

PONTIAC LeMANS & GRAND AM '73

GRAND AM • LUXURY LeMANS • LeMANS SPORT COUPE • LeMANS • GTO





Luxury Le Mans

It's new. The 1973 Luxury LeMans and all other Pontiac intermediates are as new as the crisp new looks promise.

The body, chassis, frame, suspension system. The instrument panel, seat construction, added glass area. The roof, the rocker panels, the bumpers. All-new!

What does all this newness add up to? A trim-size Pontiac that offers you a smooth ride with sure handling, a car that's built to corner and track with impressive stability. And it all comes with a high degree of quietness and convenience.

The specifics later.

For now, some of the extra features that make a 1973 Luxury LeMans very luxurious.

Our Luxury interior. You have a notchback front bench seat with centre armrest covered in all-Morrokode vinyl or Bravo Cloth and Morrokide. Or you can select front bucket seats in all-Morrokode. Both are

standard. You choose.

You also get a Custom Cushion steering wheel with simulated walnut insert, wood applique on the glove box door, special interior trim that includes handy door pull straps, dual horns, Deluxe wheel covers, fender skirts, and a distinctive Luxury LeMans grille.

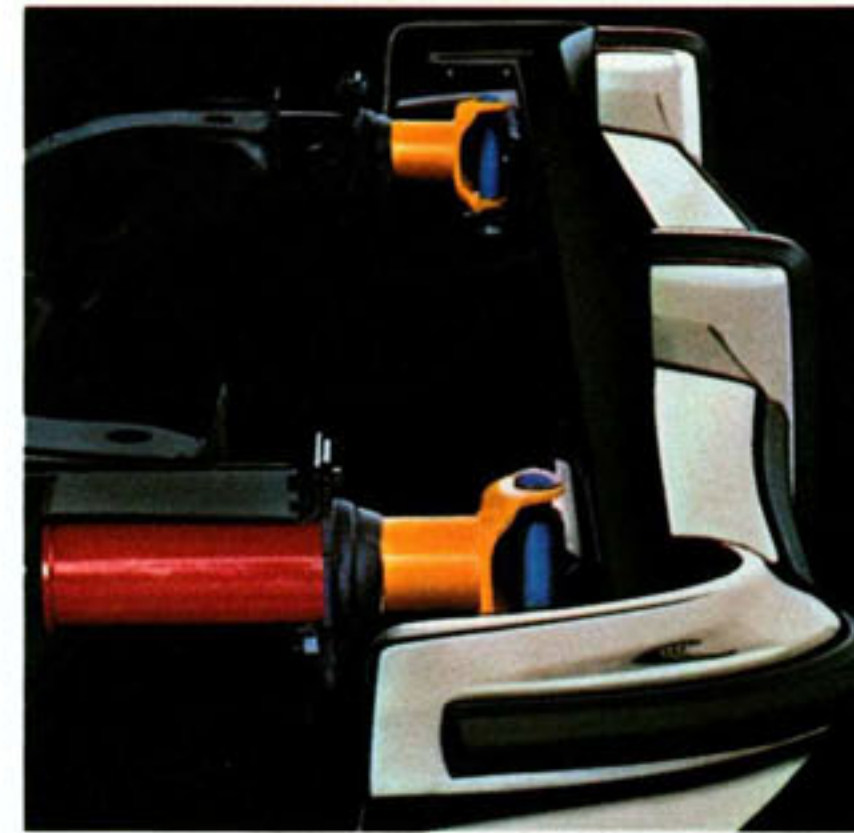
Driving luxury. A Luxury LeMans is a trim-size Pontiac, remember, so it handles traffic and tight parking situations with ease. And the standard 350 CID V8 can use no-lead, low-lead and regular-grade fuels.

Standard transmission is manual 3-speed but a 3-speed Turbo Hydra-matic is available at extra cost.

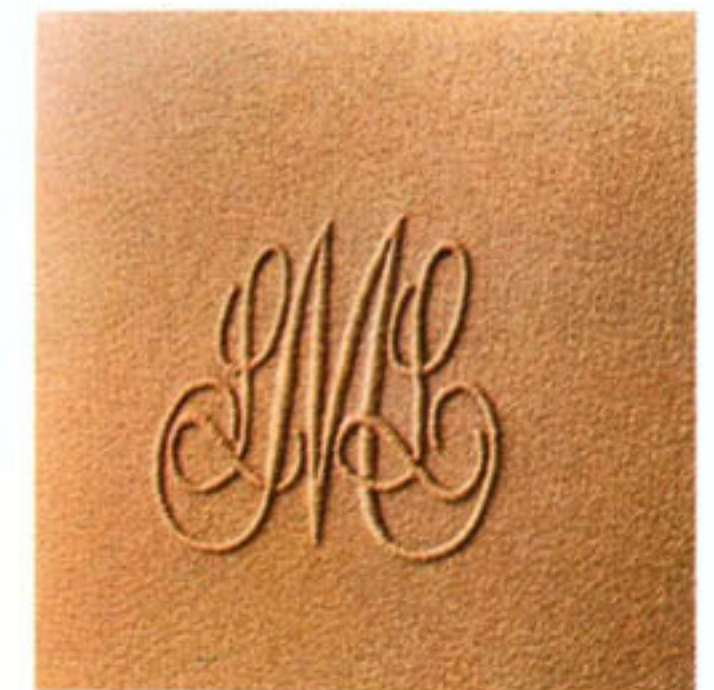
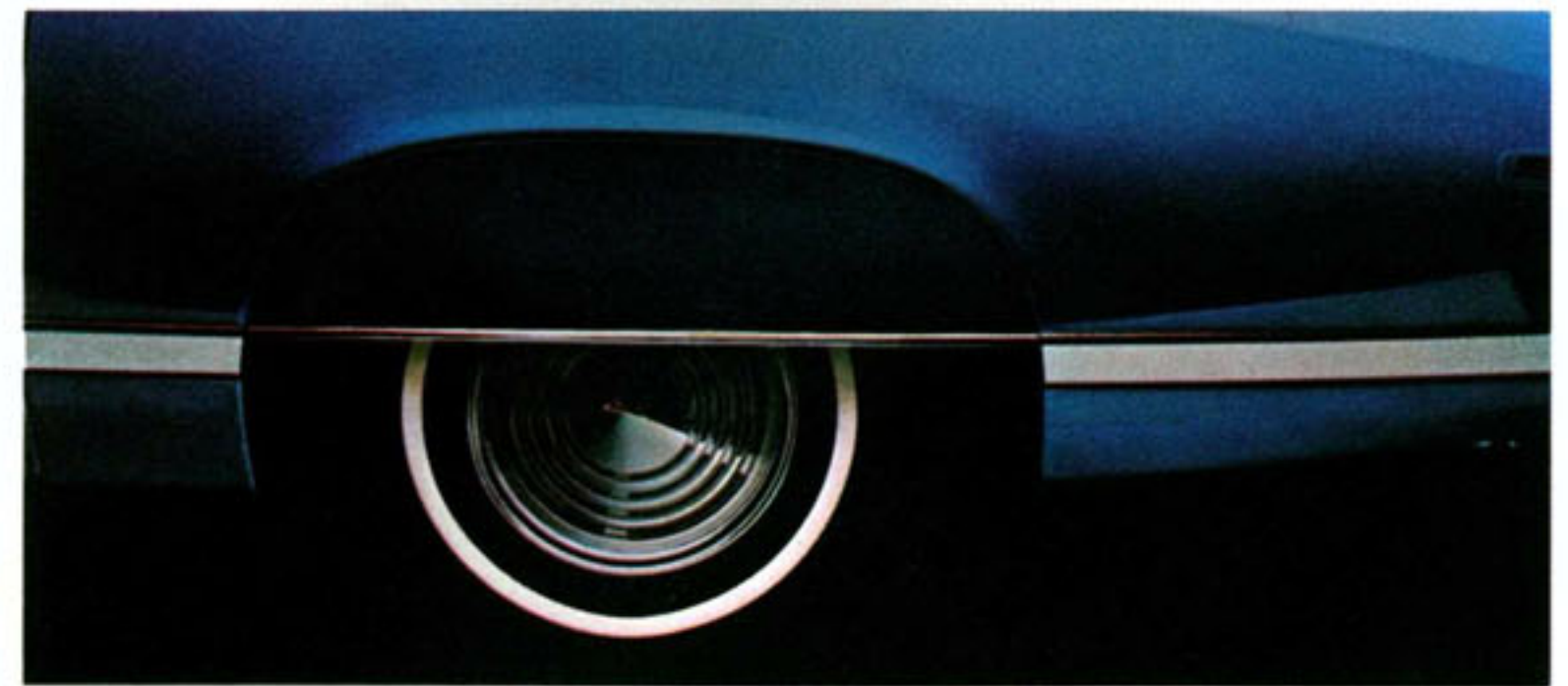
Luxury LeMans!

Clearly, Pontiac respects the word "luxury."

Just as it does "new."



Left: Energy absorber-type mounts on new improved front bumper; Below: Standard Luxury LeMans fender skirt; Bottom: Luxury LeMans scroll on front armrest; Right: Standard notchback bench seat in cloth and vinyl.



Cover: LeMans 2-Door Colonnade Hardtop Coupe.

Pages 2-3: Luxury LeMans 4-Door Colonnade Hardtop.

Above: Luxury LeMans 2-Door Colonnade Hardtop.

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



Le Mans Sport Coupe

You expect sporty-looking cars from Pontiac. And we have an exciting new one for you.

The 1973 LeMans Sport Coupe.

Sporty outside. Sporty-looking indeed with that new LeMans styling and those louvered rear quarter windows. It's also a trim-priced car to match its trim size.

And it's a pleasure to drive.

And inside. A fully-padded, wrap-around panel handsomely houses a most efficient instrument cluster.

There's thick, loop-pile carpeting door to door.

All seats and seat backs are full-foam. We borrowed the one-piece foam construction concept from our big Pontiacs where it's proved to be very comfortable. And more durable which should help trade-in value, too.

You have a choice of front seats. Notchback bench or buckets. Just like Luxury

LeMans. And like the Luxury, either is standard.

Standard power team is a 250 CID Six with a 3-speed manual shift. If you want more sport in your LeMans Sport, you may specify from six optional V8s, a 3-speed automatic or 4-on-the-floor.

Options, anyone? A great way to add a pinch more pizzazz is to order the styled Honeycomb wheels.

While if you'd like to let in the fun, why not go for a sliding sun roof? You can order it manual or power operated.

There are many other option ideas on pages 17 and 18.

But there's one option to make a performance person really restless. That's the package that turns your LeMans Sport Coupe into a Pontiac GTO! Full details on page 15.

LeMans Sport Coupe.

It's a pleasure.

Because it's a Pontiac...a cut above.

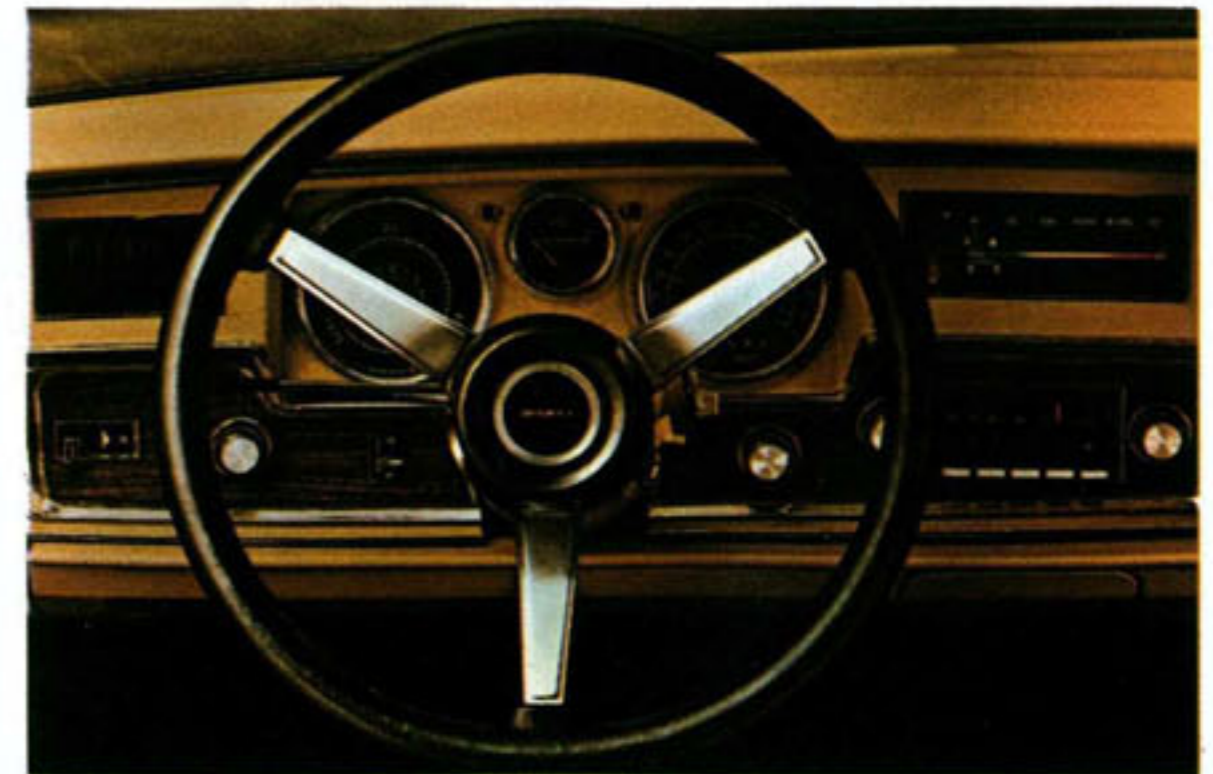


Standard notchback bench seat in cloth and vinyl.



Above and Right: LeMans Sport Coupe 2-Door Colonnade Hardtop.

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



Optional Custom Sport Steering Wheel.





Le Mans

You want mid-size maneuverability, all the comfort and luxuries you can get—and you want your new car to be completely new?

1973 trim-size LeMans!

It's new down to the rocker panels—an open-channel design that helps keep LeMans' all-new looks looking new, by not letting road salts build up.

It's new right up to the roof—or, rather, roofs. Because there are two steel roofs with the inner liner perforated to act as an acoustic ceiling. Strong, quiet LeMans.

The '73 bumpers. The new, improved front bumper system has two shock absorber-type mounts that allow a rearward deflection on minor impact of up to 3 inches. The rear bumper uses spring-type energy-absorbers. Low-cost optional bumper guards and rub strips offer additional protection.

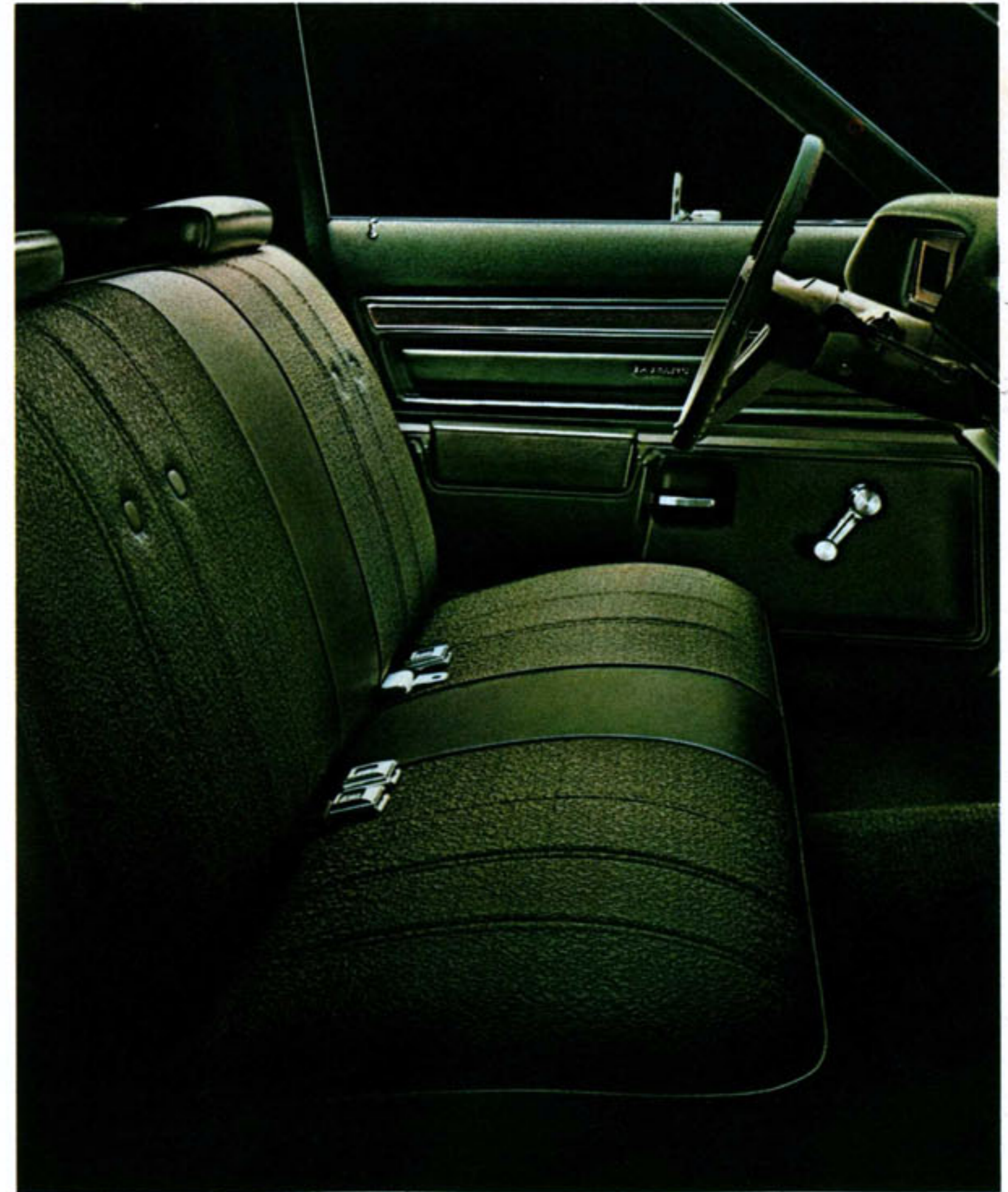
The new ride. You can expect a better tuned ride, partly because of the strong new frame. And you'll drive straight and true partly because the steering linkage is now mounted forward of the front axle to greatly aid directional stability.

More value features. And all this you'll enjoy on full-foam seats. And in draft-free comfort thanks to powered ventilation.

Your standard power team is a thoroughly proved 250 CID Six with 3-speed manual column-mounted shift.

But LeMans is still an economical car to buy. Even with quality features like front disc brakes, frameless door glass, full carpeting, a deluxe steering wheel, and hidden windshield antenna when you order a radio.

Low-priced LeMans. All-new, with more real value.



Standard cloth and vinyl bench seat;
Left and Pages 8-9: LeMans 2-Door Colonnade Hardtop;
Right: LeMans 4-Door Colonnade Hardtop.



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



Grand Am

It isn't easy to classify Grand Am, to slot it precisely so you can compare Grand Am with some cars you might know.

Grand Am is different. As different as it looks.

It's a luxury car.

A personal car.

A performance car.

An innovative car.

Hence, Grand Am is destined to intrigue people for varied causes. One reaction we're confident we won't encounter is indifference.

Unique styling. Grand Am's styling is most unusual.

We wanted it aerodynamically sound. It is. We wanted it to have a personality both adventurous and classic. And we wanted Grand Am to be noticed.

Then we did other interesting things. Parts of the front end are of a rubber-like material that can absorb life's little bumps and bounce back in fine shape. And will never show a spot of rust.

Shock absorber-type mounts on the front bumper return the bumper to position following minor impacts. Rub strips are standard.

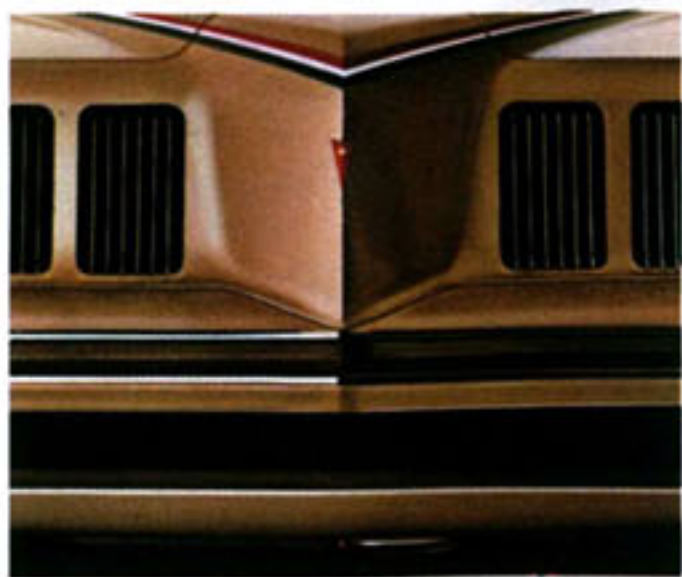
And unique interiors. Grand Am's interior received very special attention. We wanted a car as distinctive as this to have a distinct seating arrangement. So, up front are new style bucket seats constructed

to give ample side support and at the same time provide support for the lower back. This lower support is adjustable.

You can also recline the back of your seat. And *that's* adjustable. As you can tell, the Grand Am way is great comfort with convenience.

The upholstery material is of fine wide-wale corduroy trimmed in very soft vinyl Morrokide. All-vinyl perforated Morrokide is also available. The choosing is up to you. Both materials come with deep full-foam cushioning.

What next? A Custom Sport steering wheel with a well-padded centre section. A distinctive Grand Am instrument panel and console with real African Crossfire Mahogany wood inlays. And a full gauge instrument cluster with gauges



Above: Distinctive Grand Am nose showing optional vinyl paint stripe; Near Right: Grand Am 2-Door Colonnade Hardtop; Far Right: Grand Am 4-Door Colonnade Hardtop.

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



Grand Am (cont'd.)

for oil pressure, water temperature, voltage and fuel. There's an electric clock. A trip odometer. The headlamp dimmer switch is incorporated in the turn signal lever.

What about performance?

Grand Am features a 400 CID V8 (that explains the "6.5 litres" on the trunk). It has a 3-speed Turbo Hydra-matic transmission with rally shift lever in the centre console. The power steering is variable ratio which means the farther you turn the wheel, the faster it responds. There's power front disc brakes and power rear drum brakes. Firm Pliacell shock absorbers. Heavy front and rear stabilizer bars.

And GR70 x 15 steel-belted radial ply tires for roadability.

Everything we have mentioned—and much more that we have not—is standard Grand Am equipment on both the 2-door (the one with the very different louvered rear windows) and the 4-door.

You can have more. Should the standard 400 CID 2-bbl. V8 not be enough for your demands, you may order a 4-barrel version and either keep the automatic transmission or have a 4-speed manual shift in your console.

Prefer a 455 CID V8 (7.4 litres)? Or would nothing satisfy you short of a 455 4-barrel Super Duty V8 with dual

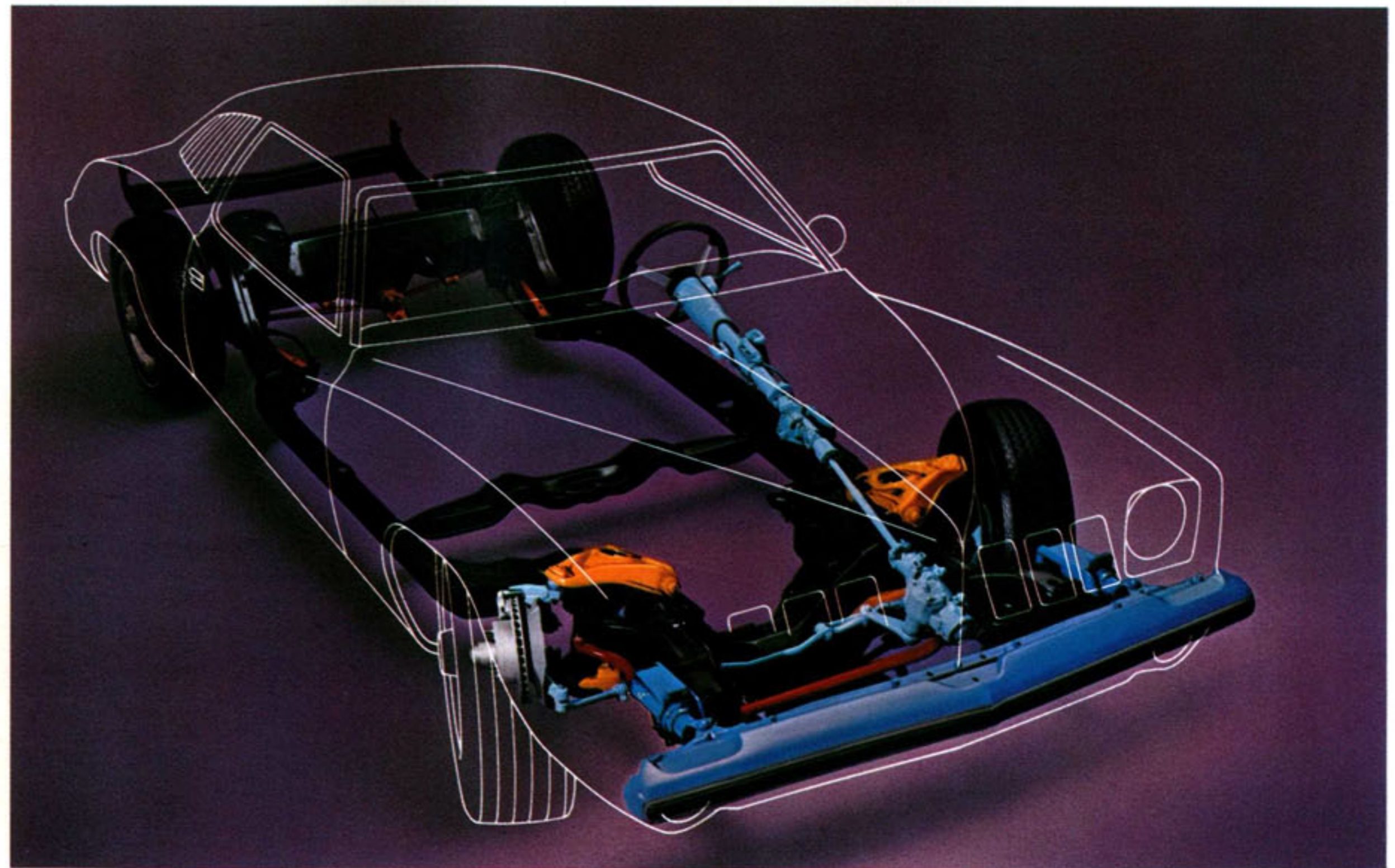
exhausts and Ram Air through NASA-type hood scoops with either 4-speed or automatic? Available with the 2-door only.

Pontiac's new Grand Am!

Perhaps 1973 is, after all, your year to be different.

This different.

Right: Standard special-support bucket seats in corduroy, showing standard centre console with Rally Shifter; *Below:* Grand Am chassis showing special firm suspension and power front disc brakes.



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

GTO

Gran Turismo Omologato.

Every year, we wrap up the more desirable performance features in a Pontiac package labelled GTO.

This year, GTO should be even more desirable. Because it begins as a 1973 LeMans and the all-new LeMans is a beautiful performer to start with.

The matter of roadability.

Both ride and handling have been improved. The front suspension has been redesigned for even better directional stability. On heavily cambered, bumpy or undulating roads, you track straight ahead. Your control is constant. Steering effort, minimal.

Some new "standards":

Front disc brakes. More glass area all 'round and slimmer windshield pillars for better visibility. High-intensity single headlamps. Flush door handles that don't intrude on the smooth new styling. A side-terminal battery that lets you forget about corrosion.

The package. GTO is offered as an exciting option package with LeMans 2-door and the LeMans Sport Coupe. Here's what you get:

- 400 CID 4-barrel V8
- 3-speed Heavy-Duty Manual Transmission with Floor Shifter
- Performance Dual Exhausts with Chromium Extensions
- Dual Hood Scoops—NASA-type

- Firm Shock Absorbers
- Heavy-Duty Front and Rear Stabilizer Bars
- 15 x 7 Wheels
- G60 x 15 Wide Oval Blackwall Tires
- Moon Hub Caps
- Blacked-Out Grille
- GTO identification on the grille, front fender, trunk lid and inner door panels.

Ram Air option is available with 400 and 455 4-bbl. V8s and comes standard with the optional 455 Super Duty.

Front bench seat is standard, bucket seats are optional.

You can see why the name that's ruled the performance roost for so long is going to keep right on being GTO!



Available all-vinyl bucket seat.



LeMans Sport Coupe with GTO option.

Le Mans Safari Wagons

Ask your Pontiac dealer for the detailed catalogue on 1973 Pontiac full-size and trim-size station wagons.



LeMans Safari. Showing optional translucent simulated woodgrain siding. The trim-size LeMans Safari is every bit as excitingly new as our 1973 LeMans Colonnade Hardtops.



LeMans Safari. Available in 2-seat and 3-seat models. Cargo capacity, 85.1 cubic feet. Convenient new lift-up tailgate. Power front disc/power rear drum brakes.

Reassurance features

Occupant Protection

Seat belts with pushbutton buckles for all passenger positions. Single buckle seat and shoulder belts for driver and right front passenger with reminder light and buzzer. 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. Thick laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel. Cargo-Guard. Side-Guard Beam. Fuel tank impact security. Glove box and console door latch impact security. Smooth contoured door and window regulator handles. Soft, low-profile window control knobs, coat hooks, dome lamp. Automatic locking seat belt retractors—front and rear outboard passengers. Shoulder belt anchorages for rear seat outboard occupants. Pressure-lock radiator cap. High-strength front seat anchorages and construction. High-strength rear seat retention. Stamped steel door hinges. Contoured full roof inner panel.

Accident Prevention

Side marker lamps and reflectors (front side marker lamps flash with directional signal). Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lamps. Lane change feature in directional signal control. Windshield defrosters, washers and dual speed wipers. Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support). Outside rear view mirror. Dual master cylinder brake system with warning lamp. Starter safety switch. Dual-action safety hood latches. Headlamp aiming access provision. Improved bumper systems. Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces. Safety wheel rim. Uniform shift quadrant. No winged wheel nuts, discs and caps. Self-adjusting brakes. Illumination of windshield wiper and washer, heater and defroster controls.

Anti-theft

Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Multiple key combinations. Visible vehicle identification. Tamper-resistant odometer with telltale feature. Inside hood latch release.

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

Options

Selected options let you express your own tastes and individuality and add to your convenience, comfort or pleasure.

Those mentioned here are only some of the many options available for 1973.

Unless otherwise noted, all options on these pages are available on all 1973 intermediate Pontiacs.



Sound Systems. You can choose from a complete selection of AM, AM/FM or AM/FM Stereo pushbutton radios. Or you may want our integral AM or AM/FM radio and 8-track stereo tape player unit and 3-speaker system. Two rear speakers come with all stereo systems and a single rear speaker is available with the AM and AM/FM radios.

A windshield-embedded antenna is standard when you order a radio. Your hidden antenna doesn't intrude on your car's styling and is always out of harm's way. There's nothing to hit garage roofs and there's nothing to corrode.



Tilt Steering Wheel. Adjusts to any one of six different positions for more individual driving comfort. Custom Steering Wheel and optional transmission must be ordered on Le Mans and Le Mans Sport Coupe; optional transmission must be ordered on Luxury Le Mans.

Power Steering. When you order your Le Mans with power steering, you get the variable-ratio kind. The farther you turn the wheel, the quicker it responds. It helps make a '73 Le Mans even easier to handle, especially in tight parking situations. Standard on Grand Am.



Sun Roof. Combines the kind of freedom you associate with a convertible with the security of a hardtop. You can have it manual or power operated.



Safe-T-Track. Limited slip differential transfers torque to the rear wheel with the best traction, helps give you sure handling on ice, mud, sand, etc.



Rear Window Defogger. An electric blower under the rear package shelf directs air on to the inside of the rear window. Clears window for safer driving. Not available on Grand Am or with GR60 x 15 tires.



Rear Window Defroster. An electrically-heated defroster uses rows of thin wires embedded in the glass to help keep the rear window surface clear of ice, snow and fog. A practical aid many times a year. An optional V8 engine must be ordered with a Le Mans or the Le Mans Sport Coupe.



Climate Control. Pontiac air conditioning lets you ride free of humidity summer and winter, in the kind of comfort **you** choose, without inside mist on any window. And with all windows closed for quieter enjoyment.

Climate control keeps out dust and irritating pollen, lets you arrive refreshed and perfectly groomed.

Four-Season Air Conditioning gives you complete control with two sliding levers.

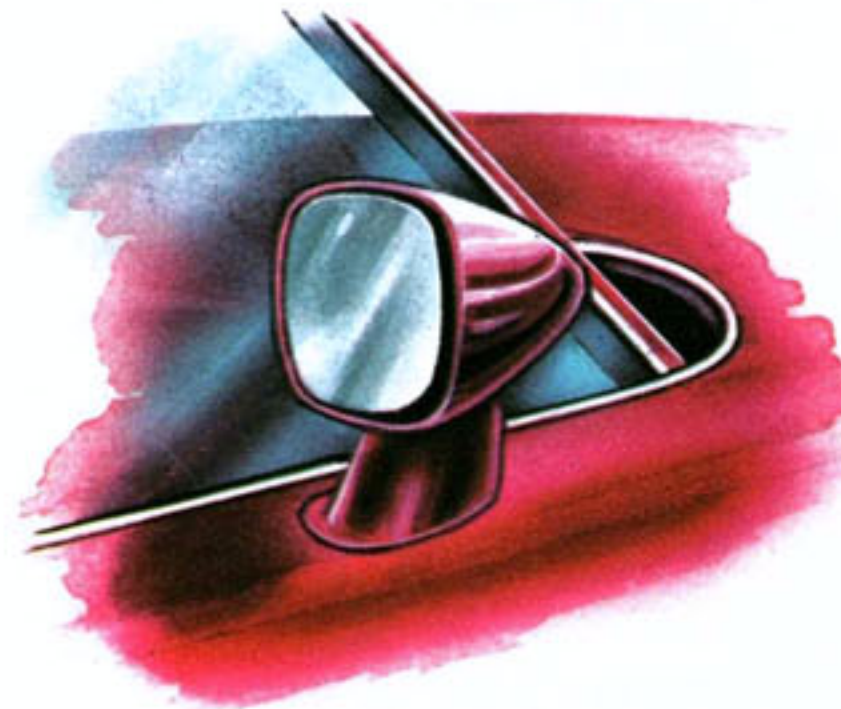
Automatic Temperature Control (Grand Am only) allows you to set the temperature you want and forget it. Fully automatic.

Accent Carpets. Dramatic new colored carpets may be ordered on some models. Ask your dealer.

Power Brakes. Power-assisted brakes require less pedal effort. Fade-resistant front disc and rear drum brakes are standard on all Le Mans models. Power brakes are standard on Grand Am.

Delco X Battery. Maintenance-free, never needs water. Terminals are on the side and sealed to prevent corrosion damage. Delivers more power, compared to a conventional battery of the same size.

Bumper Guards and Rub Strips. Front and rear rubber-faced bumper guards provide an added measure of protection in parking lots. Full-width rub strips for the front and rear bumpers are also available. Extra protection with style.



Custom Sports Mirrors. A pair of aerodynamically-styled outside rearview mirrors in the same color as the body of your car. Left-hand mirror is remote-controlled. Sporty-looking as well as functional.

Wheel Covers and Wheels. Few options can add such instant "dress up" to your new car. Your dealer can advise you on choice and availability of wheel covers, wheel trim rings and wheels, depending on the model you choose.



Trailer-towing. Pontiac offers several different trailer-towing packages, designed specifically for the load weight of your trailer and the 1973 Pontiac you'll be hauling it with. Your package is built into your car at the factory. Ask your dealer for Pontiac's special, detailed catalogue.



Specifications

		LEMANS	LEMANS SPORT COUPE	LUXURY LEMANS	GRAND AM
Body Styles		2-door Colonnade Hardtop 4-door Colonnade Hardtop	2-door Colonnade Hardtop —	2-door Colonnade Hardtop 4-door Colonnade Hardtop	2-door Colonnade Hardtop 4-door Colonnade Hardtop
Engines	Standard 6 cyl. Standard 8 cyl. Optional 8 cyl.	250-1 — 350-2 350-4 400-2 400-4 455-4 455 S.D. (2-door only)	250-1 — 350-2 350-4 400-2 400-4 455-4 455 S.D.	— 350-2 350-4 400-2 400-4 455-4 — —	— 400-2 400-4 455-4 455 S.D. — — —
Transmissions	Standard Optional	3-speed Manual 4-speed Manual Hydra-matic	3-speed Manual 4-speed Manual Hydra-matic	3-speed Manual 4-speed Manual Hydra-matic	Hydra-matic 4-speed Manual —
Brakes	Front Disc (dia.) Rear Drum (dia.)	11.0 in. 9.5 in.	11.0 in. 9.5 in.	11.0 in. 9.5 in.	11.0 in. 9.5 in.
Turning Diameter (ft.)	curb-to-curb 2-door 4-door	41.4 41.7	41.4 —	41.4 41.7	41.4 41.7
Energizer	Standard 6 cyl. 8 cyl. Optional	45 amp. hr. 53 or 61 amp. hr. 62 or 73 or 76 amp. hr.	45 amp. hr. 53 or 61 amp. hr. 62 or 73 or 76 amp. hr.	— 53 or 61 amp. hr. 62 or 73 or 76 amp. hr.	— 61 amp. hr. 62 or 73 or 76 amp. hr.
Suspension		Full Coil	Full Coil	Full Coil	Full Coil
Frame		Perimeter	Perimeter	Perimeter	Perimeter
Wheelbase	2-door 4-door	112.0 in. 116.0 in.	112.0 in. —	112.0 in. 116.0 in.	112.0 in. 116.0 in.
Length (overall)	2-door 4-door	207.4 in. 211.4 in.	207.4 in. —	207.4 in. 211.4 in.	208.6 in. 212.6 in.
Height (4-door)		54.3 in.	52.9 in.	54.3 in.	54.3 in.
Width		77.7 in.	77.7 in.	77.7 in.	77.7 in.
Weight (app.)—curb	2-door Hardtop Coupe	3689 lbs.	3691 lbs.	3842 lbs.	4124 lbs.
Tread	front rear	61.5 in. 60.7 in.	61.5 in. 60.7 in.	61.5 in. 60.7 in.	61.9 in. 61.1 in.
Tires standard		F78-14	F78-14	F78-14	GR70-15
Wheel size		14 x 6 in.	14 x 6 in.	14 x 6 in.	15 x 7 in.
Road clearance		5.4 in.	5.4 in.	5.4 in.	5.4 in.
Headroom	front 2-door Hardtop rear	37.8 in. 36.9 in.	37.8 in. 36.9 in.	37.8 in. 36.9 in.	37.8 in. 36.9 in.
Legroom	front 2-door Hardtop rear	42.4 in. 33.7 in.	42.4 in. 33.7 in.	42.4 in. 33.7 in.	42.4 in. 33.5 in.
Shoulder Room	front 2-door Hardtop rear	59.6 in. 57.5 in.	59.6 in. 57.5 in.	59.6 in. 57.5 in.	59.6 in. 57.5 in.
Hiproom	front 2-door Hardtop rear	56.0 in. 52.9 in.	56.0 in. 52.9 in.	56.0 in. 52.9 in.	56.0 in. 52.9 in.
Fuel Tank Capacity (app.)		17.9 Imp. Gal.	17.9 Imp. Gal.	17.9 Imp. Gal.	20.8 Imp. Gal.
Usable luggage space		15.1 cu. ft.	15.1 cu. ft.	15.1 cu. ft.	15.1 cu. ft.

Engines

	250-1 SIX	*350-2 V8	350-4 V8	400-2 V8	400-4 V8	455-4 V8	455 S.D.
Displacement (Cu. in.)	250	350	350	350	400	400	455
H.P. @ rpm (Net)	100 @ 3600	150 @ 4000	145 @ 4000	175 @ 4000	170 @ 3600	230 @ 4400	310 @ 4000
Torque @ rpm (Net)	175 @ 1600	270 @ 2000	255 @ 2400	260 @ 2800	320 @ 2000	325 @ 3200	390 @ 3600
Compression Ratio	8.25:1	7.6:1	8.5:1	8.5:1	8.0:1	8.0:1	8.4:1
Carburetion	1 bbl.	2 bbl.	2 bbl.	4 bbl.	2 bbl.	4 bbl.	4 bbl.
Fuel	Regular	Regular	Regular	Regular	Regular	Regular	Regular
Exhaust System	Single	Single	Single	Dual	Single	Dual	Dual

*Selection of standard 350 V8 determined by model and options ordered.

General Motors Progress Report.

Convenience, comfort, pleasure and value for your money.

We try to do our best every year to offer a little more of all these qualities in our cars.

And we have other goals.

To build cars that help protect their occupants while helping to prevent accidents.

And to build cars that run cleaner.

General Motors is making significant progress in both these areas.

For 1973 General Motors

passenger cars, for instance, have steel side-guard beam protection in all doors. There is an alert system to warn the driver and the right front passenger to buckle up lap and shoulder belts. All new GM cars have improved front bumpers. And these features are standard equipment.

Cleaner running cars. Over the years, as a result of many engine improvements and the installation of various emission control systems, the amount of

pollutants from our cars has been dramatically reduced in the areas of hydrocarbon emissions, carbon monoxide emissions and oxides of nitrogen. For instance, in 1973 we have added an Exhaust Gas Recirculation system which will further reduce oxides of nitrogen.

In addition, all our engines are able to operate efficiently on unleaded, low leaded, or any leaded regular gasolines with a research octane number of 91 or higher.

Nevertheless new systems are continuously being explored and tested that should help us achieve our goals.

Meanwhile you can help by maintaining your own car in good operating condition and by having it tuned regularly.

And, in the area of safer motoring, you can help by having everyone in your car wearing seat belts when in motion and by driving defensively at all times.

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All Pontiac engines have been designed to operate efficiently on the 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.

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