enjoy the cruise.

It won't take much adjusting to this convenient tilt-steering wheel that's available.

RTS in action. It stands for Radial Tuned Suspension. It gives you Pontiac's kind of roadability.

Roll out the luxury—with these shimmering custom wheel covers. They're available on every Phoenix.





# Facts and Figures.

## MODELS

### Phoenix

- 2-Door Hatchback Coupe,
- 2-Door Coupe,
- 4-Door Sedan

### Phoenix LJ

- 2-Door Coupe,
- 4-Door Sedan

## POWER TEAMS

### Standard Engine:

- 3.8 litre (231 CID) 2-bbl. V6

### Available engines:

- 2.5 litre (151 CID) 2-bbl. 4-cyl.
- 5.0 litre (305 CID) 2-bbl. V8

### Standard transmission:

- 3-speed manual column shift

### Available transmissions:

- 3-speed manual floor shift
- 4-speed manual floor shift
- Automatic

## STANDARD INTERIOR FEATURES

### Standard Phoenix features:

Full-width front seat in cloth on Coupes and Sedans or vinyl on Hatchback Coupes (bucket seats available). Cockpit-style instrument panel. Simulated rosewood applique on instrument panel. Deluxe steering wheel. Front and rear armrests. Front and rear ashtrays. Low level body ventilation. Speedometer graduated in both kilometres and miles per hour (odometer registers kilometres). Quick fluid-on-demand windshield washer. Nylon-blend, cut-pile carpeting.

### Special Phoenix LJ features:

Notchback front seat with center armrest. Instrument panel assist strap. Color-keyed cushioned steering wheel. Day-night rearview mirror. Dome lamp switches on all doors. Padded front door panels with map pockets. Added acoustical insulation.

## STANDARD EXTERIOR FEATURES

### Standard Phoenix features:

Distinctive split-grille, front-end and hood styling. New singular rectangular headlamps. Phoenix nameplates and emblems. Deck lid lock cover. Hubcaps with Pontiac crest.

### Special Phoenix LJ features:

Chrome hood divider, hood center molding and stand-up hood ornament. Front bumper centre pad. Front and rear bumper outer pads and strips. Wide-ribbed rocker moldings and extensions. Deluxe wheel covers. Wide, wraparound tail lamps.

## STANDARD CHASSIS FEATURES

Front disc, rear drum brakes. High Energy Electronic Ignition. Catalytic converter. E78-14 blackwall tires.

## POPULAR EQUIPMENT AVAILABLE

Wire-spoked wheel covers. Radial Tuned Suspension with radial tires and specifically-tuned suspension components. Rally RTS Handling Package including large front and rear stabilizer bars and

FR78-14 black steel-belted radial tires (whitewall and white letter available). Power steering. Power front disc brakes. Power windows. Power door locks. Controlled-cycle windshield wiper system. Swing-out rear quarter windows (only on 2-door model). Cruise Control (with V6 or V8 and automatic transmission only). Custom air conditioning. Custom Sport Steering Wheel. Custom finned wheel covers. Rally II or body-colored Rally II wheels with trim rings. Landau vinyl top (2-door Coupe only). Front bucket seats (in fabric or vinyl depending on series). Left-hand and right-hand remote control sport mirrors. AM/FM stereo radio, AM/FM radio or AM radio. Left-hand remote control chrome mirror. R.H. Visor vanity mirrors. Rear window defogger. Lamp package includes ashtray lamp, instrument panel courtesy lamp, glove compartment lamp, and trunk lamp (except Hatchback). Rally gauge cluster with clock. Safe-T-Track rear axle. Engine block heater. Heavy-duty radiator. Heavy-duty battery. Dual horns. Soft-ray glass for all windows. Custom pedal trim plates. Electric clock. Floor mats. Stowaway spare tire. Dealer accessories include infant baby carrier, child safety seat.

## DIMENSIONS (in millimetres, followed by inches)

	2-Door Coupe	2-Door Hatchback	4-Door Sedan
Overall length	5166 (203.4)	5166 (203.4)	5166 (203.4)
Overall width	1839 (72.4)	1839 (72.4)	1839 (72.4)
Wheelbase	2822 (111.1)	2822 (111.1)	2822 (111.1)
Track, front/rear	1570/1512 (61.8/59.6)	1570/1512 (61.8/59.6)	1570/1512 (61.8/59.6)
Headroom, front/rear	970/932 (38.2/36.7)	970/932 (38.2/36.7)	993/942 (39.1/37.1)
Legroom, front/rear	1059/823 (41.7/32.4)	1059/823 (41.7/32.4)	1059/894 (41.7/35.2)
Shoulder room, front/rear	1438/1405 (56.6/55.3)	1438/1405 (56.6/55.3)	1438/1440 (56.6/56.7)
Fuel tank	79 litres (17.5 gals.)	79 litres (17.5 gals.)	79 litres (17.5 gals.)
Trunk capacity	394 litres (13.9 cu. ft.)		374 litres (13.2 cu. ft.)
Cargo capacity		828 litres (29.2 cu. ft.)	



# Phoenix

The Phoenix LJ is the most luxurious compact Pontiac has ever built. A very special luxury compact.

It's evident in the styling. The clean lines. The formal profile.

Inside, there's the same restrained richness.

Phoenix is everything that luxury ought to be. Comfortable, but not overbearing.

Now you're at the very seat of luxury. The full-width Notchback bench seat that's standard on Phoenix LJ.

Deep contoured bucket seats available on LJ.



Phoenix LJ. The newest and most luxurious Phoenix of all.

*Some of the equipment shown or mentioned is optional at extra cost.*

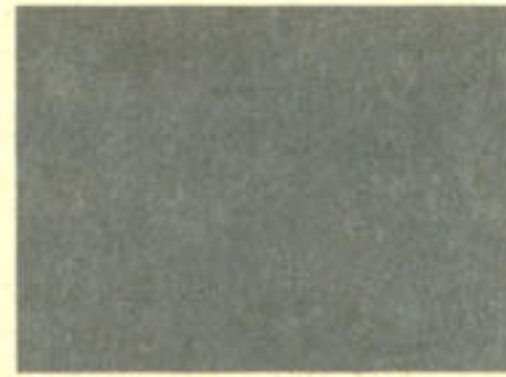


# Exterior colors

Colors shown are representative only. Printed reproduction does not permit accurate color fidelity. Actual colors may be seen at your Pontiac-Buick dealer's.



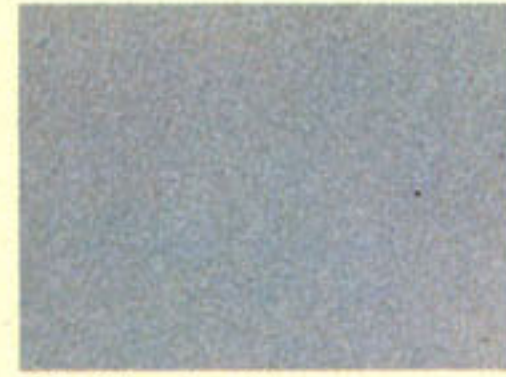
11. Cameo White



15. Platinum Metallic



19. Starlight Black



22. Glacier Blue Metallic



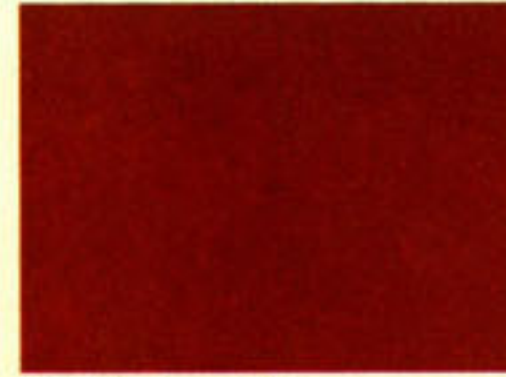
44. Seafoam Green Metallic



61. Desert Sand



63. Laredo Brown Metallic



67. Ember Mist Metallic



69. Chesterfield Brown Metallic



77. Carmine Metallic



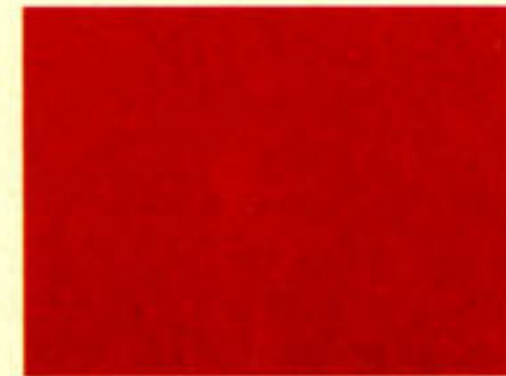
24. Martinique Blue Metallic



48. Berkshine Green Metallic



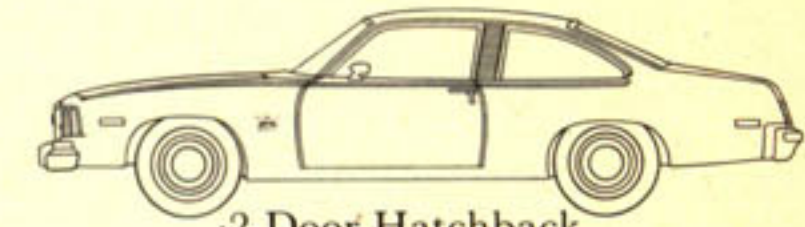
51. Sundance Yellow



75. Mayan Red



2-Door Coupe



2-Door Hatchback



4-Door Sedan



L.J. 2-Door Coupe



L.J. 4-Door Sedan

## **A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE VEHICLES.**

The vehicles described in this brochure incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada or related companies. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

**A WORD ABOUT ENGINES:** Pontiacs shown in this brochure are equipped with GM-built engines produced by various divisions. See the engine chart at your Dealer's for complete details about engine sources and availability.

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