

Now Pontiac presents  
its newest  
lowest priced car

## Pontiac Ventura II

The small, tough economy car that's Pure Pontiac!



Pontiac Ventura II!  
Small, thrifty, quick to service—  
yet every inch Pure Pontiac!  
Sound too good to be true?  
Read these facts.

If you're like many owners of compacts, you have always considered Pontiac strictly a medium-priced car.

But there's just been a change. One that puts Pontiac dependability, performance and styling within your easy reach,

no matter how price-conscious your budget may be.

We're talking about Pontiac's 1971 small car—Ventura II. You're a bargain hunter? Good! This one's made for you!

Could be you think that all low-priced cars are just about the same. Not so! De-

spite its modest price, the New Pontiac Ventura II is *Pure Pontiac!* From end to end . . . from top to bottom . . . from inside out. Which really means that now there's a whole new ball game in low-priced car value. Here's how it goes.



PONTIAC VENTURA II COUPE

### 6-cylinder engine a real miser

Pontiac Ventura  $\pi$  has a 250-cubic-inch, overhead-valve, 6-cylinder engine as standard (and an available V-8). A lot of thought and care have been put into this single-barrel carburetor job to make it "Mr. Tightwad" when it comes to spending your fuel. Also, this engine (like all 1971 Pontiac engines) uses the new low-lead or no-lead gasolines. Two benefits. First, lower exhaust pollutants. Second, longer life for your spark plugs, exhaust system and other engine components.



### We refused to scrimp on construction

The body construction on Pontiac Ventura  $\pi$  provides many of the same features—and the same kind of strength and durability—as a larger car. For instance, Pontiac uses heavy-gauge steel that's welded (not merely bolted) at all points for extra strength. Also, doors, hood and deck lid are double-paneled for greater strength and rigidity. And the deeply ribbed floor panels are supported by a sturdy cross beam for even more reinforcement.



Underneath this sturdy body, you'll find other "invisible" Pontiac values. Like independent, front-wheel suspension, with deep coil springs for a smooth ride. Plus angle-mounted rear shock absorbers to help control sidesway and lean. And there are many more features designed to make Pontiac Ventura  $\pi$  perform better.

Pontiac Ventura  $\pi$ —small, tough and built to last a long, long time!

### Other big-car features you wouldn't expect to find

Neither Pontiac Ventura  $\pi$  Coupe nor Sedan is small on the inside. In head room, leg room, hip room and shoulder room, they take a back seat to no others in their price class. They seat six in comfort and, as a matter of fact, in all-around roominess, they are equal to many cars costing hundreds of dollars more.

Take a look inside. You'll see it's decidedly not "just another" economy car. There's a foam-padded front bench seat—a standard. Other great interior features that are standard: two-spoke deluxe safety steering wheel; formed rubber floor covering; padded, black-grain and wood-grain vinyl trim instrument panel; sun visors; 3-speed, manual, column-shift transmission.



Outside, the march of standard feature values continues: "Magic-Mirror" acrylic lacquer body finish; dual-speed, parallel-action windshield wipers; vent windows; bright metal windshield and rear window moldings; corrosion-resistant rocker panels; choice of fifteen exterior body colors.

And, as you can easily see for yourself, it carries the kind of styling that has long kept Pontiacs the sharpest looking cars on the road.

### Long list of GM safety and anti-theft features included

We take your security seriously. That's why every Pontiac Ventura  $\pi$  comes equipped with a long list of GM safety and anti-theft features. Such as energy-absorbing steering column, lap belts with pushbutton buckles, anti-theft ignition key warning buzzer, anti-theft steering column lock, dual master cylinder brake system, four-way hazard warning flasher, front-seat head restraints — it's a long list.



Extra values you possibly wouldn't expect in an economy car. But you get them with us.

### All this and options, too

Even though economy is your main goal with Pontiac Ventura  $\pi$ , you just might want to splurge a little. We've thought of that and offer some interesting options for your consideration. Like our Bucket Seat Group, featuring bucket seats, custom carpets, foam rear-seat padding and more. And our "Sprint" Option that includes: black textured grille and special side stripes; chrome wheel trim rings; floor-shift transmission; body-colored outside mirror and custom carpets. We'd be glad to fill you in later on all the details, as well as on the many available individual Pontiac accessories.

### Pontiac's tradition of high resale works for you

Year-after-year experience shows that Pontiacs enjoy a traditionally high resale value, and that a used Pontiac can mean an even better deal at trade-in time. The high regard that used-car buyers have for Pontiac can work in your behalf with Pontiac Ventura  $\pi$ —making it an even bigger bargain than its low initial price would indicate.



### It all adds up to this

Pontiac Ventura  $\pi$  is the value-hunter's car. Priced low enough for any car-buying budget. Big enough to make driving and riding a smooth, comfortable experience—and to provide as much inside passenger space as many cars costing many hundreds of dollars more. Small enough to be easy to handle in traffic and to provide the operating economies you want in a thrifty car.

It's a lot of car for the money—and not much money at that. Like to get the specific facts as they relate to you? Stop in and let us prove to you exactly what a bargain Pontiac Ventura  $\pi$  really is.

# For only a few dollars more than Ventura II you can own a 1971 Pontiac LeMans. Even longer on value. Worth looking into.

The prestige and owner satisfaction of LeMans are the direct results of Pontiac designing and building to uncompromising quality standards, and then pricing at a common-sense level.

We'd like you to meet T-37—lowest priced in the LeMans line.

## **Sure is modestly priced, sure doesn't look it**

Here are Pontiac economy cars that don't look like economy cars. Actually, a LeMans T-37 is priced only a little higher than comparably equipped Ventura II

models.

The main thing is: Don't let all that LeMans prestige and all that smart 1971 LeMans styling trap you into thinking there must be a luxury price tag hanging around someplace. You just won't find one.

Outwardly, the T-37 models reflect the kind of distinguished good looks that are unmistakably Pontiac. Certainly hard to believe they're economy cars. And the more you get to know them, the *harder* it is to believe.

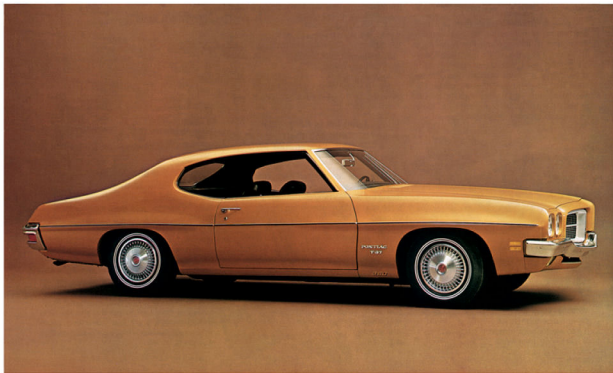
The all-new interior doesn't look anything like the economy interiors that you

most likely are used to.

The standard upholstery (*standard*, that is) is a most handsome combination of patterned cloth and Morrokide—Pontiac's leather-like vinyl. You get a color choice, too.

And in all cases, the rest of the interior is correspondingly color-coordinated. So you can really indulge yourself, just with the choices that are standard. (However, all-Morrokide interior trim is available.)

While you're looking around inside, feel that padded instrument panel. Not only attractive, but an important safety feature, too. Standard!



LE MANS T-37 COUPE

**Still more standard features  
make your T-37 bargain  
even sweeter**

What's the use of buying an economy car if you have to spend precious extra dollars to get important features you want? Or, worse yet, what if some of these features aren't even available? Our LeMans T-37 series (like all Pontiacs) takes care of the problem very nicely.

Some of the desirable standard features include: Deluxe safety steering wheel with individual horn buttons in each spoke. Hidden windshield antenna. Self-regulating alternator. Delco-Eye energizer battery. Circ-L-Aire heater and defroster. Dual-speed, parallel-action windshield wipers. Backup lights. Self-adjusting brakes. And tough, reinforced fiberglass around headlights and grille to fight dents.



Since the LeMans T-37 is all Pontiac, it has side-guard beams in the doors.



Cargo Guard, too—a steel barrier that helps prevent loose objects from entering the passenger area from the trunk in case of a sudden stop.

The entire list of standard values is a long one. Which we would be happy to discuss with you at your convenience.

**Pick the  
regular 6 or one of  
five V-8's**



Standard on T-37 is a 250-cubic-inch, overhead-valve, 6-cylinder engine with a single-barrel carburetor. Same as on the Pontiac

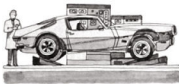
Ventura II, in fact. But you're far from limited. If you'd like a V-8, we offer five of them. They start at 350 cubic inches and run all the way to 455 cubic inches. Naturally, all of our engines are built to operate efficiently, and with lower exhaust pollutants, on low-lead or no-lead gasolines.

Plenty of latitude with T-37 transmissions, as well. 3-speed manual with column shift is standard. But five others are available. A 3-speed Turbo Hydra-matic for all engines . . . a 2-speed automatic to go with the 6-cylinder and 350-cubic-inch V-8 engines . . . two 4-speed manuals for the V-8's . . . and a 3-speed heavy-duty manual.

**Some of the  
little value touches that  
are Pure Pontiac!**

We think you'd be surprised to learn about the care and precision that go into the building of our T-37 engines (and all Pontiac engines, for that matter).

All automobile engines must meet fairly close tolerances. But "fairly close" just won't do at Pontiac. Take pistons. Pontiac makes six sizes, each varying by a mere four ten-thousandths of an inch. After an engine block has been bored, its precise measurements are programmed into a computer. And the computer then selects the exact piston size for that block, to achieve smoother operation, greater economy and efficiency, and longer engine life. We're proud of the fact that we quality-build every Pontiac engine!



Or consider the Pontiac rough-road simulator. Its mission in life: to spot the squeaks and rattles as the cars come off the assembly line. And when we find them, we fix them.

This sort of painstaking care is a big part of what makes a Pontiac—Pure Pontiac! And we're as fussy with the T-37 and other economy Pontiacs as with our bigger cars.

**Order our  
GT-37 Option and turn your  
neighbor's head**

With a V-8 engine on the T-37 Hardtop Coupe, you can order our GT-37 package and have one of the sportiest cars imaginable for the money.

GT-37 means: GTO dual exhausts extending through the panel under the rear bumper; 3-speed, heavy-duty manual transmission with floor shifter; special Rally II wheels with G70-14, white-letter tires; hood hold-down pins with cables; body stripes; GT-37 identification on front fender and deck lid; and body-colored, outside mirrors.

All of which gives you some idea of what we mean when we say "there's something for everyone in Pontiac economy-sized cars."



LE MANS T-37 HARDTOP COUPE



LE MANS T-37 4-DOOR SEDAN

# Want a bit more deluxe car — but still one that treats your budget right?

## We have six other 1971 LeMans money-savers!

### LeMans value comes in a variety of styles



LeMans Coupe



LeMans Hardtop Coupe



LeMans 4-door Sedan



LeMans 4-door Hardtop



LeMans 2-seat Station Wagon



LeMans 3-seat Station Wagon

These six 1971 LeMans models swell your total choice in Pontiac economy cars to no less than eleven.

Pontiac economy cars are neither big cars made smaller nor small cars made bigger. They're mid-size from the word go—planned, designed, engineered and built as mid-size cars. They're also Pure Pontiac!

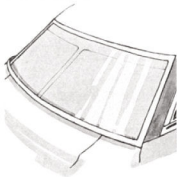
### Luxury with economy? Here's the proof

You can choose from two standard interior trims on the six LeMans models shown here. And whichever trim you choose, you also get standard full trim pads on doors and quarter panels plus padded armrests. Wall-to-wall, nylon-blend, loop-pile carpeting is another feature that adds to the elegance of the LeMans interior—and helps maintain its good looks for a long, long time.



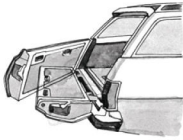
There are even ashtrays built into the safety rear armrests. Not earthshaking in itself perhaps. But more proof that Pontiac pays more attention to detail when it comes to giving LeMans owners more value for their money.

The exterior? Trim and elegant—hardly what you'd expect at economy prices. And, best of all, Pure Pontiac! Starting with that new Pontiac front end right through to the tip of the exhaust pipe. Notice the absence of clutter. Even the windshield wipers and the radio antenna are kept out of sight in order not to disturb the clean lines.



### A word about our LeMans Station Wagons

If a station wagon best answers your needs (but your budget is on the conservative side), you'll find a lot to like in our 2-seat and 3-seat models. Beginning with their prices. Though modest, these prices bring you some mighty heart-warming values.



A dual-hinged tailgate that opens as a door or fold-down platform. When opened as a door, a built-in bumper step aids loading.

A concealed subfloor storage compartment (on the 2-seater). And the third seat (on our 3-seat models, of course) faces rearward.

If you specify, you can get special, translucent wood-grain vinyl side paneling that lets the body color show through. Also by ordering the wood-grain vinyl side paneling, you get a reflective tailgate panel that looks like conventional paneling by day, but reflects the headlights of other cars at night.

#### What is the engine story? Economy!

The standard engine on these six LeMans savers is our "Mr. Tightwad," a 6-cylinder, overhead-valve, 250-cubic-inch job with a single-barrel carburetor. It spends gas very thriftily. Or you can have your choice of five available V-8's if you order.

Whatever the engine, it will run beautifully on those new fuels. And that means no lead as well as low-lead. So our

1971 engines really help you do your part in cutting down exhaust pollutants. And they treat your engine parts gently, too, which extends the life of your spark plugs, exhaust system and other components.

Along with the standard 6-cylinder engine goes a 3-speed, column-shift transmission. Five other transmissions are available, however, so there's no reason you can't have the engine/transmission combination that fits your exact driving needs best.

#### They ride and handle like cars costing much more

If there is one thing a LeMans is famous for, it's the precise way it steers and handles. We planned it that way. Pontiac has entire departments that do nothing else except look for ways to improve ride and handling. They work on body and engine mounting, suspensions, noise isolation and sound transfer.

One of the big things they've worked on is ridge-ribble. That's right, ridge-ribble. It's that wobbly feeling you may get when you cross seams in the pavement. One of your front tires is running on the edges of two surfaces of different heights—like you might find at the edge of the road.

And the tire can't decide whether to drop down to the lower level or climb up to the higher one. So it waddles between the two. You probably know the feeling. We've helped beat it with our front suspension design.

Another reassuring point to remember about LeMans is that it offers the famous Pontiac Wide-Track ride. No matter what you pay for your next car, you can't beat that feature.

#### Of course, you can go on with LeMans Sport and GTO

You know the size of your budget and how much you want to invest in a Pontiac. About our other mid-size cars—LeMans Sport and GTO—we'll only say this. When you come in, look them over. All feature the added built-in value that Pontiac provides so well. So it's really a matter of what you and your budget want.

#### You bet economy can be beautiful—with Pontiac

Beauty at a modest price isn't so easy to come by these days. But it can be yours with our eleven Pontiac economy cars. Beauty of looks. Beauty of performance. Beauty of comfort and convenience. Beauty of having a wide choice of available interiors, engines, colors, transmissions and accessories. Beauty of traditionally high Pontiac resale value.

But, perhaps most important of all, peace-of-mind beauty that comes from knowing your Pontiac economy car is equipped with a long list of GM safety and anti-theft features. We've talked about a few of them on these pages. There are a lot more you should know about. Because they make Pontiac economy cars better values. As we've said, why not come in, and let us give you the complete story on these features and on all the other nice things that make all Pontiacs such terrific bargains.



#### And we protect your investment with reliable service

At our dealership, we firmly believe our economy Pontiacs are the best economy cars on the market. But our interest in your satisfaction doesn't stop there by any means. We're extremely proud of our service. Whether it's periodic maintenance to prevent trouble, or corrective service should anything go wrong, we apply to your needs the expert attention that can only come from trained diagnosticians and mechanics. Further assurance that your investment in America's finest economy cars will be protected to the fullest.



# Who said Pontiac prestige couldn't be yours on a budget!



just became easier—and better!

Saving with Pontiac

TAKE NOTE . . .

ECONOMY CARS,

OWNERS OF ALL

Come in and let us  
prove to you we mean  
what we say about  
Pontiac economy.