

Pontiac 75

Grand Ville Brougham / Bonneville / Parisienne Brougham

Catalina / Laurentian

(catalytic converter equipped)





Pontiac Parisienne Brougham

New Pontiac travel plan for 1975. You can expect some new rewards in your travels from now on. Whether it's a quick trip around town or an extended journey next vacation, Pontiac has a plan to make every mile a little more satisfying.

For instance, you can expect smoother overall performance and some new economies in a '75 full-size Pontiac. You can count on that and more because of available new features.

We've cleared page 5 and part of page 12 to spell much of it out. For now, let's get to other specifics.

First class accommodation. That's one reason you'd buy a Parisienne Brougham, isn't it? You get deluxe accommodation. You see it right off with the standard upholstery—a rich-looking new Rhone cloth with the appearance and texture of fine corduroy. Luxurious Morrokide is available if you want the convenience of vinyl. In fact, you have a choice of thirteen interiors, either standard or at extra-cost, with Parisienne Brougham.

Pontiac holds nothing back for the person considering a Parisienne Brougham for his travels.

50/50 Full-Width Seat. This is a new offering for Parisienne Brougham people. You can now order an optional front seat that splits 50/50 for individual convenience. The passenger seat reclines to more than 45 degrees. And the driver's seat can be ordered with six-way power adjustment at extra cost. If you like to push your seat back for all the comfort you can get when driving,



Optional 50/50 split full-width seat in cloth.

and your front passenger wants his seat well forward, this seat accommodates you both. A special seat should have special upholstery and this one does. It's a very attractive Chelsea cloth trimmed in soft vinyl Morrokide.

The new 50/50 seat option comes with deluxe lap and shoulder belts color-keyed to your car's interior. It also includes an harmonic "tone generator" that replaces the regular warning buzzer for buckling up.

It all makes for sensible luxury. **Strictly first class.** Parisienne Brougham shows how it's done in style. Distinctive new rectangular headlamps that you won't find on many cars in this price

class. Triple-bar taillamps. And a new, top-echelon look for the 4-door sedan.

The lower door panels are carpeted. The steering wheel has a genuine feeling of luxury in your hands. You have long front armrests. There's more sound insulation than in some other Pontiacs.

Parisienne Brougham offers you the style, the feel and the quiet of luxury—without a luxury car's price tag.

Please look up page 12 for an insight on the equipment a new Parisienne Brougham offers you as standard. Plan to be impressed.

First class accommodation, full-size. It's all part of the plan. Pontiac's new travel plan for 1975.



Pontiac Parisienne Brougham

Built for added value. Parisienne Brougham and all full-size '75 Pontiacs offer features that present new opportunities.

In a nutshell, what they can do for you is help lower maintenance and operating costs, and help improve overall performance and driveability, while offering better handling and response.

Cleaner air. Exhaust emissions from the engine are treated by a catalytic converter. This device also allows the engine to be retuned for lower idling speeds, quicker warm-up and smoother overall performance.

Fewer tune-ups. Your need for periodic tune-ups is greatly lessened with a solid-state ignition system without points or condensers. High-Energy Ignition delivers up to 35,000 volts for quick, sure starting, especially in cold or wet weather.



Standard Parisienne Brougham cloth seat



Parisienne Brougham instrument panel and Custom Cushion steering wheel

Left: Parisienne Brougham 4-Door Sedan

Radial tires. Steel-belted radial tires help improve operating economy over an extended tire life.

In a '75 full-size Pontiac they are standard and come with a special Radial Tuned Suspension including front and rear stabilizer bars—and that

makes a difference in better handling and a more stable ride.

All of the above can help to make Pontiacs like Parisienne Brougham even more interesting for your travel plans in the years ahead. See pages 13, 14, and 15 for ways to add your own personal touch.

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



Pontiac Laurentian

If you read the story on page 5, you'll know that you can plan on quite a few enjoyable benefits as the owner of a full-size 1975 Pontiac.

This page is devoted to showing you how these pleasures can be yours in the lowest-priced full-size car your Pontiac dealer can offer.

How would a new Laurentian fit your travel plans?

Drive a Laurentian and see. Soon as you settle behind the wheel, you'll know you're in comfort country. Nothing crowds you. There's a feeling of quiet security just sitting there.

Of course, what you're sitting on helps. It's full-foam, inches thick. Under you. And behind you. Rest assured there are no springs in that cushiony foam to make their presence felt.

In front of you, a handsomely laid-out instrument panel that tells you everything you want to know at a glance. The warm look of woodtone trim helps give it all a rich appearance.

Nothing to remind you you're in the lowest-priced full-size Pontiac.

Switch on. And move out. A responsive 350 CID V8 is at your command. Variable-ratio power steering helps keep everything under control.

Touch the brake pedal, and you'll be reminded that this car has power front disc brakes. Did your dealer tell you they have audible wear sensors? They're there to alert you ahead of time when brake pad servicing is required.



Standard Laurentian cloth seat.

Travel the 1975 Laurentian route. Your Pontiac dealer can suggest many ways

for you to get around. They're all top-flight.



Laurentian 4-Door Sedan.



Pontiac Catalina

Just looking tells you a lot. There's a stamp of front-rank authority to a new Catalina. It shows wherever you look, beginning with the newly-styled Pontiac split front grille and continuing as your eyes sweep over this beautiful car. The Catalina sedan, you may notice, has new roof styling. It not only looks great but also allows for additional glass at the sides, giving rear seat passengers more window.

The interior is front rank, too. Catalina has the touches you may very well want. Like the appearance of dark flame chestnut on the instrument panel and doors. Nylon-blend, cut-pile carpeting which is, as they say, wall to wall.

Seat cushions and seat backs are of thick foam, contour-molded to comfort you over the miles to come. The seat coverings are either luxurious cloth or leather-like, easy-to-care-for vinyl Morro-kide that's available at extra cost. Ask your dealer about the choice of colors this year.

You can't tell by looking, but above you is a double-panel steel roof. Double-panels add strength to the structure of the roof and help keep noise out of the passenger compartment. The contoured full inner panel is perforated, similar to acoustical tiles.

A Catalina is built to look after you very well.

What Pontiac has done for driving. On one hand, Pontiac has helped restore a fuller meaning to the word performance. The '75s like Catalina have improved



Optional Catalina vinyl seat.

driveability. On the other hand, Pontiac's helped cut the costs of maintaining a car. Pages 5 and 12 are interesting reading.

And a few minutes travel time in a Catalina will begin to explain it all. Catalina. Just part of the Pontiac travel plan.



Above: Catalina 2-Door Hardtop

Left: Catalina 4-Door Sedan.

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

Pontiac Bonneville

Executive planning. Bonneville fits your plans perfectly if you've come to expect top drawer comfort. And you like to move in company that understands best behavior.

Bonneville's behavior is impeccable—with a 400 CID 2-bbl. V8 that responds as if every performance is "opening night". Bonneville's reputation for efficient performance is upheld. How about its reputation for comfort?

Take your seat. And what a choice you

have for '75. Full-width front seat with centre armrest in either luxurious cloth or Doeskin vinyl. Or you can order at extra cost a 60/40 front seat, with each side individually adjustable. The armrest is on the left side of the passenger seat. As we said, top drawer.

Want a full-size road car with all-out comfort? Your part of Pontiac's plan is a Bonneville.

And if you care for a few option suggestions, your pages are 13 to 15.



Standard Bonneville cloth seat.

Pontiac Grand Ville Brougham

This is it. Pontiac's top tier. Our new Grand Ville Brougham shares with Bonneville such upper echelon features as rectangular headlamps, wall-to-wall taillamps, new coupe and sedan roof-lines and an adjustable foot pedal option.

Grand Ville Brougham exclusives. But it keeps to itself a choice of standard interiors in Lombardy Velour or Doeskin Vinyl, standard vinyl roof covers on the hardtops (halo-style on the 2-door), Custom Finned wheel covers, a stand-

up hood ornament—and Pontiac's only convertible.

Grand Ville Brougham even replaces the seat belt warning buzzer with a more pleasant tone generator. And that's standard.



Grand Ville Brougham Convertible.



Optional 60/40 cloth seat.

Below: Bonneville 2-Door Hardtop.



Below: Grand Ville Brougham 4-Door Hardtop.



Standard features...a partial list

Laurentian. Standard features include: Air-hydraulic bumper system using Enersorbers with front and rear protective rubber rub strips. 350 CID 2-bbl. V8. Improved 3-speed Turbo Hydra-matic transmission. Variable-ratio power steering. Front power disc brakes with audible wear sensors. Rear power drum brakes. Full-foam seat construction with cloth-and-vinyl upholstery. Powered ventilation. Wraparound instrument panel with quick service access. Speedometer graduated in kilometres per hour as well as miles per hour (odometer registers miles). Simulated flame chestnut woodgrain on instrument panel. Deluxe 2-spoke steering wheel with padded centre. Nylon blend cut-pile carpeting. Double-panel roof with inner panel acoustically perforated. Embossed vinyl headlining. Tilt-type inside rearview mirror. Left-hand ashtray. Front and rear armrests. Concealed windshield wipers. Inside hood latch release. Bright hub caps. Bright rear window reveal moldings. Bright moldings on rear edge of hood. Bright roof-drip moldings on 2-door. Open-channel rocker panels. Forward-mounted steering linkage. Coolant overflow system. Full-flow oil filter. Energizer battery. Petroleum-base undercoating on frame. Self-regulating alternator. Full-coil suspension with computer-selected springs. HR78 x 15 black steel-belted radials with Radial Tuned Suspension. Choice of 16 Magic-Mirror exterior colors.

Catalina. All Laurentian standard features plus: Additional sound insulation. Higher quality interior trim. Instrument panel right-hand ashtray. Ashtray lamp (driver's side). Cigarette lighter lamp. Glove box lamp. Foam-backed trunk compartment mat. Dual horns. Narrow rocker panel moldings.

Bright roof drip moldings on sedan.

Parisienne Brougham. All Catalina standard features plus: Rectangular headlamps. Deluxe interior trim. Custom Cushion steering wheel. Carpeted lower door panels. Long front armrests. Perforated vinyl headlining. Additional sound insulation. Long sunvisors with centre support. Pedal trim plates. Body-color inserts on outside door handles. Deep-dish design wheel covers. Wheel opening moldings. Bright window reveal moldings on sedan. "Brougham" on sail panel.

Bonneville. Most Parisienne Brougham standard features plus: 4-door hardtop replaces 4-door sedan. 400 CID 2-bbl. V8. Distinctive front and rear exterior styling. Distinctive formal rooflines. Full-width front seat with pull-down centre armrest. Pull straps on doors. Dome lamp switch on all doors. Instrument panel courtesy lamp. Bright peripheral moldings on lower door panels. Wide rocker panel moldings with rear fender extension. Rear wheel opening covers.

Grand Ville Brougham. All Bonneville standard features plus: A convertible model. Hood windsplit molding with stand-up hood ornament. Painted body-side accent stripes. Chrome L.H. outside remote-controlled rearview mirror. Monogrammed rear quarter window (except convertible). Cordova top (except convertible). Custom Finned wheel covers. Power-operated top with tempered rear window glass on convertible. Power windows. Color-keyed Custom seat belts with tone generator replacing buzzer alert. Passenger instrument panel ashtray lamp. Right-hand visor vanity mirror. Luggage compartment fully-trimmed with velour.

The Pontiac Travel Plan.

Helping you to enjoy better driveability is just part of the Pontiac Travel Plan.

STEEL-BELTED RADIAL TIRES—offer longer tire life and better operating economy; they come with Radial Tuned Suspension.



HIGH-ENERGY IGNITION—helps improve engine performance and eliminates points and condenser replacement.



CATALYTIC CONVERTER

The Converter requiring unleaded gasoline, allows calibration of the engine for lower idling speeds, quicker warm-up and smoother overall performance.



QUICK WARM-UP SYSTEM

—helps improve fuel economy under cold engine starting conditions.

Options-Add your own personal touch

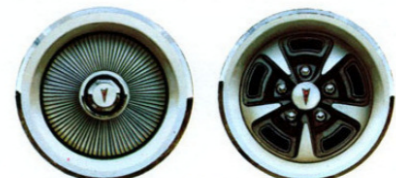
Express your individuality while adding even more to your pleasure, comfort and convenience. Enjoy your new car your way.

For a run-down on other options not mentioned here, ask your salesman.



Sound Systems.

You have a complete choice of AM, AM/FM or Stereo radios or AM or AM/FM radio with stereo tape player.



Custom Finned Wheel Cover

Rally II Wheel



Deluxe Wheel Cover

Wheel Equipment.

Your salesman can advise on extra-cost wheel covers, trim rings and wheels.

Electric Clock.

You've a choice of a conventional clock or a new electronic, quartz-crystal controlled digital clock.



Safe-T-Track Rear Axle.

Transfers torque to the rear wheel with the best traction. Helps on slippery road or in sand.

"Headlamp On" Warning System. A new option this year alerts you with a warning buzzer if you leave your headlamps on after switching off ignition.

Protective Molding. Vinyl inserts in stainless steel help protect the sides of your car in parking lot situations.



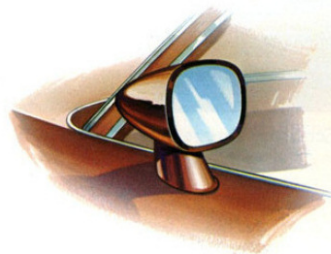
Fuel Economy Gauge. It tells you when you're driving in the high fuel-consumption range or in the fuel economy range. Good thing to know? Not available if conventional clock is ordered.

Controlled Cycle Windshield Wiper.

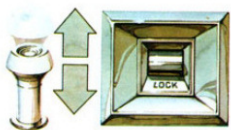
Gives you a choice of three wiper speeds as well as a delayed interval wipe cycle.



Tinted Glass. May be specified for all windows or just for the windshield. Soft-Ray tinted glass is recommended when you order air conditioning.



Custom Sports Mirrors. Aerodynamically-designed outside mirrors in the same color as the body of the car. The left-hand mirror is remote-controlled. You can have the right-hand mirror controlled from the driver's position at extra cost.



Electric Door Locks. Locks or unlocks all doors at once. A security feature.



Vinyl Roof Cover. Top your car with a padded Cordova cover in your choice of up to nine colors. Halo roof cover standard on Grand Ville Brougham Coupe, full roof cover standard on Grand Ville Brougham Sedan.



Power Windows. The controls are at the driver's fingertips, with individual controls for passengers. Open or close any window at a touch.



Deck-Lid Release. Lets you unlock your trunk without getting out of the car. Simply push a button located in the glove box for security.



Maintenance-Free Battery. Never needs water. Corrosion-resistant sealed terminals.



Bumper Guards. Available front and rear for an extra measure of protection. Full-length bumper rub strips are standard.



Automatic Level Control. Automatically keeps your car level under heavy loads. A vacuum-operated compressor expands air-bag in shock absorbers to compensate for load weight. A 455 CID engine is required.



6-Way Power Seat. Lets you raise, lower, move forward, backward or tilt the front seat. Affords more comfort, helps lessen fatigue.



Automatic Cruise Control. Simply attain your desired speed, touch the button on the end of the signal indicator and you'll hold that speed until you press the brake pedal. It's not only convenient on long trips, it could help your mileage by keeping consistent speed.



Tilt Steering Wheel.

Adjusts to any of six different positions to fit the

driver. Helps make getting in and out easier. An optional Custom Cushion steering wheel is required on Laurentian and Catalina.

Trailer Towing.

Pontiac offers a complete trailer-towing package designed specifically for the load weight of your trailer and the 1975 Pontiac you'll be hauling it with. Your trailer-towing package can be built into your car right at the factory. Please ask your salesman for the special, detailed catalogue on trailer-towing.

Specifications

	LAURENTIAN	CATALINA	PARISIENNE BROUGHAM	BONNEVILLE	GRAND VILLE BROUGHAM
Body Styles	2-dr. Hardtop 4-dr. Sedan	2-dr. Hardtop 4-dr. Sedan	2-dr. Hardtop 4-dr. Sedan	2-dr. Hardtop 4-dr. Hardtop	2-dr. Hardtop 4-dr. Hardtop Convertible
Engines Standard	350-2 V8	350-2 V8	350-2 V8	400-2 V8	400-4 V8
Optional	350-4 V8 400-4 V8 455-4 V8	350-4 V8 400-4 V8 455-4 V8	350-4 V8 400-4 V8 455-4 V8	400-4 V8 455-4 V8	400-2 V8 455-4 V8
Transmissions Standard	Hydra-matic	Hydra-matic	Hydra-matic	Hydra-matic	Hydra-matic
Brakes Front disc/rear drum	Standard	Standard	Standard	Standard	Standard
Power	Standard	Standard	Standard	Standard	Standard
Tires Standard	HR78 x 15	HR78 x 15	HR78 x 15	HR78 x 15	HR78 x 15
Wheelbase	124.0 in.	124.0 in.	124.0 in.	124.0 in.	124.0 in.
Length	225.3 in.	225.3 in.	225.3 in.	225.3 in.	225.3 in.
Height	54.3 in.	54.3 in.	54.3 in.	54.3 in.	54.3 in.
Width	79.9 in.	79.9 in.	79.9 in.	79.9 in.	79.9 in.
Fuel Tank Capacity (app.)	21.5 Imp. Gal.	21.5 Imp. Gal.	21.5 Imp. Gal.	21.5 Imp. Gal.	21.5 Imp. Gal.
Headroom front 2-dr. Hardtop	38.3 in.	38.3 in.	38.3 in.	38.9 in.	38.9 in.
rear	37.4 in.	37.4 in.	37.4 in.	37.6 in.	37.6 in.
Legroom front 2-dr. Hardtop	42.6 in.	42.6 in.	42.6 in.	42.7 in.	42.7 in.
rear	35.8 in.	35.8 in.	35.8 in.	38.8 in.	38.8 in.
Shoulder Room front 2-dr. Hardtop	64.0 in.	64.0 in.	64.0 in.	64.3 in.	64.3 in.
rear	62.4 in.	62.4 in.	62.4 in.	63.3 in.	63.3 in.
Hip Room front 2-dr. Hardtop	59.3 in.	59.3 in.	59.3 in.	59.3 in.	59.3 in.
rear	56.1 in.	56.1 in.	56.1 in.	56.1 in.	56.1 in.
Usable Luggage Space	17.7 cu. ft.	17.7 cu. ft.	17.7 cu. ft.	17.7 cu. ft.	17.7 cu. ft.

This literature is applicable only to 1975 General Motors vehicles equipped with a Catalytic Converter.

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GM-4559 Printed in Canada