

At your Pontiac-Buick dealer's

we're
big on
small



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Pontiac's new little economy car is right on with everything you want in a small car.

PONTIAC Astre

Cover: Astre Hatchback in background;
Ventura Coupe in centre;
Apollo Coupe in foreground.



Sure, we're big on small. Very big. Because more people are buying smaller cars today. And Pontiac-Buick dealers offer *not just* small cars—but the kind of small cars people want most!

Take the new Astre, the newest and smallest Pontiac. It's priced down there with the three leading imports. But Astre has values they can't match. Starting with a bigger engine to give you a bigger kick out of your small car.

The leading imports can't offer you a Hatchback. Astre does. They can't offer you the reassurance of a strong, double-panel roof or a fail-safe electric fuel pump. Astre does. And more. Because the new Astre is first and last a small Pontiac!

Compare the top three imports—plus the leading domestic small car—and you'll find Astre has a longer wheelbase and a wider track for a "bigger car" ride. And it has the great 2300 c.c. overhead-cam engine!

Another thing. Astre is not only a lot of Pontiac for your small car money, you can make it your very *personal* little Pontiac. Extra-cost options run the gamut—check-pattern cloth upholstery, power steering, air conditioning, radial tires, Turbo Hydra-matic transmission—you name it and you can add it to your new Astre.

Every way you look at it, Pontiac's first little car is right on!



Left: Astre Safari Custom

Above: Astre SD Coupe

Right: Astre GT Hatchback

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

Introducing the difference between a small car and a small car by Buick.

The new Apollo offers you Buick quality, comfort, quiet and performance. In short, Apollo lets you enjoy Buick luxury in an easy-to-handle compact coupe, sedan or hatchback coupe. If you're big on going small, wouldn't you really rather have a small Buick? With a big Buick V8?

Buick has pulled no punches. You can tell Apollo is a Buick by such traditional Buick touches as side "ventiports" and the wide, wrap-around taillamps. Typically Buick. Like the rich level of luxury of Apollo interiors. Very luxurious—just as you expect in a Buick.

Apollo definitely feels and drives like a Buick—solid, smooth and extraordinarily quiet. Building even better cars is a Buick tradition—whether they're personal luxury cars, big luxury cars, luxury intermediates or the new luxury compact, Buick Apollo.

No wonder your Buick dealer is big on small. He can show you the difference between a small car and a small car by Buick!

Wouldn't you really rather have a Buick?

BUICK Apollo



Above: Apollo 4-Door Sedan
Right: Apollo Hatchback Coupe

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Pocket-size. Pocket-price.
You even have a choice
of two front ends.

VENTIAC Ventura

Want an optional front grille for much less than the cost of a factory-installed car radio? It's up to you.

Ventura means having a *choice* for your money. For a pocket-size price, you can select from 6 models including coupes, hatchbacks and sedans. A Ventura Sprint option is available on coupe and hatchback models. Ventura offers you the chance to save money on a small car that fits *your* needs, *your* family and *your* pocketbook perfectly.

If you want even more trunk space than a Ventura Coupe's 14.6 cubic feet, the Hatchbacks offer almost double that cargo area. Simply flip down a Hatchback's rear seat and you've got a flat loading floor over six feet long.

Ventura's standard power team is a husky 250 CID Six with 3-speed manual transmission. Extra-cost choices include a 307 V8, a 350 V8 and either a smooth-shifting, 3-speed Turbo Hydra-matic or a sporty 4-on-the-floor.

Pontiac Ventura is for the choosy.

Whether you pick a regular Ventura model or an even more lavishly-appointed Ventura Custom, your doors, trunk lid, and hood are all double-panelled for strength. You get full-foam seats for long-lasting comfort, full-flow ventilation for windows-up quiet and Side-guard beams in the doors and strong bumpers front and rear for added protection.

And you have that choice of grilles (the one directly below is optional). Big on small? Nobody's bigger on small than your Pontiac dealer.



Above: Ventura Custom 4-Door Sedan
Right: Ventura 2-Door Coupe

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A value-packed trio. As economical or as luxurious as you want to make them. Come into your Pontiac-Buick dealer's and see our great family of small cars.



Safari Station Wagon



Hatchback Coupe



Hatchback Coupe



Hatchback



2-Door Coupe



2-Door Coupe



Coupe



4-Door Sedan



4-Door Sedan



Panel Van

Apollo

Ventura

Astre

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