## Ventura Pontiacs low-priced compact car.





The Ventura Hatchback hatch.

Starting now, there's a lot more to a compact car than just a low price.

Because we put our Pontiac designers and engineers to work on three Venturas for 1974. The sportiest of the pack is a package called Ventura Sprint.

Sprint comes with a blacked-out grille, body-colored sport mirrors, mag-type Rally II wheels, special striping and Sprint I.D. Hatchback or 2-Door Coupe.

Our classiest compact is called Ventura Custom. And the name fits.

There's new cut-pile carpeting. Custom Cushion steering wheel. And the upholstery is cloth and Morrokide, or all-Morrokide.

Deluxe wheel covers, special moldings and "Custom" I.D. also distinguish Ventura Custom as Pontiac's most luxurious compact.

There's even added body and underhood insulation to help keep the pleasure of driving Ventura Custom inside, and the noise outside.

Finally, you can make yourself the proud owner of 1974 Ventura 2-Door Coupe, Hatchback Coupe or 4-Door Sedan.

The interior's special for a small car.



Standard instrument panel. Custom Cushion wheel standard on Ventura Custom—also available on Ventura.

Handsome cloth and Morrokide or all-Morrokide seats. Wood-grained vinyl accents on the instrument panel and doors. And a deluxe 2-spoke steering wheel.

The suspension's special for a small car.



Standard bench seat upholstered in cloth and Morrokide. Shown in black/white/red plaid—also available in black/ white/green plaid in Coupe and Hatchback.

You get multi-leaf rear springs to help smooth things over.

The engine and transmission are special for a small car. You get 250-cubic-inches of no-nonsense. Plus a tough 3-speed.



Custom bench seat upholstered in cloth and Morrokide standard on Ventura Custom, Shown in green—also available in black, Available only in black in 4-Door Sedan.

What's more, Turbo Hydra-matic and two other V-8s are available. As is AM/FM stereo radio.

Which brings us to Ventura Hatchback. Flip the rear seat down and you have over

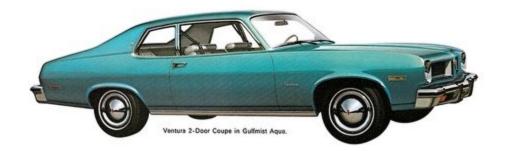


Available all-Morrokide bucket seats. Shown in red—also available in white, saddle and green, Available only in black in 4-Door Seden.

27 cubic feet of cargo area. Flip the rear seat up and you have room for six people.

Ventura. With all this, it's still our lowest priced Pontiac.

But that's our way with cars.





Standard engine: 250cm sin, OHV LAM, L.S. Available engines: 350-cu.-in. 2-bbl. V-8. NAME OF A SAME OF RE Standard transmission: 3-speed columnshifted manual. Assess flags, shifted manual Manual transmissions not available with

steering wheel. Wood-grained viral door

covering. Rear seat ash trave. Right-hand

front doorlamb dome Eabt switch. Folddown year seat (Matchback colo). Pully

trimmed side walls in cargo area (Hatabback

Custom Cushing stooring wheel, color-keyed to interior. Cut-pile carpeted floor (includ-

hor lamp Added body and underhood uphobtery. Bright front seat side namels



STANDARD EXTERIOR PENTURES Impreved bumper systems. New grille and

mobilege, Situately tail lawns. Roof and rocker panel moldings. Delux wheel coners Burl home Cutton Man-

Committee adjusted from coll series and mar multibuf envises, 14x5' wheels with moon hubcans, E78-14 blackwall tires, Front and year dram-type brakes, Spacesaver spare fire (Hatchback only).

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Fuel tank-20,5 gala Gooling system-13.2 ets.

space tire, AM, AM/FM or AM/FM stores radio. Custom Sport steering wheel, Variableratio nomer steering. Power front disc beakes. Radial Tuned Surpension Fackage, which

includes: FR78-14 whitewall or whitereer stabilizer bars. Pliacell shock absorbers and specific springs. Raily gauge cluster (V-fix with bucket seats and console only), eter and clock and consolo-mounted amterr gauge. The Sprint Option (except Sedan), which includes: blacked-out grille;

ACCUSENT PREVENTION
Tide moster lights and adjusters floor side medical warning flasher. Backup Egito. Lare-change feature minor chief edged sharp-entitled sharp and menter (very) edged, themer-reconant gians and Status Salety Switch. Dual-action salety tood latches, Improved humper systems ANTI-DERFT Auti-Delt imities has experied better Auti-Delt

worth it is driving confort and convenience. Poetiac meaning the right to make changes at any time,

Pensian Motor Division, General Motors Corpora-

