



## **Ventura II**

**A pocket-size Pontiac  
for small car lovers who want more.**



*Some of the equipment illustrated or described is optional at extra cost.*

## More toughness. More performance. More comfort. A pocket-size Pontiac!

Ventura II. It exists because we figure a lot of people want more than just economy in an economy car. Ventura II offers more. After all, the pocket-size Ventura II is Pure Pontiac.

**A new car that has stood the test of time.** To keep the price down and reliability up, Ventura II is built from time-tested components. So you can enjoy owning a new car without worrying about new-car kinks. Every part of it is rugged enough to last. Like the massive bumper that protects the front end. The heavy-gauge steel used in the body. The double panelling in the deck lid, hood and doors for greater strength and rigidity. The deeply ribbed floor panels supported by sturdy cross beams. And the Body by Fisher. If you get the idea Ventura II is no fragile little wisp of a car, you're getting the idea.

**A small car with the ride and room of a big one.** The new Ventura II is without question Pontiac's lowest priced

car. So you might well expect it to be the smallest. And it is. Kind of. Most people tend to judge a car by its overall length, our new Ventura II's is 194.5 inches. Its 111-inch wheelbase is just inches shorter than many intermediate size cars. And it's nearly as high as some full-size cars. Interesting dimensions that have some interesting benefits.

The shorter the car, the shorter the parking space it'll fit in. So Ventura II parks most anywhere. Generally speaking, the longer the wheelbase, the smoother the ride. And Ventura II rides like you expect a Pontiac to. The higher the car, the more headroom you can expect. Which is a good place to open it up for discussion.

One of the problems with economy cars has been an economy of interior room. We stress "has been." Because our pocket-size Ventura II has a surprisingly spacious interior. In fact, it has nearly as much headroom as big full-size cars. And there's lots of useable trunk space, too.

**An interior that's anything but Spartan.** What Pontiac does with all that space is just as impressive as the space itself.

These seats are upholstered in a cloth-Morrokide combination that's really good-looking. Or you can order all-Morrokide upholstery.

Even the dash and door panels have the look of luxury with exclusive wood-grain vinyl accents.

Ventura II is a lot more luxurious than you'd expect an economy car to be.

**Power as reliable as it is economical.** Pontiac has never underpowered a car. And we weren't about to start with Ventura II.

Standard is a 250-cu.-in. six that had its start in 1962. For the past nine years it's been reworked and refined. Which makes it one of the most reliable, most economical, smoothest running sixes in the world.

Ventura II's optional 307-cu.-in. V8 benefits from over

15 years of production, improvement and refinement. Enough said about its economy, smoothness and reliability.

Even the most reliable engines need periodic maintenance. But it's kind of nice to know that just about every mechanic already knows the mechanics of your Ventura II.

Same goes for transmissions. The standard 3-speed manual and the available 2-speed automatic, Turbo Hydra-matic or floor-mounted 3-speed are all rugged, dependable units.

**A lot of choice choices.** Ventura II lets you decide just how economical you want to be. By letting you choose from a long list of available extras. Air conditioning, AM or AM/FM radios, tape player, a Custom Cushion steering wheel, a rear-window defogger and more. Your Pontiac dealer will be happy to show you the entire list.

But even if you order the most basic model, a few miles of driving will show you how tough Ventura II is making it for the rest of the economy car field. It's Pure Pontiac!

# Low-priced. Quick to service. Built to last. And downright stingy with your gas money.

1 Two engines to choose from: The standard 250-cu.-in. six or the available 307-cu.-in. V8. Both as economical as they are reliable.

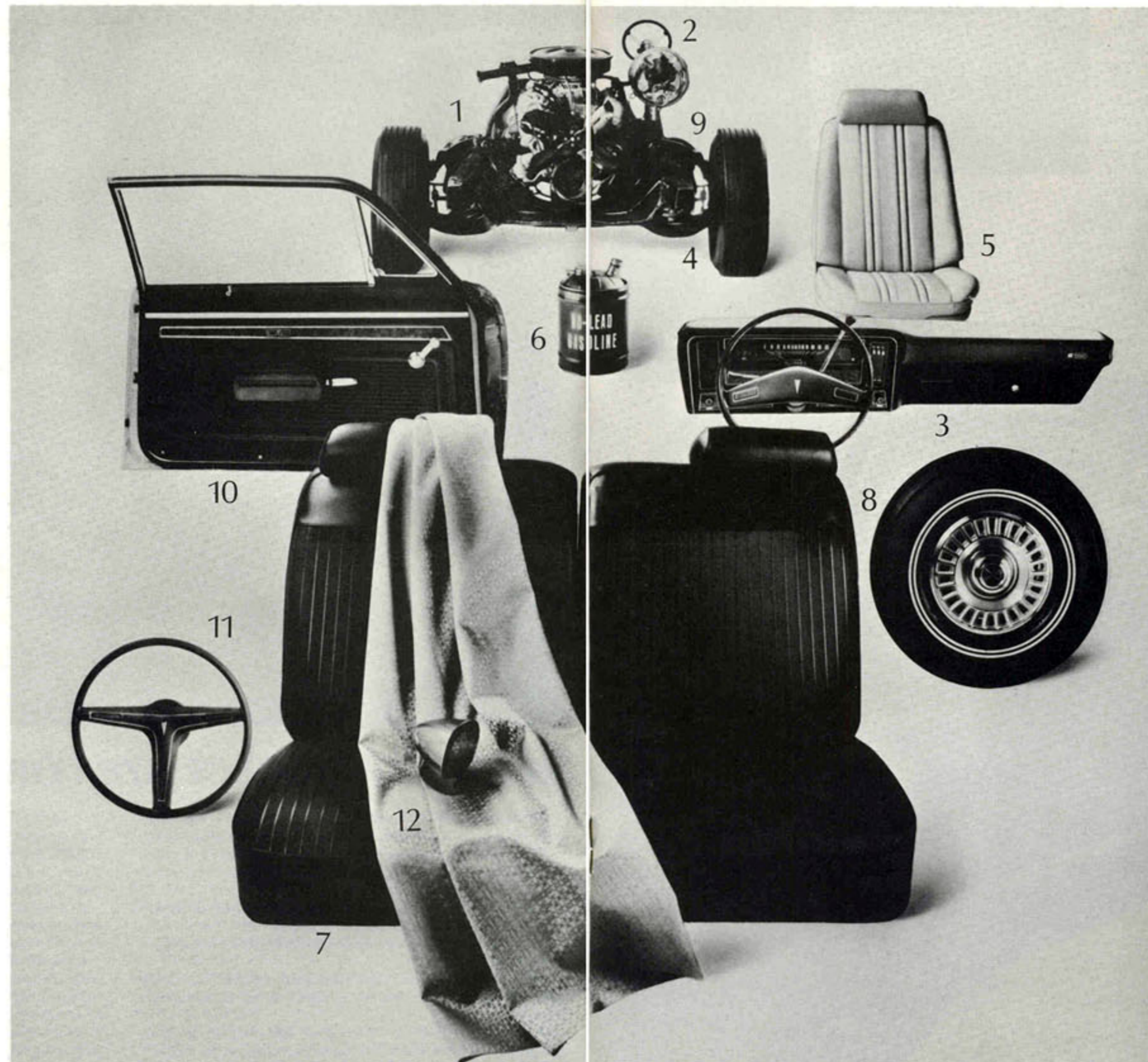
2 Order variable-ratio power steering for your Ventura II. It's a special kind of power steering that turns faster when you turn farther. Great for tight parking spots—and tight corners.

3 Ventura II's instrument panel. The luxurious look of padded Morrokide and wood-grain vinyl accents with easy-to-see, easy-to-reach controls.

4 Wide-Track. Pontiac's way of making a car ride smooth and handle quick. Every Ventura II is a Wide-Track.

5 The Bucket Seat & Decor Group. Order it on your coupe and get Morrokide-upholstered bucket seats, a day/night mirror, custom carpeting, trunk mat, glove box lamp, cigar lighter and additional padding and insulation.

6 Like all Pontiac engines, both of Ventura II's are designed to run on the low-lead or no-lead fuels. The use of these fuels not only cuts exhaust pollutants, it can increase the life of the exhaust system, spark plugs and other engine components.



7 Standard seating for Ventura II. Richly patterned cloth, trimmed with Morrokide. All-Morrokide seats are available.

8 Deluxe wheel covers. They'll make your Ventura II look even better. And they're available on all models.

9 Choose from four available transmissions: the standard 3-speed column-shifted manual; or the available floor-shifted 3-speed; 2-speed automatic; or 3-speed Turbo Hydra-matic. Get a coupe with bucket seats, and you can order a centre console.

10 More of Ventura II's standard luxury. The interior door panels are richly upholstered in padded Morrokide with accents of wood-grained vinyl. It's all standard on every economical Ventura II.

11 The available Custom Cushion steering wheel. It's covered with a soft vinyl that squeezes. Not only luxurious, it also gives you a great grip on the wheel.

12 Sporty body-colored outside mirror. Available only on the coupe. Standard on the Sprint. The mirror can be adjusted from inside for added safety and convenience.

# The Sprint.

When you order the Ventura II coupe, you can order the Sprint package. It includes a blacked-out grille. A healthy set of stripes down each side, remote-controlled, body-colored outside mirror, road-hugging white-striped tires mounted on extra-wide 14 x 6 wheels with trim rings. A 3-speed floor shifter. Leather-like all-Morrokide upholstery. A Custom Sport steering wheel with a thickly-padded, black



vinyl rim and brushed chrome spokes. And wall-to-wall carpeting. That's the Ventura II Sprint. If you like, add a heavy-duty suspension, power disc brakes, mag-type Rally II wheels, a centre console, bucket seats, hood hold-down pins, wide-tread tires, and more. They're all available. And they'll all help you make sport of economy.



## Ventura II. Safety Features.

**Occupant Protection.** Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles—driver and right front passenger • Two front seat head restraints • Energy-absorbing steering column • Passenger-guard door locks with forward-mounted lock buttons • Safety door latches and hinges • Folding seat-back latches • Energy-absorbing padded instrument panel and front seat-back tops • Contoured windshield header • Padded sun visors • Safety armrest • Safety steering wheel • Trunk Cargo-Guard.

**Accident Prevention.** Side marker lights and reflectors (front side marker lights flash with directional signal) • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Back-up lights • Lane-change feature in directional signal control • Windshield defrosters, washers and dual-speed wipers • Wide-view inside mirror, vinyl-edged, shatter-resistant glass and deflecting support • Outside rearview mirror • Dual cylinder brake system with warning light • Dual-action safety hood latches.

**Anti-Theft.** Anti-theft ignition key warning buzzer • Anti-theft steering column lock.



Some of the equipment illustrated or described is optional at extra cost.

# Specifications:

<b>Body Styles</b>	2-door Coupe and 4-door Sedan	
<b>Engines</b>	Standard	250 Six cyl.
	Optional	307 V8
<b>Transmissions</b>	Standard	3-spd. manual
	Optional	3-spd. manual (floor shift) Automatic (2-speed) Turbo Hydra-matic (3-speed)
<b>Brakes</b>	Drum diameter	9.5 in.
	Gross Lining Area	168.9 in.
<b>Steering Ratio Overall</b>	Standard	27.7:1
	Power	16:1 to 13.0:1
<b>Turning diameter</b>	Curb to Curb	41.4 ft.
<b>Energizers</b>	Standard Six	45 amp. hr.
	V8	61 amp. hr.
	Optional	80 amp. hr.
<b>Suspension</b>	Front	Coil
	Rear	Leaf
<b>Frame</b>	Unitized body with partial frame	

		Coupe	Sedan
<b>Wheelbase</b>		111.0 in.	111.0 in.
<b>Length</b>		194.5 in.	194.5 in.
<b>Height</b>		52.5 in.	53.9 in.
<b>Width</b>		72.4 in.	72.4 in.
<b>Weight</b>		3046 lbs.	3070 lbs.
<b>Tread</b>	front	59.0 in.	59.0 in.
	rear	58.9 in.	58.9 in.
<b>Tires</b>		E78 X 14	E78 X 14
<b>Wheel Size</b>		14 X 5 in.	14 X 5 in.
<b>Road Clearance</b>		4.9 in.	4.9 in.
<b>Headroom</b>	front	37.6 in.	38.8 in.
	rear	36.6 in.	37.2 in.
<b>Legroom</b>	front	41.0 in.	41.0 in.
	rear	32.6 in.	35.7 in.
<b>Shoulder Room</b>	front	56.5 in.	56.5 in.
	rear	55.3 in.	56.6 in.
<b>Hiproom</b>	front	56.3 in.	56.3 in.
	rear	55.3 in.	56.4 in.
<b>Fuel Tank Capacity</b>		13.3 Imp. gal.	13.3 Imp. gal.
<b>Usable Luggage Space</b>		14.6 cu. ft.	13.7 cu. ft.

For 1971, all Ventura II engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

The illustrations in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

GENERAL MOTORS OF CANADA LIMITED  
OSHAWA, ONTARIO



		250-1 Six	307-2 V8
<b>Engines</b>		250	307
<b>Displacement (cu. in.)</b>		250	307
<b>HP @ r.p.m.</b>	gross	145 @ 4200	200 @ 4600
	net	110 @ 3800	140 @ 4400
<b>Torque @ r.p.m.</b>	gross	230 @ 1600	300 @ 2400
	net	185 @ 1600	235 @ 2400
<b>Compression Ratio</b>		8.5:1	8.5:1
<b>Carburetor</b>		1-BBL	2-BBL
<b>Bore x Stroke</b>		3.875 x 3.53	3.875 x 3.25
<b>Fuel</b>		Regular	Regular
<b>Oil System Cap. (less filter, qts.)</b>		3.3	3.3
<b>Cooling System Cap. (qts.)</b>		10.0	12.5
<b>Exhaust System</b>		Single	Single
<b>Clutch—Outside Diameter</b>		9.12 in.	10.34 in.
<b>Axle Ratio</b>	3-speed manual	3.08	3.08
	2-speed Automatic	3.08	3.08
	Turbo Hydra-matic	—	2.56