

1974 Pontiac



Grand Prix • Grand Ville • Bonneville • Catalina • Grand Am • Luxury LeMans
LeMans • GTO • Ventura • Firebird • Safari Station Wagons

Grand Prix

Pontiac's classic luxury sport.



Grand Prix Hardtop Coupe in Fire Coral Bronze.



Available reclining bucket seats with adjustable lower back supports.

Grand Prix has a reputation for being a very special automobile. A car that has remained uncompromised . . . strictly first class. In the way it looks. Feels. In the way it moves.

Any way you look at it, the 1974 Grand Prix's styling carries out Grand Prix's classic image. No settling for second best here.

The Wide-Track ride is no compromise, either. Grand Prix is a magnificent road car.



Grand Prix instrument panel. Shown with available rally gauge cluster and Custom Sport wheel.

Variable-ratio power steering, power front disc brakes and Turbo Hydra-matic are standard, of course.

A 400-cubic-inch engine provides the kind of Pontiac performance that has helped make Grand Prix famous.

We even did up the sporty bucket seats right. Deeply contoured for lateral support. Finished in cloth and corduroy, or all-Morrokide.

You can also order them so they recline, with adjustable lower back supports. Or trade them for a bench seat.

Nothing less than genuine inlays of African crossfire mahogany grace Grand Prix's door panels and console.



Radial Tuned Suspension with steel-belted radial tires is available.

There's a great option you can order for Grand Prix. It's called "S.J." It includes: a maintenance-free battery, unitized ignition, pin stripping, a 455-cubic-inch V-8, a rally gauge cluster, steel-belted radial tires and more. Kind of our ultimate ultimate.

It's that kind of style, that kind of feeling, that kind of no-compromise attitude that makes the 1974 Grand Prix the classic example of Pontiac's way with cars.

GRAND PRIX FACTS AND FIGURES

MODEL

Hardtop Coupe.

POWER TRAINS

Standard engine: 400-cu.-in. 4-432 V-8.

Available engine: 455-cu.-in. 4-502 V-8.

Standard transmission: Turbo Hydra-matic.

STANDARD INTERIOR FEATURES

Deep-cushion front bucket seats or rotoback bucket seat with cloth and Morrokide or all-Morrokide trim. All-foam construction front and rear seats. Nylon-blend, outside carpeting with carpeted lower door panels. Console with floor shift (bucket seats only). Custom-Corduroy steering wheel. High-Low ventilation. Electric clock. Genuine African crossfire mahogany inlay on door panels and console door. Accented insulation. Easy-to-service instrument panel with plug-in components. Ash tray, glove box and instrument panel control lamps. Inside head lamp lenses. Custom pedal trim plates. Trunk carpeting lamp and side panels. Instruction panel, console, steering wheel and column all specially color-coordinated to interior.

STANDARD EXTERIOR FEATURES

Improved bumper system. Protective rubber strips on bumpers. New side marker lamps. Wide rocker panel moldings. Full-metal roofline with integrated rear quarter windows. Long doors for easy rear seat entry. Deluxe wheel covers. Wind-shield rubber anatomy. Coated wipers. Body-colored door handle inserts. Bright moldings on wheelwells, quarter windows, rear window, windshield, hood and wheel openings. Bright drip moldings on roof.

STANDARD CHASSIS FEATURES

Variable-ratio power steering. Power brakes with front discs and rear drums. 4-wheel, coil-spring suspension. 4-link design rear suspension. Computer-selected springs. Partnerer frame. Dual exhausts. Power-Flex flex.

CAPACITIES

Fuel tank—25.6 gal.

Cooling system—11.6 qt.

Oil, less filter req'd—5.0 qt.

Dimensions (inches)

Wheel height	21.5
Wheel width	75.5
Wheelbase	103.0
Track front	53.0
Track rear	53.0
Wheel rim height	23.0
28 in. wheel	41.0
Roof rail height	46.0
to seat height	45.0

Grand Ville

Pontiac's most luxurious full-sized car.



Grand Ville 4-Door Hardtop in Crestwood Brown.



Available cloth and Moriside bench seat. Shown in blue—also available in green, beige, black and burgundy.



Grand Ville's power pod. Driver control center for available power windows and door locks.



Adjustable pedals you can rotate. One control on the inboard pedal moves pedals toward or away from you. And locks them into position.

A lot of people will be very surprised to discover that the 1974 Grand Ville is a Pontiac. That's understandable, really. Because, until now, there has never been a Pontiac so luxurious. Grand Ville's distinctive new die-cast grille and special formal roofline start to hint at the luxury inside.

Grand Ville passengers can sit back and enjoy the hand-fitted, richly upholstered seats. The plush feel of cut-pile carpet underfoot. The vinyl accents that look like hand-tooled chestnut on the doors. The generous use of sound insulation for quiet. And the roomy feel of Grand Ville's interior.

Enough luxury to mistake Grand Ville for a much more expensive car.

But a perceptive driver will know Grand Ville's a Pontiac the moment he puts it in gear.

Because even Pontiac's most luxurious car has to handle a road. And Grand Ville does. Variable-ratio power steering, power front disc brakes, Turbo Hydra-matic and a 455 V-8 are all standard. There's even a Radial Tuned Suspension available.

The 1974 Grand Ville is surprisingly luxurious proof... The Wide-Track people have a way with cars.

GRAND VILLE FACES AND FIGURES
MODELS
 Hardtop Coupe, Convertible, 4-Door Hardtop

POWER TEAM

455-cu.-in. V-8 with Turbo Hydra-matic. **STANDARD INTERIOR FEATURES:** Bench seat with center console. All-Morriside trim (Convertible). Front-seat cushions of solid foam with integral springs. Solid foam front-seat backs. Foam memory seating. Nylon blend, cut-pile carpeting and optional leather door panels. Custom Cushion steering wheel. High-Lo ventilation. Electric clock. Driver and passenger instrument panel and lights. Both ignition. Instrument panel trim of dark flame chestnut wood-grain vinyl. Instrument panel courtesy lamps. Glow box lamp. Two rear quarter interior lamps (Convertible only). Trunk compartments side panels. Trunk mat. Inside latch release. Pull straps on doors. Grand Ville identification on instrument panel. Custom solid film glass.

STANDARD EXTERIOR FEATURES: Distinctive new chrome-plated grille. Improved bumper system. Protective rubber strips on bumpers. Five rounded-width, double-level tail lamps. Exclusive deluxe wheel covers. Power operated top with tempered rear window glass (Convertible only). Windshield radio antenna. Distinctive formal roof. Body-molded fenders and door handles. Grand Ville identification on grille, front fenders, rear deck lid. Rear wheel opening covers. Moldings on windshield, hood, rear edge, roof drip, rear window, wheel openings. Rubber panel moldings with rear fender extensions. Trunk trim panels. Belt reveal moldings. Coated wheels.

STANDARD CHASSIS FEATURES: Variable-ratio power steering. Power brakes with front disc/rear drums. 4-wheel, coil-spring suspension, springs selected by computer. 1175—1/2 inch wall glass-berbed tires. Improved body mount system. Added acoustic insulation throughout.

CAPACITIES:
 Fuel tank—25.8 gal.
 Cooling system—18.5 gal.
 Oil, less filter (oil)—1.0 gal.

Model	MSRP	MSRP	MSRP
Model	Ex	Ex	Ex
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632
Hardtop Coupe	\$13,192	\$13,912	\$14,632



Grand Ville Convertible in Porcelain Blue.

Grand Ville Hardtop Coupe in Ascent Silver.



Bonneville

Pontiac's original full-sized Wide-Track.



Bonneville Hardtop Coupe in Pinemist Green.



Buickville black tweed upholstery. Shown in blue—also available in green, beige and black/gray.

Bonneville is a big comfortable car. But it's a very special big comfortable car. Because of the way it handles a road.

Bonneville is what Wide-Track is all about. The springs are computer selected. And the full-coil suspension is tuned.

So Bonneville rides very smoothly and still feels good in corners.



Clean, efficient. Bonneville's instrument panel is accented with wood-grain vinyl.

Variable-ratio power steering, power front disc brakes and Turbo Hydra-matic are standard.

There's even a handling package available. It's called RTS. Radial Tuned Suspension.

RTS includes steel-belted radial whitewalls; firmer shocks; and stabilizer bars, front and rear.

The standard 400-cu-in. V-6 provides more response than you're likely to need. But we also make a 455 V-8 available.

We started out talking comfort. It's obvious in the '74 Bonneville.



Stabilizer bars (yellow), front and rear, are part of what makes RTS... RTS.

The carpeting is cut pile. The steering wheel is cushioned. The upholstery fabric is your choice. A block tweed cloth or a grained Marokide. Both are long wearing. Both are handsome.

But don't take either one unless you buy Pontiac's concept that a big car should be more than luxurious. The 1974 Bonneville is for people who still enjoy driving.

Buickville 4-Door Hardtop in Colonial Gold.



Bonneville 4-Door Sedan in Admiral Blue.

BUICKVILLE FACTS AND FIGURES

MODELS
Hardtop Coupe, 4-Door Sedan, 4-Door Hardtop

POWER TRAIN
Standard engine: 400-cu-in. V-6. V-8 Available engine: 455-cu-in. 455. V-8 (except in California, 455-cu-in. 4.9L V-8. Standard transmission: Turbo Hydra-matic.

STANDARD INTERIOR FEATURES
Bucket seat with cloth and Marokide or 45-Microkide trim. Pressure-sensitive foam of solid foam with integral springs. Solid foam front-seat backs. Foam seat-cum-profile. Nylon head, outside carpeting and carpeted lower door panels. Custom Carbone steering wheel. High-Low wiperless. Shaking clock. Driver and passenger adjustable pedal sets. Instrument panel trim of cloth, flame-tracked wood-grain vinyl. Instrument panel covering levers. Glow box lamp. Trunk compartment side panels and luggage loop. Trunk mat. Inside load lock straps. Bonneville modifications on door trim panel. Custom paint trim plates.

STANDARD EXTERIOR FEATURES
Distasteful sun chrome-plated grille. Improved bumper system. Protective rubber strips on bumpers. New double-level tail lamps. Deluxe wheel covers. Wheelshield radial tires. Body-colored inlays on door handles. Pontiac crest on tail panel. Bonneville identification on grille. Front bumper, rear deck lid. Moldings on windshield, hood and edge, roof drip, rear window, wheel opening. Radar panel moldings with rear fender extensions. Camouflaged wheels.

STANDARD CHASSIS FEATURES
Variable-ratio power steering. Power brakes with front disc/rear drums. 4-wheel, coil-spring suspension, springs selected by computer. 1578-15 front-wheel glass-reinforced tires. Annular insulation. Engine mount sound insulation.

CAPACITIES
Fuel tank—25.8 gal.
Cooling system—21.4 qt.
Oil, less filter—5.6 qt.

Dimension (inches)	Std.	4-Dr.	4-Dr.
	Std.	Std.	Std.
Wheelbase	112.0	112.0	112.0
Overall length	187.9	187.9	187.9
Overall width	70.0	70.0	70.0
Weight	4110 (1)	4110 (1)	4110 (1)
Max. load capacity	1120 (1)	1120 (1)	1120 (1)
Max. load capacity	1120 (1)	1120 (1)	1120 (1)
Oil pan, engine	5.6 (2)	5.6 (2)	5.6 (2)
Engine oil, engine	5.6 (2)	5.6 (2)	5.6 (2)
Engine oil, engine	5.6 (2)	5.6 (2)	5.6 (2)
Oil pan, engine	5.6 (2)	5.6 (2)	5.6 (2)

Catalina

Pontiac's lowest priced full-sized car.



Catalina Hardtop Coupe in Regatta Blue.

Grand Am

The mid-sized Pontiac with foreign intrigue...American ingenuity.



Grand Am 4-Door Colonnade Hardtop in Pinemist Green.



Standard Radial Tuned Suspension (RTS). Tuned for Grand Am's steel-belted radial tires.

This year, Pontiac set out to build a mid-sized car that combined the handling of the finest imports with the ride, styling and performance of a Wide-Track. We did just that. And we call it the 1974 Grand Am.

Grand Am's handling is superb. And its Radial Tuned Suspension delivers that handling without sacrificing a smooth ride.

Grand Am's styling isn't like anything else in the world. Its famous squeezable nose not only looks



Grand Am's standard all-Morrokida upholstery. Shows in burgundy—also available in white, saddle, green and beige.

great... it also gives on minor impact and springs back.

For Grand Am's interior, we chose genuine African crossfire mahogany for the console.

Even the bucket seats are special. They recline, have adjustable lower back supports and are standard in both 2-Door and 4-



Grand Am's instrument panel with standard city gauge cluster and available tachometer.

Door Grand Ams. They're upholstered in corduroy and Morrokida or all-Morrokida. Your choice.

Now you know our performance won't disappoint you. Variable-ratio power steering, power front disc brakes, a 400 V-8 and Turbo Hydra-matic are standard. A 455 V-8 and a 4-speed manual transmission are available.

But specs can't tell you what a fast-drive car. So put Grand Am on the road. And discover the Wide-Track people's way with cars.



Grand Am 2-Door Colonnade Hardtop in Marquette Maroon.

Based on the car as they appear on some of the options and accessories offered by Pontiac at retail price.

GRAND AM FACTS AND FIGURES MODELS

2-Door Colonnade Hardtop, 4-Door Colonnade Hardtop.

POWER TEAMS

Standard engine: 400 cu. in. 260 V-8. Available engine: 455 cu. in. 444 V-8, 455 cu. in. 4-cyl. V-6. Standard transmission: Turbo Hydra-matic.

Available transmission: 4-speed manual (except 400 V-8 4-cyl. only, not available in California).

STANDARD INTERIOR FEATURES

Wide-male corduroy or all-ined upholstery trimmed in leather for Morrokida. Top-grain Custom Sport steering wheel with large padded seats. Distinctive instrument panel. Electric clock. Gauges for oil pressure, water temperature, voltage and fuel. Trip odometer. Four instrument panel emblems. High-Low ventilation. Console with four-mounted shift lever and mahogany trim. Ash tray, glove box and storage compartments. Inside door lock release. Kickdown control and 100-mph. in the turn signal lever. Reclining front bucket seats with adjustable lower back supports. Nylon-bleed, multiple springing. Pedal tone plates. Full straps on all doors.

STANDARD EXTERIOR FEATURES

Controlled windshield wipers. Chrome flared wheel covers. Radiator tail lamp styling. Dual horns. Windshield wiper system. Front and rear cross-bleeding bumper system with plastic nose and front fender caps. Protective rubber strips on front and rear bumpers. Fixed lowered rear quarter windows on the 2-Door. Bright metal moldings on the windshield, rear window, sidevents, wheel openings and rear edge of the hood. Rubber floor moldings. Roof drip moldings. Rear-ordered door handle inserts.

STANDARD CHASSIS FEATURES

Front and rear stabilizer bars (1.12" front, 0.87" rear). Variable-rate power steering on the feature you turn the wheel, the faster it responds. Power front disc brakes, rear drum brakes. GR70-13 steel-belted radial-ply black sidewall tires. 4-wheel coil-spring suspension. Five Flawless shock absorbers. Computer-actuated springs. For precise, controlled ride. Powersteer Brute for a smooth, hand ride. Trench-wide wheel.

CAPACITIES

Fuel tank—23.8 gal.
Cooling system—21.6 gal.
Oil, less filter 9.0—5.0 gal.

Dimensions (inches)	Lbs.	4-Dr.
Overall length	173.0	173.0
Wheel-arch	23.7	27.1
Shoulder	18.0	18.0
Track, front/rear	54.0/51.0	54.0/51.0
Trunk area, load capacity	14.7/15.1	14.7/15.1
Trunk area, load capacity	14.7/15.1	14.7/15.1
Trunk area, load capacity	14.7/15.1	14.7/15.1

Luxury LeMans

Pontiac's most luxurious mid-sized car.



Luxury LeMans 2-Door Colonnade Hardtop in Ascot Silver.



Luxury LeMans' distinctive die-cast grille.

If ever a car name said it all, Luxury LeMans does. The "LeMans" part identifies this beauty as a mid-sized Pontiac. The "Luxury" part tells you the obvious. Luxury LeMans is very luxurious.

Now the very idea of a mid-sized luxury car is tough to get a hold of. So examine Luxury LeMans closely.

Pay particular attention to things like the discreet way we used chrome. The new formal rear quarter window on the 2-Door Hardtop. (The Luxury LeMans Coupe is available only with a vinyl top until early 1974.)



Luxury LeMans' instrument panel with dark flame chevron wood-grain vinyl accents.

The interior's no accident, either. A Custom Cushion steering wheel. Cut-pile carpeting. Pull straps on the doors. Vinyl accents that look exactly like wood.

The front seat is something akin to a sofa. Pull down the center armrest, and it's like two easy chairs.

You can cover it in a rich textured



Luxury LeMans' cloth and Morrokide notebook bench seat with fold-down center armrest. Shown in blue—also available in green, beige and burgundy.

cloth or leather-like Morrokide.

All Pontiacs perform. That's why a 350 V-8 is standard. And why you can order a Radial Tuned Suspension to help make Luxury LeMans handle like a sports car.

Maybe now the idea of a mid-sized luxury car won't be so hard to accept. Remember, the Wide-Track people have a way with cars.



Luxury LeMans 4-Door Coupe in Porcelain Blue.

Shown on the previous three pages are some of the features and accessories offered by Pontiac at an extra cost.

LUXURY LEMANS FACTS AND FIGURES

MODELS

2-Door Coupe, 4-Door Hardtop, 4-Door Coupe Hardtop.

POWER TEAMS

Standard engine: 198-cu-in. 244k V-6. Available engines: 180-cu-in. 4-44k V-6 (not available in California), 400-cu-in. 2-86k V-8, 400-cu-in. 4-66k V-8, 450-cu-in. 4-44k V-8.

Standard transmission: 3-speed column shift manual. (Turbo Hydromatic in California). Available transmissions: 4-speed floor shift manual (400 4-66k, and 350 V-8s only, not available in California), Turbo Hydro-matic.

STANDARD INTERIOR FEATURES

Front bucket seats in all-Morrokide (2-Dr.) or notebook bench seat in cloth and Morrokide or all-Morrokide vinyl. Solid foam front and rear seat cushions. Nylon-blend, cut-pile carpeting. Dark flame-chevron vinyl accents on instrument panel and glove box. Custom Cushion steering wheel. Front door assist straps. Ash tray. Lane-Change box lamp. Rear seat ash trays. A front door armrests on 2-Door. Custom pedal trim plates. Dome lamp switches on all doors. High-Low ventilation. Inside hood latch release. Sound insulation.

STANDARD EXTERIOR FEATURES

Distinctive chrome-plated die-cast grille. Distinctive tail lamp treatment. Deluxe wheel covers. Rear-ward fender skirts. Full-length rocker panel moldings. Frameless door glass. Formal rear quarter window (2-Dr.). Body-colored door handle inserts. Windshield wiper antenna. Convex wipers. Bright moldings on roof gutters, rear deck, hood, rear edge, front wheel openings, quarter and rear windows, windshield and tail lamps. Improved bumper system. Luxury LeMans identification. Dual horns.

STANDARD CHASSIS FEATURES

Front disc brakes. 4-wheel, coil-spring suspension. Computer-selected springs. Perimeter-type frame. F78—14 Blackwell 1004 (2-Door), G78—14 Blackwell 1004 (4-Door).

CAPACITIES

Fuel tank—21.8 gals.
Cooling system—21.8 qts.
Oil, less filter—5.2 qts.

Dimension (Inches)	2-Dr.	4-Dr.
Overall length	188.1	191.7
Overall width	70.1	71.5
Height	57.1	58.1
Trunk, height	17.987	17.871
Trunk, load capacity	11.028	10.812
Luggage, height	44.028	44.012
Luggage, load capacity	16.012	15.896
Wgt. w/o. load	3108.2	3143.2
*Not rated for use as a		

LeMans

Pontiac's lowest priced mid-sized car.



LeMans Sport Coupe 2-Door Colonnade Hardtop in Colonial Gold.
Shown with available formal window and Cordova top.

LeMans Sport Coupe 2-Door Colonnade Hardtop in Ascot Silver.
Shown with standard louvered window.

This year, we decided to see how many of the finer things in life we could include in our lowest-priced mid-sized car. And a beautiful thing happened . . . the 1974 LeMans.

For openers, we gave LeMans the kind of advanced styling Pontiac is famous for. The kind that stays new looking for years. The kind that makes heads turn.

LeMans has a coil-spring suspension. Front disc brakes. And plenty of acoustical insulation.

We included an interior with plush all-foam seat construction. Distinctive upholstery. Even cut-pile carpeting.

But maybe the custom trim available in the 4-Door LeMans is your style. A notch-back bench seat in vinyl or cloth with a pull-down armrest. A wood-grain vinyl applique on the glove box.

Want to go sportier? The available GT package will get you a blacked-out grille. White-lettered tires on mag-type Rally II wheels. Body-colored mirrors. And some wild stripes and decals.

There's another LeMans. LeMans Sport Coupe. It gives you a custom interior that includes your choice of bucket seats or a notchback bench seat with a pull-



Standard LeMans cloth and Maronide upholstery. Shown in blue—also available in green and beige.

down center armrest. You can also specify one of three different styles for your rear quarter windows. Louvered. Louverless. Or a new formal window (available only with a vinyl top).

Of course, LeMans just wouldn't be a Pontiac if we didn't offer a



Cloth and Maronide notchback bench seat, available in LeMans 4-Door Colonade Hardtop. Shown in green—also available in blue, beige and burgundy.

long list of available running gear. This year, LeMans' list includes five V-8s, four transmissions, Radial Tuned Suspension and a whole gang of tires, wheels and axles.

1974 LeMans is a lot of car at an affordable price. That's Pontiac's way with cars.

LeMans 3-Door Colonade Hardtop in Cameo White with available GT Package.



LeMans 4-Door Colonade Hardtop in Handout Maroon.



LeMans 3-Door Colonade Hardtop in Sublimist Aqua.

LEMAN'S EVENTS AND FIGURES

MODELS

3-Door Colonade Hardtop, 4-Door Colonade Hardtop, LeMans Sport Coupe, 3-Door Colonade Hardtop.

POWER TRAINS

Standard engine: 230-cu.-in. 1-881, 5-cyl. Available engines: 198-cu.-in. 2-881, V-6, 190-cu.-in. 4-881, V-8 (not available in California), 488-cu.-in. 2-881, V-6, 400-cu.-in. 4-881, V-6, 455-cu.-in. 4-881, V-8. Standard transmission: 3-speed manual column shift.

Available transmissions: 3-speed manual floor shift (330 V-6 only, not available in California), 4-speed manual floor shift (330 V-6 and 400 4-881, V-8 only, not available in California), Turbo Hydra-matic.

LEMAN'S STANDARD INTERIORS

FEATURES

Dark flared-oval wood-grain vinyl trim on instrument panel. Bench seat with cloth and vinyl trim. Deluxe 2-spoke steering wheel with padded center. High-Low ventilation. Tilt-type rearview inside mirror. Nylon-blend, cu.-pile carpeting. Inker head lock release. Trunk mat.

SPECIAL LEMANS SPORT COUPE INTERIOR FEATURES

Clasp of all-Maronide notchback bench seat with fold-down center armrest or all-Maronide bucket seats. Dark flared oval wood-grain vinyl trim on glove compartment door.

LEMAN'S STANDARD EXTERIOR FEATURES

Improved bumper system. Fixed rear quarter wheels. Coronet wipers. Windshield radio antenna. Framed door glass. Standard hubcaps.

SPECIAL LEMANS SPORT COUPE EXTERIOR FEATURES

Louvered rear quarter windows (louvers or formal windows available). LeMans Sport Coupe identification.

STANDARD CHASSIS FEATURES

Perimeter-type frame. 4-wheel, coil-spring suspension. Front disc brakes. F78-14 black-wall tires.

CAPACITIES

Fuel tank—20.8 gal. Cooling system—14.8 gal. Oil, less filter 16.6—4.0 gal.

Standard Model	2-Dr.	4-Dr.
Asst. leg.	281	277
Asst. seat	57	57
Radio	151	149
Trunk, leather	11,087	11,047
Trunk, cloth	11,023	11,017
Trunk, vinyl	11,023	11,017
Trunk, vinyl, leather	11,023	11,017
Trunk, vinyl, leather	11,023	11,017

See other model page.

Ventura

Pontiac's low-priced compact car.



Ventura Custom 4-Door Sedan in Denver Gold.

Firebird

Pontiac's sports cars.



Formula Firebird in Denver Gold.



Firebird Trans Am in Buccaneer Red.

Grand Safari

Pontiac's most luxurious full-sized station wagon.



3-Seat Grand Safari Wagon in Shadowmist Brown.



Grand Safari suede seat cloth and Morrokide upholstery.



Instrument panel with dark flame chestnut wood-grain vinyl accents.



Carpeted load area. Shown in stow.

The '74 Grand Safari. Think of it as a Grand Ville with a huge trunk. It has all of Grand Ville's comfort and luxury. Plus all the practicality of a station wagon.

There's Grand Ville's luxurious interior. A Custom Cushion steering wheel. Cut-pile carpeting. Simulated carved wood trim. And thick foam-cushion seats. Covered in handsome Morrokide. Or a new rich cloth.

You'll find a standard 455-cu.-in. 4-bbl. V-8 under the hood. There's standard Turbo Hydra-matic, variable-ratio power steering, and power front disc brakes.

As for practicality. . . what's more practical than over 106 cu. ft. of carpeted cargo space? Answer: Grand Safari's disappearing Glide-away tailgate. It tucks into the body and roof to let you load and unload in tight situations. There's even a hidden compartment for smaller valuables.

Now just to prove we have a way with luxurious station wagons, we make other gear available. Things like a wood-grain vinyl exterior. Cruise Control. And a new Radial Tuned Suspension.



3-Seat Grand Safari Wagon in Lineline Green.

GRAND SAFARI FACTS AND FIGURES

MODELS

3-Seat Grand Safari, 3-Seat Grand Safari

POWER TEAM

455-cu.-in. V-8 with Turbo Hydra-matic.

STANDARD INTERIOR FEATURES

Custom leather-like Morrokide upholstery. Dark flame chestnut wood-grain vinyl accents on instrument panel. Paved load area with fold-down center access. 3-spoke Custom Cushion steering wheel in matching leather controls. Electronic clock. High-Low ventilation. Split-back second seat with forward-facing third seat in 3-Seat Grand Safari. Cut-pile carpeting, including carpeted lower door panels. Carpeted cargo area. Under-floor storage compartment. Ash tray, glove box and courtesy lamps. Inside hood latch release. Paved van glass. Full cups on all doors.

STANDARD EXTERIOR FEATURES

Carpeted windshield wipers. Deluxe wheel covers. Windshield radio antenna. Improved bumper system. Front and rear bumper rub strips. Vertical rub strips on tailgate with two inboard reflective strips. Disappearing Glide-away tailgate with power-operated tailgate window. Right-hand outside mirror. Right-hand moldings on the windshield, side windows, rear quarter windows, tailgate window, wheel openings and rear edge of the hood. Roof drip moldings. Body-colored door handle inserts.

STANDARD CHASSIS FEATURES

Variable-ratio power steering. Power front disc brakes, rear drum brakes. L78—19 Black aluminum fms. Computer-optimized springs. Heavy-duty frame for a smooth, truck ride. Four wheel-end springs with a specifically tuned rear leaf-spring suspension.

Dimensions (feet)

Wheelbase	111.2
Overall height	59.1
Overall width	68.2
Load area	61.7
Rear seat	61.2
Cargo volume (cu. ft.)	106.2
Interior passenger 3 seat (cu. ft.) (3rd)	5.8
Interior passenger 2 seat (cu. ft.) (3rd)	11.2
Top of first row to second edge	61.2
Top of second row to third edge (2 seat)	61.2
	(3 seat)
Top seat to floor to third edge	59.1
Second seat to floor to third edge (2 seat)	61.7
	(3 seat)
Load area to top of floor	61.7
Minimum driver knee to underside of floor	61.2
Rear end opening width at floor	61.2
Second row to top of floor	61.2
Minimum cargo height	20.8
Minimum height to top of second row seat	25.5

Options

Van cover	\$14.00
Getting ready	\$14.00
Del. fee, tax, title	\$3.00

Catalina Safari

Pontiac's lowest priced full-sized station wagon.



2-Seat Catalina Safari Wagon in Carmel Beige.



Morrokide upholstered full bench seat. Shown in saddle—also available in blue, green and burgundy.



Catalina Safari's forward-facing third seat. Shown in green—also available in blue, saddle and burgundy.

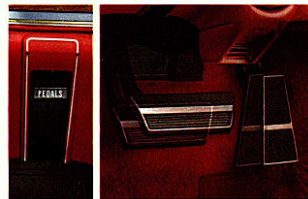
The '74 Catalina Safari is our lowest priced, full-sized wagon. But that doesn't mean you're getting anything less than you'd expect in a Pontiac.

Standard features like a 400-cu.-in. V-8. For good performance. A Turbo Hydra-matic transmission.

For convenience. And an all-Morrokide interior with thick foam-padded seats. For comfort.

Then there are power front disc brakes and variable-ratio power steering. Both standard. To help handle the stopping and turning departments. Admirably.

Safari's standard L78—15 belted tires and specifically tuned leaf-



Adjustable pedals you can order. One control on the instrument panel moves pedals toward or away from you and locks them into position.

spring rear suspension account for its stability and handling.

You'll also notice we didn't leave off Grand Safari's disappearing Glide-away tailgate.

Since our 2- and 3-Seat Safaris already come with so many standard features, you can afford to add a few available options. Like trailer-towing equipment. Air conditioning. Or stereo equipment. To help make your Catalina Safari everything you've ever wanted in a wagon.



3-Seat Catalina Safari Wagon in Colonial Gold.

CATALINA SAFARI FACTS AND FIGURES

MODELS

2-Seat Safari, 3-Seat Safari.

POWER TEAMS

Standard engine: 400-cu.-in. 2-bbl. V-8 (not available in California).

Available engine: 455-cu.-in. 4-bbl. V-8. Standard transmission: Turbo Hydra-matic.

STANDARD INTERIOR FEATURES

Leather-like all-Morrokide upholstery. Dark flame chestnut wood-grain vinyl accents on instrument panel. Deluxe steering wheel in matching interior colors. High-Low ventilation. Split-back second seat with forward-facing third seat in 3-Seat Safari. Cut-pile carpeting. Under-floor storage compartment. Driver's ash tray and glove box lamps. Inside hood latch release.

STANDARD EXTERIOR FEATURES

Concealed windshield wipers. Windshield radio antenna. Improved bumper systems. Vertical rub strips on tailgate with two out-away reflective strips. Disappearing Glide-away tailgate with power operated tailgate window. Right-hand outside mirror. Bright metal moldings on the windshield, rear quarter windows, tailgate window and rear edge of hood. Rocker panel moldings.

STANDARD CHASSIS FEATURES

Variable-ratio power steering. Power front disc brakes, rear drum brakes. L78—15 black sidewall tires. Computer-selected springs. Heavy-duty frame for a smooth, tuned ride. Front wheel coil springs with a specifically tuned rear leaf-spring suspension.

Dimensions (inches)	
Wheelbase	127.0
Overall length*	231.3
Overall width	78.6
Front tread	64.1
Rear tread	64.0
Cargo volume (cu. ft.)	106.4
Underfloor compartment 2-seat (cu. ft.) (est.)	5.6
Underfloor compartment 3-seat (cu. ft.) (est.)	3.0
Top of front seatback to closed tailgate	94.6
Top of second seatback to closed tailgate (2-seat)	95.6
(3-seat)	97.6
Front seat at floor to closed tailgate	100.5
Second seat at floor to end of closed tailgate (2-seat)	58.9
(3-seat)	65.7
Front width of cargo space at floor	63.4
Minimum distance between wheelhouses at floor	48.8
Rear-end opening width at floor	48.8
Rear-end opening width at belt	42.0
Maximum cargo height	30.8
Maximum height at rear opening (tailgate open)	29.5
*with rubber bumper strips	
Capacities	
Fuel tank	22.0 gals.
Cooling system	21.6 qts.
Oil, less filter refill	5.0 qts.

LeMans Safaris

Pontiac's mid-sized station wagons.



2-Seat Luxury LeMans Safari in Fire Coral Bronze.



Luxury LeMans Safari all-Mercedo upholstery. Shown in burgundy—also available in blue, green and saddle.



LeMans Safari all-Mercedo upholstered bench seat. Shown in saddle—also available in blue, green and saddle.



LeMans Safari distinctive new grille has a handsome historical theme.

For those of you who like the idea of a luxury wagon, but want something a bit smaller or a bit lower priced than Grand Safari, we proudly offer our mid-sized '74 Luxury LeMans Safari. Brand-new this year.

It has a distinctive die-cast grille, deluxe wheel covers and wood-grain vinyl trim outside.

Inside, a Custom Cushion steering wheel, custom door trim panels,

custom pedal trim plates, added sound insulation and a wood-grain vinyl inlay on the glove box door.

That's in addition to all the great standard features you'll find in our even more affordable '74 LeMans Safari.

Features like a 350 V-8, Power front disc brakes, Cut-pile carpeting. A hidden storage compartment. And an easy-opening, easy-loading liftgate.

And because the '74 LeMans Safari is a mid-sized Wide-Track, you'll discover the kind of handling and stability you might not expect in a wagon with over 85 cu. ft. of cargo space.

Computer-selected springs, a 4-wheel coil-spring suspension and a perimeter frame help to keep that Wide-Track ride smooth.

'74 Luxury LeMans Safari. '74 LeMans Safari. Whether you like your station wagons plain or fancy, Pontiac has a great mid-sized wagon for you. Because we've got a way with wagons, too.

LEMANS SAFARI FACTS AND FIGURES MODELS

3-Seat and 5-Seat LeMans Safari.

POWER TRAIN

Standard engine: 300-cu. in. 2446 V-8 (not available in California).

Available engines: 400-cu. in. 2446 V-8, 400-cu. in. 4-601 V-8 (not available in California), 455-cu. in. 4-601 V-8.

Transmission: Turbo Hydra-matic.

STANDARD INTERIOR FEATURES
Double all-Mercedo upholstery. Dark flared chestnut wood-grain vinyl accents on instrument panel. Deluxe 2-spoke steering wheel. High-Low ventilator. Floor-covering tiled seat in 3-Seat LeMans Safari. Cut-pile carpeting. Tinted steel cargo floor. Under-floor storage.

SPECIAL LUXURY LEMANS SAFARI INTERIOR FEATURES
Custom door trim panels. Pull straps on doors. Custom Cushion steering wheel. Custom pedal trim plates. Ash tray lamp. Glass compartment lamp. Rear door door-opening switches. Dual Sunvis. Wood-grain vinyl inlay on glove box door.

STANDARD EXTERIOR FEATURES
Computer-selected springs. Windshield rain deflector. Spring-act rear quarter vents on 3-Seat LeMans Safari. Vertical rib strips on valiant. Liftgate valiant with electric valiant release on 3-Seat LeMans Safari. Bright metal moldings on the windshield, liftgate window and rear quarter window. Front bumper guards.

SPECIAL LUXURY LEMANS SAFARI EXTERIOR FEATURES
A distinctive die-cast grille. Wood-grain vinyl exterior trim with reflective wood-grain valiant. Deluxe dual covers. Body-colored marks in outside door handles. Window opening moldings.

STANDARD CHASSIS FEATURES
Power front disc brakes, rear drum brakes. HTB—H track lateral link. Computer-selected springs. Perimeter frame. 4-wheel coil-spring suspension.

Dimensions (inches)

Wheelbase	113.0
Overall length	173.0
Overall width	70.0
Rear overhang	31.0
Front overhang	42.7
Step height (to 31")	18.1
Trailer hitch height (to top of 31" ball)	1.8
Trailer hitch height (to top of 31" ball)	11.8
Top of rear window to third valiant	51.0
Top of rear window to third valiant (2-door)	49.7
Top of rear window to third valiant (3-door)	49.7
Top of rear window to third valiant (4-door)	49.7
Top of rear window to third valiant (5-door)	49.7
Top of rear window to third valiant (6-door)	49.7
Top of rear window to third valiant (7-door)	49.7
Top of rear window to third valiant (8-door)	49.7
Top of rear window to third valiant (9-door)	49.7
Top of rear window to third valiant (10-door)	49.7
Top of rear window to third valiant (11-door)	49.7
Top of rear window to third valiant (12-door)	49.7
Top of rear window to third valiant (13-door)	49.7
Top of rear window to third valiant (14-door)	49.7
Top of rear window to third valiant (15-door)	49.7
Top of rear window to third valiant (16-door)	49.7
Top of rear window to third valiant (17-door)	49.7
Top of rear window to third valiant (18-door)	49.7
Top of rear window to third valiant (19-door)	49.7
Top of rear window to third valiant (20-door)	49.7

Availability

Call your	1-800-368-3636
Dealership	1-800-368-3636
Country office	1-800-368-3636
Outside the U.S.	1-800-368-3636



3-Seat LeMans Safari in Perennial Blue.

Options & Accessories

Add a personal touch to your '74 Pontiac.



Wheels and Wheel Covers.

A—14" Deluxe wheel covers. Standard on Ventura Custom. Available on Ventura.

B—15" Deluxe wheel covers. Standard on Grand Prix, Bonneville, Grand Ville and Grand Safari. Available on Catalina and Catalina Safari. Available only with RTS package on LeMans, LeMans Sport Coupe, LeMans Safari, Luxury LeMans and Luxury LeMans Safari.

C—Finned wheel covers. Standard on Grand Prix Model "SJ" and Grand Am. Available on LeMans, LeMans Sport Coupe, LeMans Safari, Luxury LeMans, Luxury LeMans Safari, Grand Prix, all full-sized Pontiacs (including wagons) and all Firebirds except Trans Am.

D—Rally II wheels. Standard on Trans Am. Standard without trim rings on GTO, LeMans GT and Ventura Sprint. Available on all other models.

E—Honeycomb wheels. Available on Grand Prix, Grand Prix "SJ", Grand Am and all Firebirds. Available only with RTS package on LeMans, LeMans Sport Coupe, LeMans GT, LeMans Safari, Luxury LeMans and Luxury LeMans Safari.

Steering Wheels.

A—Custom Cushion wheel. Matching interior colors, standard on Grand Prix. Matching interior colors with wood-grain vinyl insert, standard on Grand Ville, Bonneville, Luxury LeMans and Luxury LeMans Safari. Available on LeMans and Catalina. Matching interior colors with black insert standard on Firebird Spirit, Formula Firebird, Ventura Custom and Sprint. Available on Firebird and Ventura.

B—Custom Sport wheel. Standard on Grand Am. Available on Grand Prix, GTO and all LeMans and Ventura models.



Tilt Steering Wheel.

Adjusts to any one of seven different positions to custom-fit each individual driver. Makes getting in and out of your new Pontiac easier, too. Available on all Pontiacs with power steering. Not available with column shift manual transmission.



Power Windows.

Open or close any window without leaving the driver's seat. The controls are at your fingertips, with individual window controls for passengers. Available on all Pontiacs except Ventura.



Sound Systems.

Choose from AM, AM/FM or AM/FM stereo radios for your new Pontiac. Or our integral radio and 8-track stereo tape player unit. There's a separate console-mounted 8-track stereo unit for Firebird. Rear speakers are included with stereo radio or tape player and are available for other units in all models.



A—AM, AM/FM and AM/FM stereo available on all models. Full-sized Pontiacs feature FM slide tuner with ten-station push-button settings. Integral radio and 8-track stereo tape units are available on every LeMans, Grand Prix, Grand Am and all full-sized Pontiacs.



B—Separate 8-track stereo tape player available only on Firebirds with front console.



Adjustable Pedal Option.

Here's a Pontiac exclusive that's a very practical option for larger cars. Just flipping a small lever adjusts the accelerator and brake pedals upward over a 4-inch arc. Making it possible for shorter people to get a good driving position. Without having to sit close to the steering wheel. Without having to sit on cushions. People of average height will find it easier to get a more comfortable driving position to avoid fatigue on long trips. The adjustable pedal option is available on all full-sized Pontiacs.



Sunroof.

The front section of the roof slides back to expose driver and front seat passenger. Enjoy fresh air and sunshine without the wind and inconvenience of a convertible top. Manual or electrically operated sunroof available on Grand Prix, Grand Am, Luxury LeMans, LeMans Sport Coupe and LeMans. 2-Door models only.

Electric Door Locks.

A quick, easy way to lock or unlock all doors at once. Separate controls for driver and front seat passenger. Available on all models except Ventura.



6-way Power Seat.

Lets you raise, lower, move forward, backward or tilt the bench seat on any full-sized Pontiac. Also available on Grand Prix, Grand Am, Luxury LeMans, LeMans Sport Coupe, LeMans, LeMans Safari and Luxury LeMans Safari.



Automatic Temperature Control.

Once you set it to the temperature you want, you can forget all about it. Special sensors automatically determine how much heat or cooling is needed. Maintains year-round comfort without adjustments. Available on Grand Prix, Grand Am and all full-sized Pontiacs.



Electric Rear Window Defroster.

This wire is embedded in the rear window conduct electric current to heat glass. Helps keep the entire window surface clear of ice, snow and fog. Available on all Pontiac models except Grand Ville Convertible and Ventures.



Safe-T-Track Differential.

Transfers torque to rear wheel that has the best traction. Gives your new Pontiac better traction over ice, snow, sand and mud. Available on all models.

Automatic Level Control.

Automatically keeps your new Pontiac level under heavy loads. A vacuum-operated compressor expands air bag shock absorbers to compensate for load weight and help prevent bottoming out. Available on all Pontiac models except Firebirds and Ventures.



Bumper Guards.

Front and rear rubber-faced guards provide an added measure of protection in parking situations. Available on all Pontiac except Grand Am and all Firebirds. Front bumper guards standard on LeMans Safari and Luxury LeMans Safari. (Rear bumper guards not available on LeMans Safari and Luxury LeMans Safari.)



Trailer-towing Packages.

Pontiac offers five different trailer-towing packages, designed specifically for the load weight of your trailer and the 1974 Pontiac you'll be hauling it with.

Four equipment packages start out with a heavy-duty directional signal flasher and a 5-wire trailer light harness. A 7-wire harness is also available with the heavy package for full-sized Pontiacs.

For pulling light trailers* full-sized Pontiacs require very little. You get a higher ratio axle, greater cooling using a heavy-duty 5-blade fan (7-blade clutch fan with air conditioning).

Grand Prix and mid-sized Pontiacs get all that, plus a heavy-duty suspension.

Full-sized Pontiacs towing medium-weight trailers** get everything in the light trailer package along with a heavy-duty transmission, heavy-duty radiator with heavy-duty oil cooler and a specially tuned heavy-duty suspension. A dual exhaust system is mandatory with 4-bbl. V-8 engines except on Catalina Safari and Grand Safari.

Grand Prix and mid-sized Pontiacs hauling medium-weight trailers** get a heavy-duty radiator and fan, along with a specially tuned heavy-duty suspension.

For heavy trailer towing*** only full-sized Pontiacs are recommended. Aside from everything in the medium-weight trailer package, your full-sized Pontiac gets a heavy-duty frame (except convertible and wagons).



All five packages are built into new Pontiacs right at the factory, so be sure to order your specific package when you order your '74 Pontiac. This way, it will save you the extra cost and trouble of adding items later.

Pontiac trailer-towing packages are designed to give you comfortable, trouble-free service. For further

information, consult Pontiac's special Trailer-towing Catalog. Ask your Pontiac dealer for a copy.

*Up to 2,000 lbs. trailer load up to 200 lbs.

**2,000 to 3,000 lbs. trailer load up to 300 lbs. on

Grand Prix and mid-sized Pontiacs.

2,000 to 4,000 lbs. trailer load up to 400 lbs. on full-

sized Pontiacs.

***4,000 to 7,000 lbs. trailer load up to 700 lbs. on full-

sized Pontiacs.

Radial Tuned Suspension—RTS.

RTS is Pontiac's exclusive way of tuning a suspension for radial tires. To improve overall handling and performance, the RTS package includes steel-belted radial whitewalls. Placed shock absorbers. Specific springs. Jounce restrictors. Front stabilizer bar. Rear stabilizer bar (except Grand Safari and Catalina Safari). And special interior RTS identification. RTS is standard on Grand Am, available on all other Pontiacs.



Pontiac Safety Features

Occupant Protection

Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and steering interlock). Two front-seat head restraints. Energy-absorbing steering column. Passenger-guard door locks. Safety door latches and hinges. Folding seat-back latches. Energy-absorbing padded instrument panel and front seat-back tops (front and intermediate seat-back tops on all Safaris). Contoured windshield header (except Grand Ville Convertible). Thick laminated windshield. Padded sun visors. Safety harness. Safety steering wheel. Cargo-Guard. Side-Guard beams. Contoured full roof inner panel (except GTOs, Ventures and Grand Ville Convertible).

Accident Prevention

Side marker lights and reflectors (front side marker lights flash with directional signal). Parking lamps that illuminate with headlights. Four-way hazard warning flasher. Backup lights. Lane-change feature in direction signal control. Windshield defoggers, washers and dual-speed wipers. Wide-view inside mirror (vinyl edged, shatter-resistant glass and deflecting support). Outside rearview mirror. Dual master cylinder brake system with warning light. Starter Safety Switch Dual-action safety hood latches. Improved bumper systems.

Anti-Theft

Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Inside hood latch release (except Firebirds and Ventures).

Shown on the cars and described in this catalog are some of the many options and accessories offered by Pontiac. They're available at extra cost, and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.

1974 Pontiac colors

Available on Buicks, Vauxhals, Cadillacs, Oldsmobiles, Firebirds, Firebird Express and Firebird Formula models.

*These are available colors.



B-BROWN GOLD
Recommended Interior Colors:
Black, White, Tan/Beige, Black/White/
Gold



M-EMERALD GREEN
Recommended Interior Colors:
Black, White



P-POCCANER RED
Recommended Interior Colors:
Black, White, Red, Black/White/Red



Y-SUNSHINE YELLOW
Recommended Interior Colors:
Black, White, Tan/Beige

[*Standard Price available colors.



C-CAMEL WHITE
Recommended Interior Colors:
Black, White, Beige, Tan/Beige, Green,
Blue, Burgundy



U-UBERKAT BLUE
Recommended Interior Colors:
Black, White, Beige, Blue,
Burgundy, Red



P-PRISMA BLUE
Recommended Interior Colors:
Black, White, Blue



G-CAMEL BEIGE
Recommended Interior Colors:
Black, White, Beige, Tan/Beige, Black/
White/Beige, Black/White/Red
(Colors A-D are fabric only)



J-IMITHI GRASS
Recommended Interior Colors:
Black, White, Beige, Green,
Black, White/Beige



R-ROBINET ASHA
Recommended Interior Colors:
Black, White



N-NEWBORN GREEN
Recommended Interior Colors:
Black, White, Beige, Tan/Beige, Green



S-SHOWBARS MAROON
Recommended Interior Colors:
Black, White, Beige, Tan/Beige,
Black/White/Red



V-VEGET SILVER
Recommended Interior Colors:
Black, White, Beige, Tan/Beige,
Red, Black/White/Red



W-WIRE CORAL BROWN
Recommended Interior Colors:
Black, White, Beige, Tan/Beige,
Black, White/Red



Y-ORLEANS GOLD
Recommended Interior Colors:
Black, White, Beige



Z-ORCHARD BROWN
Recommended Interior Colors:
Black, White, Beige, Tan/Beige



S-STARLIGHT BLACK
Recommended Interior Colors:
Black, White, Beige, Tan/Beige, Green,
Blue, Burgundy



B-BORDEAUX BLUE
Recommended Interior Colors:
Black, White, Blue



L-LAKEMIST GREEN
Recommended Interior Colors:
Black, White, Beige, Tan/Beige



G-GARDENMIST BROWN
Recommended Interior Colors:
Black, White, Beige, Tan/Beige

Available on LaMare, LaMare Sport Coupe, LeMay LaMare, Grand Am, Catalina, Bonneville, Grand Ville,
Grand Prix, LaMare Sedan, LeMay LaMare Sedan, Catalina Sedan, and Grand Sedan models.



Pontiac Motor Division