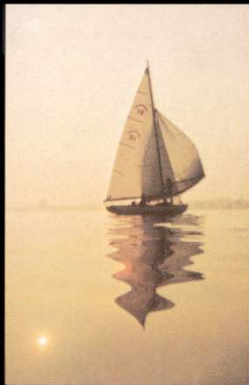
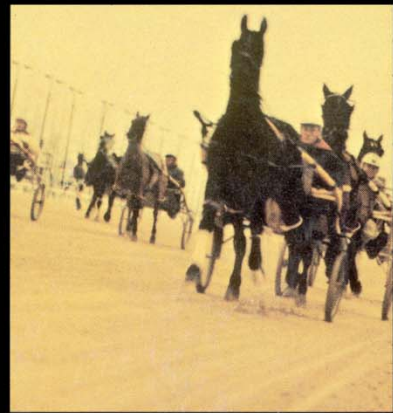
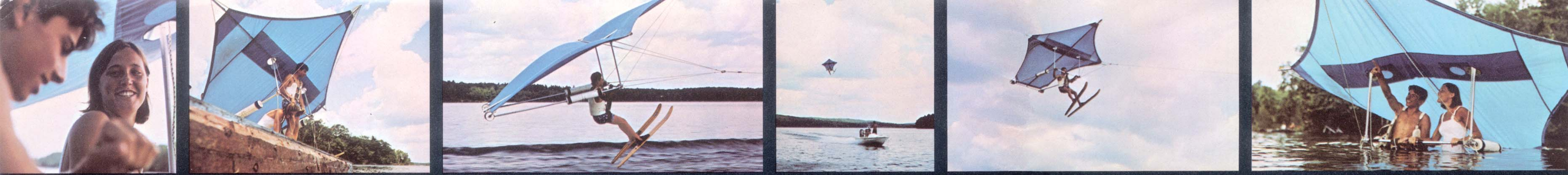


1970 2+2 • PARISIENNE • LAURENTIAN  
STRATO-CHIEF • SAFARI WAGONS  
**PONTIAC**







Cover: Parisienne Hardtop Coupe

2+2 Hardtop Coupe

# Pontiac 2+2 This is the way big road cars are going to be!

If great performance and civilized luxury in a broad-shouldered big car is what you want, here's what you want. The exclusive 2+2!

How would you like a standard 350-cubic-inch V8? With power disc brakes up front — also standard? How would you like the extra-cost 400-cubic-incher that runs on regular? Or would you prefer 454 cubic inches of V8 with 345 or even 390 horsepower and 500 foot pounds of torque? The power story on page 16 is for people like you.

Standard transmission is a column-mounted 3-speed manual. But specify 3-speed Turbo Hydra-Matic and you get it with a console trimmed in simulated woodgrain that matches other tasteful accents the stylists have lavished around. And you get a "stirrup"-type shifter that lets you move through the gears manually or go fully-automatic at will.

Mention "Rally" and you're describing the special 15 x 6.0" slotted wheels that are standard 2+2 embellishments. Mention the bigger-this-year 15" wheels and you're getting close to those fiberglass belted tires — lower in profile, larger in tread and longer in life. They make their own contribution to a 2+2's manoeuvrability, stopability and all-around responsiveness.

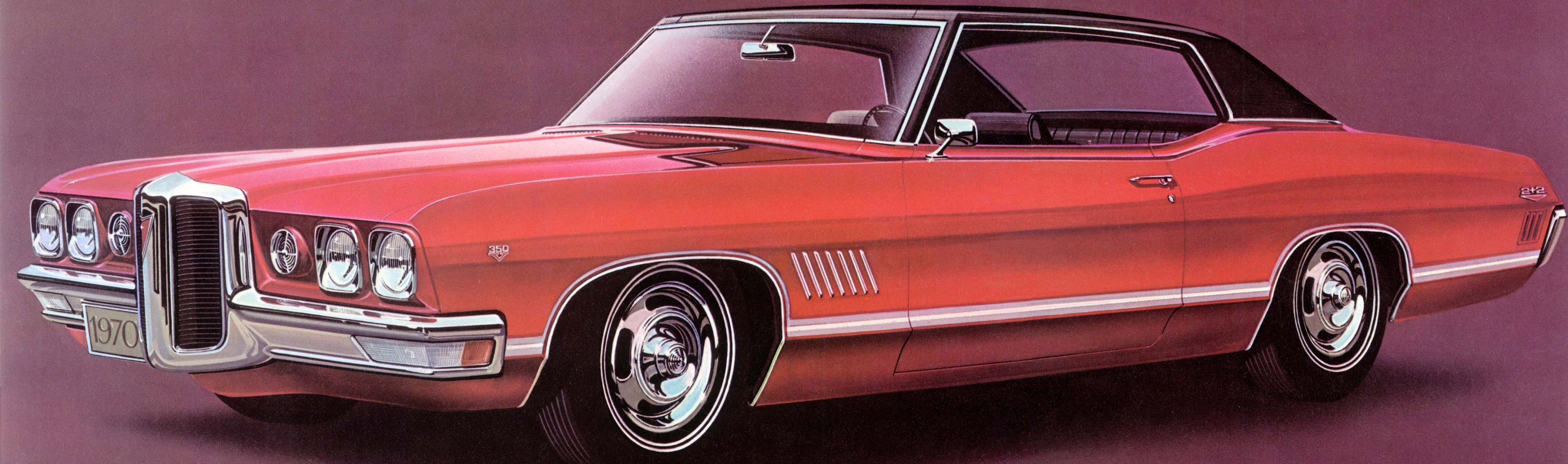
Buckle into a bucket seat and check out a 2+2's credentials. It's what they're talking about when talk gets around to a spirited machine for a big car man. Some people drive simply because it beats walking. You'll drive a 2+2 because it beats what others think is driving.

#### STANDARD FEATURES

Both 2+2 models come with all equipment noted under "Standard Features, All Series" on page 11 plus all standard safety features on page 18 . . . *plus* • distinctive twin black grilles • dual vinyl stripes along sides and across the rear deck in black and white or silver and white depending on exterior color • special front fender louvers (seven on each side) • 15 x 6.0" slotted Rally Wheels • wheel opening moldings • 2+2 series emblem on rear quarter • power front disc brakes • dual action (automatic/manual shifting) "stirrup-type" shifter mounted in console with extra-cost Turbo Hydra-Matic transmission • simulated woodgrain applique on extra-cost console matches appliques on deluxe steering wheel, instrument panel and doors • bucket seats in black, dark green or medium sandalwood all-vinyl or extra-cost "Houndstooth" black and white bodycloth with black vinyl • bright pedal pad trim • door trim panel carpet • glove compartment light • luggage compartment light • vinyl-coated luggage compartment mat.

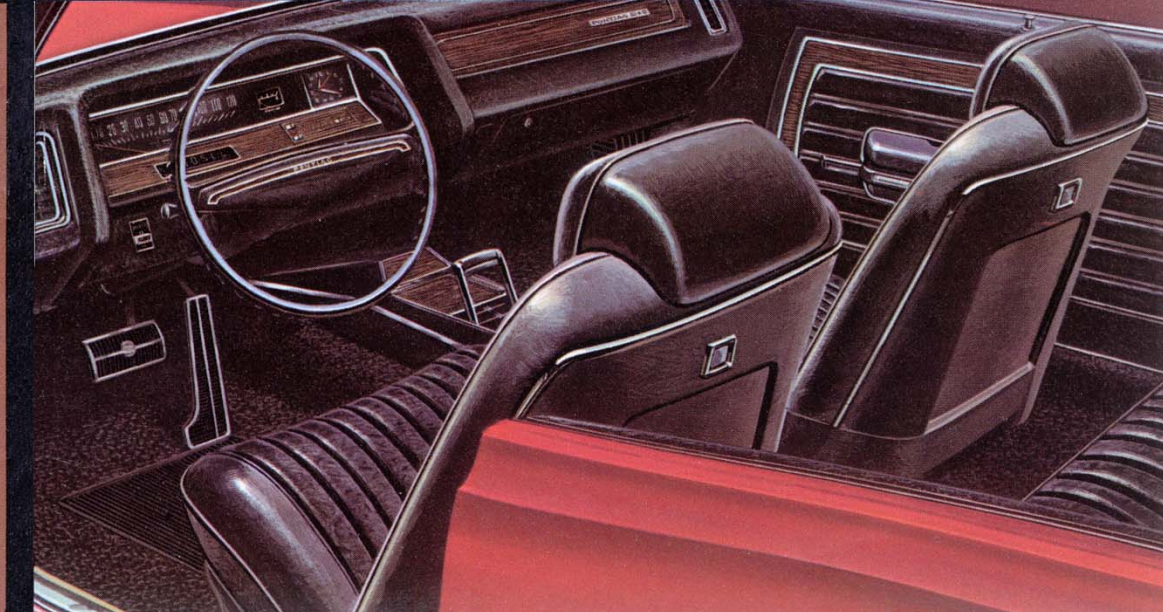
**POWER TEAM:** 250-horsepower, 350-cubic-inch V8 with fully-synchronized 3-speed manual transmission, column-mounted. Full details on extra-cost V8 engines and automatic transmissions on page 17 and back cover.

*Some of the equipment illustrated is optional at extra cost*



2+2 Convertible

2+2 interior showing all-vinyl bucket seats in Black





# Parisiennne

This is the way popular-priced luxury is going to be!

Some new cars get glances. Parisienne gets stares of wide-eyed approval. And as for turning admirers into owners, Parisienne has a finely-honed talent that makes it our most popular Pontiac.

For one thing, there's a complete line of Parisienne body styles to choose from, so you're sure to find the model you're looking for whether you want two-doors, four-doors, hardtop or convertible. For another, people agree with us that Parisienne has a most desirable balance of luxury, taste, function and thrifty operation. They also tell us the price is right.

Much of what makes our 2+2 on the preceding pages such an outstanding road car is also yours with Parisienne. The same 250-horsepower, 350-cubic-inch V8, for instance, is standard with all Parisiennes. And you can breeze along with all windows closed, enjoying draft-free circulation of outside air with Pontiac's Upper-level ventilation (and extra-cost Power Flow ventilation is now available).

Parisiennne takes pleasure in doing its own thing, too. If others park too close for comfort, the tough vinyl molding insert which runs the full length of the car is protective as well as attractive (comes in five harmonizing body colors). And Parisienne puts on a little more side appeal with distinctive rocker panel moldings and wheel opening moldings. While inside you've a choice of five swanky Prelude Cloth-and-vinyl furnishings, depending on your model. Convertible-lovers get to pick from four colors in rakish all-vinyl. And you get extra-thick front seat foam padding whichever Parisienne you choose.

Here's a sporty suggestion: think about extra-cost wide-oval tires. Real road-grippers. People who like their driving "automatic" might consider extra-cost Automatic Cruise Control (footloose and fancy free). While a Speed Warning Indicator would be handy to have on those tempting long straight-a-ways. And then there's air-conditioning — that pays off *all* year in the refreshed way you feel after a long drive, in the way your wife's hairdo remains unruffled and the way your clothes stay neater.

How about an AM/FM radio — plus a stereo tape player? A rear window defogger makes sense. While a cordova vinyl roof gives your Parisienne an extra lift of well-groomed luxury (five vinyl roof colors this year). From tires to tops, you can go as wild or as mild as you like.

Part of Parisienne's talent for making owners out of admirers is to set no limit on the exercise of your individuality. Turn the page for more proof.

**You're not the only one who'll appreciate a few choice options. So will your car's next owner! Extras like variable ratio power steering are inexpensive and will make your Pontiac worth even more at trade-in. Read page 19 — and check with your salesman.**

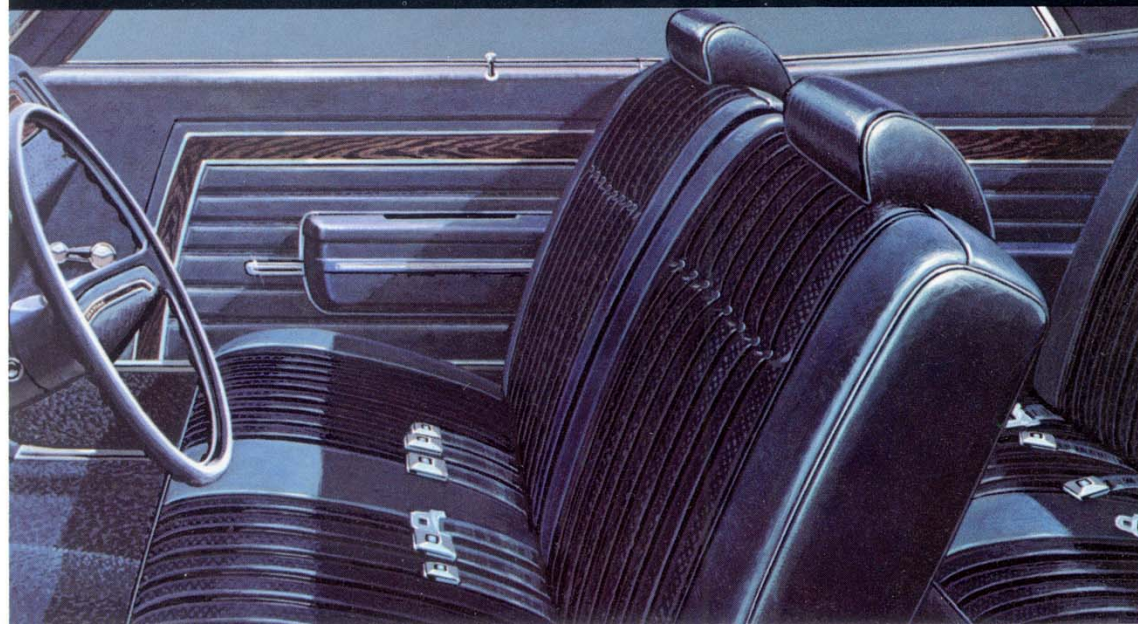
*Some of the equipment illustrated is optional at extra cost.*



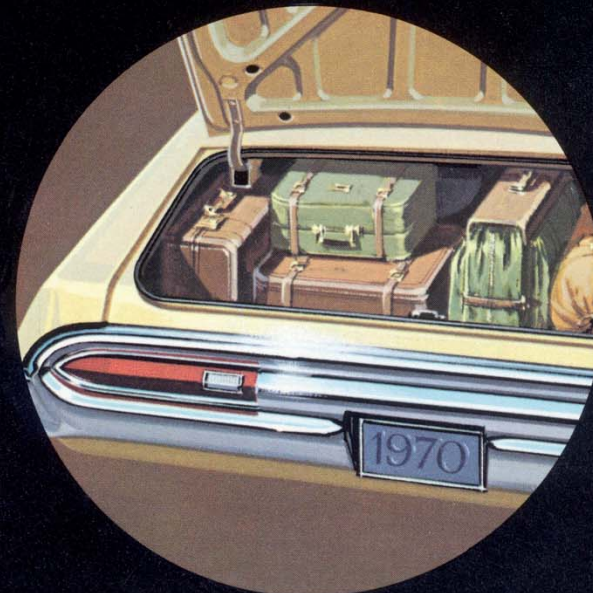
Parisiennne Hardtop Coupe



Parisiennne interior showing split bench front seat in Dark Blue cloth and vinyl



Trunk interior light and vinyl mat standard



Parisiennne Convertible







Parisienne Four-Door Sedan



# Parisienne

Ever driven a car that makes a back-country road feel like Main Street? And makes Main Street feel like the smoothest stretch of turnpike you've ever turned on to? Take a Parisienne out for a street-highway-hill-valley-and-cornering drive. What an experience!

It's part of having a unisteel body and a rigid perimeter frame and Full Coil suspension that gives Pontiac big car stability second to none. One drive is worth a thousand adjectives.

As your Parisienne moves out, you notice a difference in acceleration from what you've been used to. It's much, much smoother. And the feel of the car is more positive. How come? An engineer could expand at length on such intricacies as a new transmission-controlled vacuum spark advance, and it's quite a story. But for the here and now, just know that the 1970 Pontiacs have performance this price class hasn't witnessed before.

About that trunk on page 5: big? Big. A useable capacity of 19.6 cubic feet. Comes with an automatic light. And a vinyl-coated latex foam mat. After all, the trunk belongs to a Parisienne, doesn't it? So you expect "standards" like that. You get them. If you want extra-cost things like a remote-controlled lid release, though, it's up to you. But even that option has been improved; it's now electrically-operated.

Around the corner from the trunk are the new rear marker lamps. Besides being a handsome addition to Pontiac's profile appearance, they have an extra feature this year: reflectors. Helps others to see your car at night when it's parked with the lights off. Reflective front markers are new, too—and integrated with the front parking lamps to wrap around the bumper.

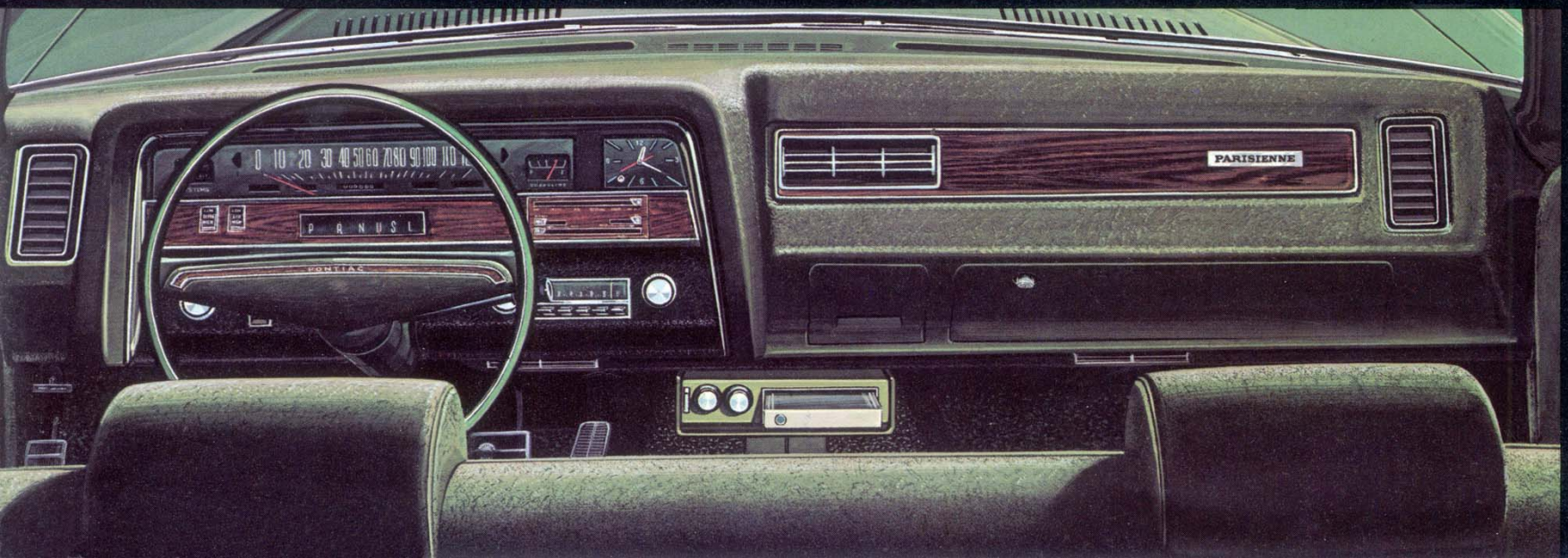
Don't forget that Parisienne drive. This is the way fun is going to be.

### STANDARD FEATURES

See page 11 under "Standard Features • All Series" for equipment standard with all Pontiac series in this catalogue. Parisienne models come with the following additional standard equipment • deluxe steering wheel with simulated woodgrain trim • smart simulated woodgrain door panel inserts • choice of 4 all-vinyl or 5 vinyl-and-Prelude Cloth upholstery materials, depending on model • glove compartment automatic light • wheel opening moldings • stainless steel rocker panel moldings • full-length stainless steel body side moldings with vinyl-filled inserts — color keyed to body color • door trim panel carpet • luggage compartment light • vinyl-coated luggage compartment mat • standard engine is the 250-horsepower, 350-cubic-inch V8 • for complete run-down on extra-cost V8s and details on standard manual transmission and extra-cost 2-speed and 3-speed automatic transmissions, see page 17 and back cover. A partial listing of standard safety features is on page 18.

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

The 1970 Pontiac instrument panel



Parisienne Four-Door Hardtop





# Laurentian

This is the way luxury on a budget is going to be!

Laurentian doesn't look like the kind of car you associate with budgets and penny-pinching and all that. It looks like someone splurged. Someone did. Pontiac.

Just because you enjoy saving money, it doesn't mean you should have to pay the price with austerity driving. So Laurentian gives you a 155-horsepower, 250-cubic-inch Six that is an impressive performer on regular gas. The 250-horsepower, 350-cubic-inch regular gas V8 is standard too because Laurentian people tend to want a choice. That belt of vinyl and stainless steel on the sides gives protection that's new to Laurentian's class. While a handy new stowage provision for seat belt buckles helps you keep the interior neat and orderly with extra-cost deluxe seat belts. Other "standards" include a light in your glove compartment. And if you'd like the uplift of fancy wheel opening and rocker panel moldings, they're available at little extra cost.

This is splurging? Not in Pontiac's book. Want to order your Laurentian with Rally Wheels like the 2+2? Go ahead, a little indulgence is good for you.

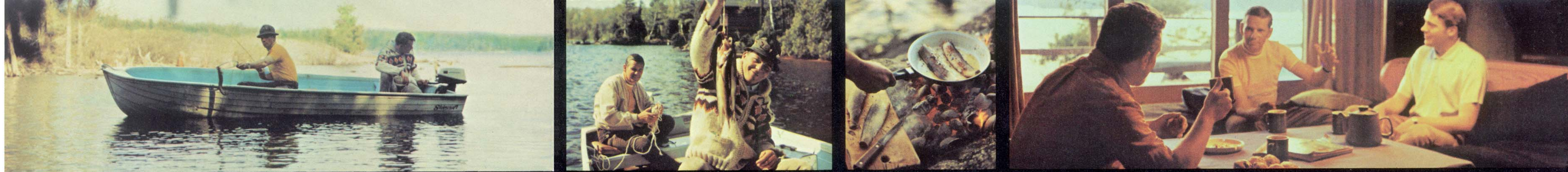
In our extra-cost Options Department, one fine thing can lead to another. How about a headlamp time delay option that gives you a clear minute before your headlamps turn themselves off automatically? Then you may also want a lamp under the hood. And if you go for the all-new conveniences of an *electronic* wiper-washer control at the tip of your directional signal lever, then you might also go for variable-ratio power steering (the farther you turn the wheel, the faster you turn).

Above all, look at the money you'll save if your next new car is a Laurentian!

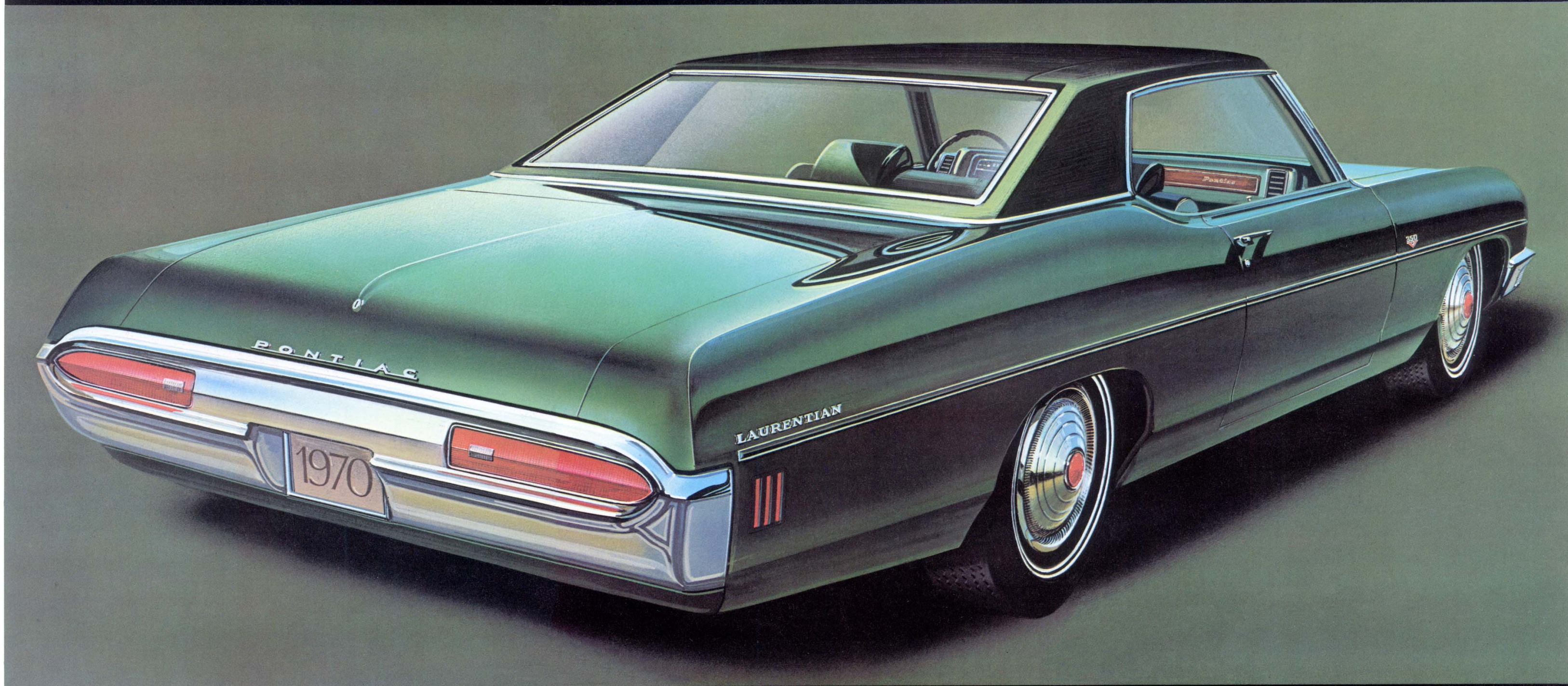
## STANDARD FEATURES

Laurentian series Pontiacs come with all equipment listed under "Standard Features • All series" on page 11 — such as fiberglass belted tires and Pontiac's hidden radio antenna (standard with optional radio or tinted glass) — PLUS full-length vinyl-filled side moldings • glove compartment automatic light • choice of 2 all-vinyl or 4 vinyl-and-Pageant Cloth upholstery materials • door bead trim moldings • woodgrain door panel inserts • wheel opening and rocker panel moldings are new Laurentian options. A host of standard features make a Pontiac a Pontiac: double-cushion body mounts for a quieter ride • fender liners and water-washed, air-dried rocker panels for corrosion protection • resistor-type spark plugs for minimum radio interference. See "Pontiac's Points of Interest" on page 16. Included in the partial listing of 1970 General Motors Safety Features on page 18 are steel side guard beams in every door and cargo guard bulkhead between rear seat and trunk. All standard. On all Pontiacs. Power teams are described on page 17 and back cover.

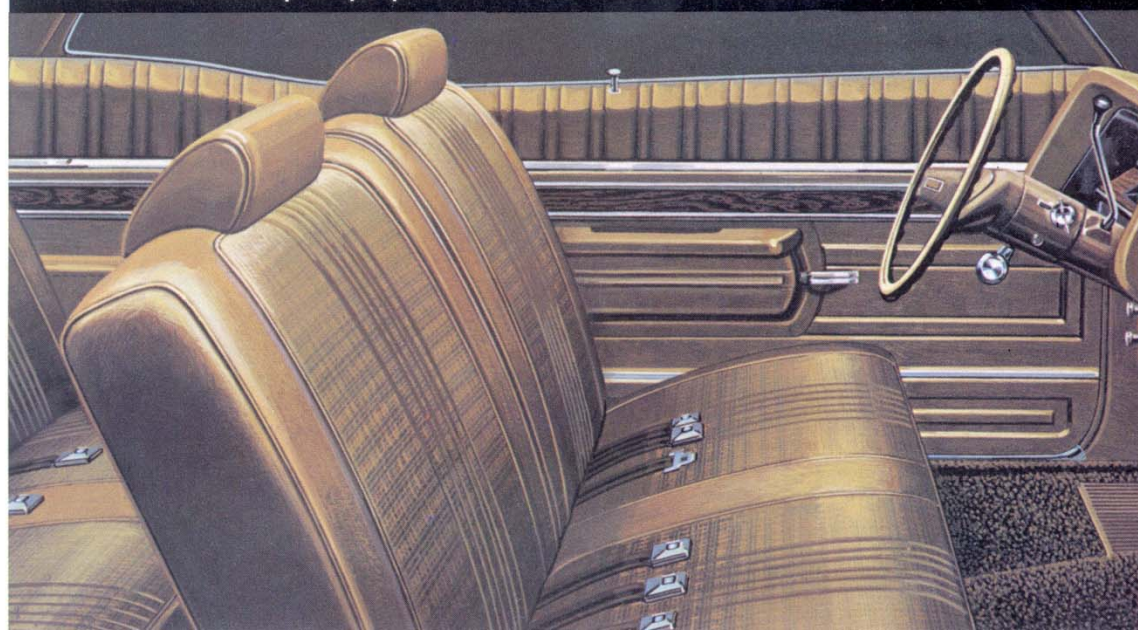
Some of the equipment illustrated is optional at extra cost.



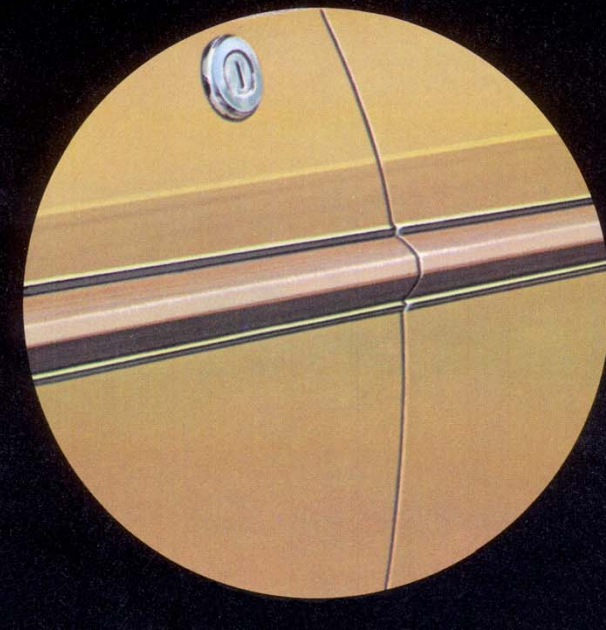
Laurentian Hardtop Coupe



Laurentian Hardtop Coupe split bench seat in Medium Gold cloth and vinyl



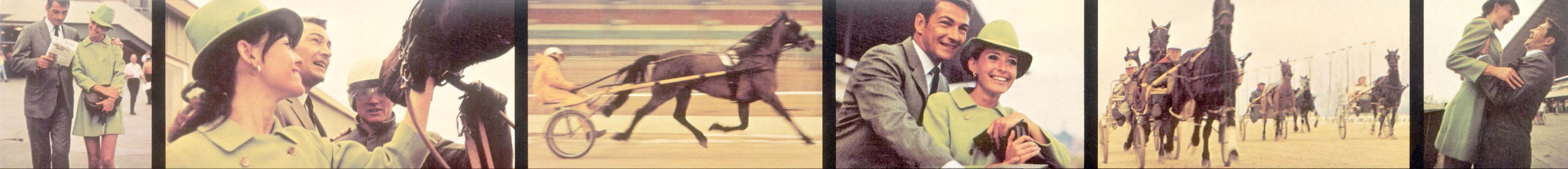
Stainless steel side molding, vinyl-filled



Laurentian Four-Door Sedan







Strato-Chief Hardtop Coupe

# Strato-Chief

This is the way  
"big car" economy  
is going to be!

If you're bargain-hunting, don't pass up Strato-Chief because it looks too rich for your blood. It isn't. Strato-Chief is priced about dollar-for-dollar with ordinary cars, even though its style makes you think of the high-priced luxury class.

The commanding look of Pontiac will surely dominate the Seventies and yet it just hints at the Pontiac break-throughs you get with Strato-Chief. For instance. Order a radio (or simply order tinted glass) and if you look real hard you'll see two micro-size lines about twice the thickness of a human hair embedded in the windshield glass. That's your antenna. No outside aerial to interrupt the style or to hit the roof of a garage door or to tempt vandals — or to fill with water and lose efficiency. It's the type of innovation Pontiac excels in.

Like hidden windshield wipers. And Upper-level ventilation — which makes possible full-glass styling with no-vent side windows.

If you haven't checked out Pontiac for awhile, expect a few surprises. The inside rearview mirror is a foot wide and prismatic. The anti-theft ignition lock is on the steering column and when you remove the key it locks the transmission shift lever and steering wheel (forget to remove the key and you'll be buzzed soon as you open the door). Strato-Chief. Some Pontiac! Some bargain!

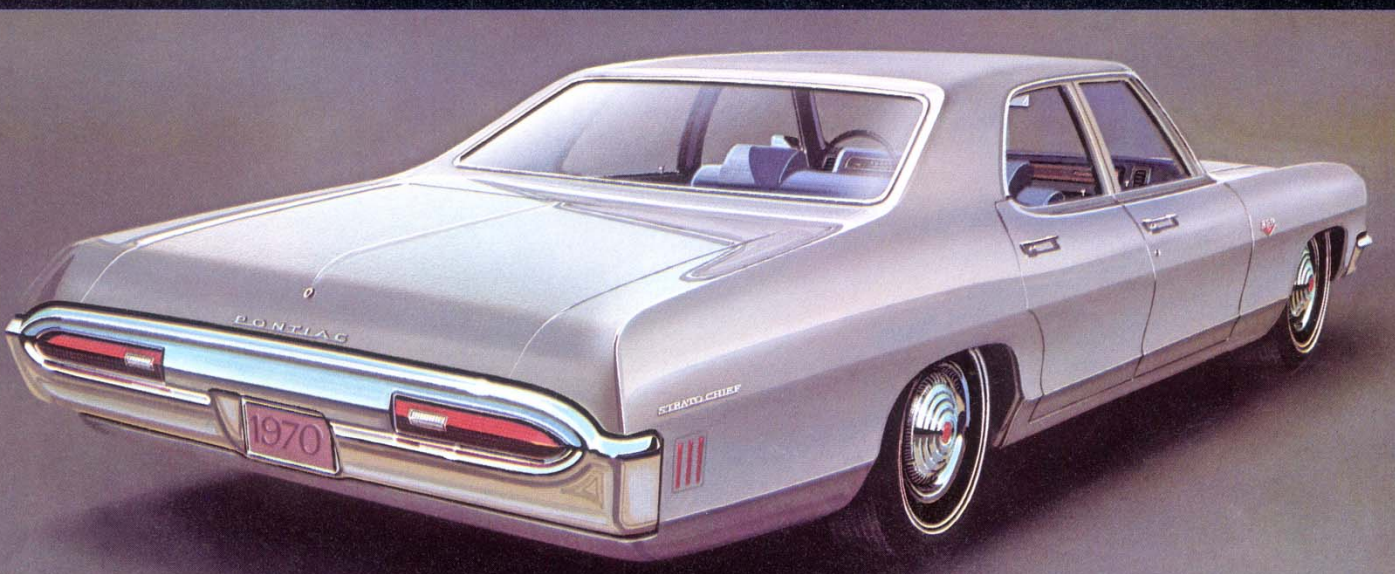
But it's time to put your salesman to work. Ask him about Strato-Chief's 3 all-vinyl and 2 vinyl-and-Roma Cloth upholstery. And ask him to get out his order book



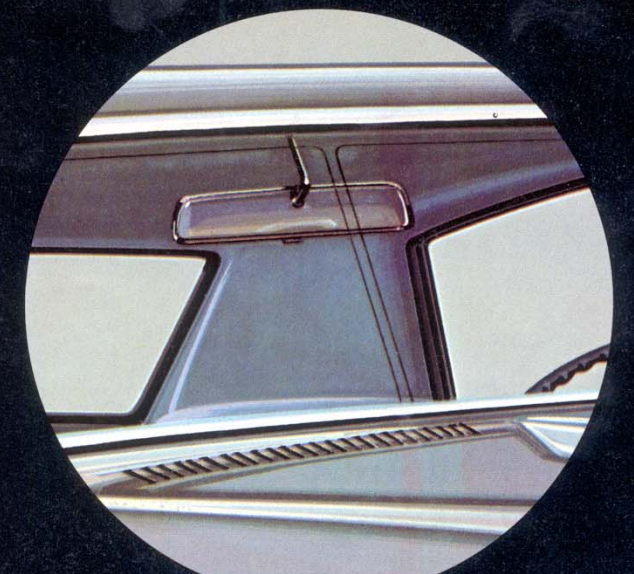
### STANDARD FEATURES • ALL SERIES

New front-end styling reflects Grand Prix influence with classic vertical center grille • parking lamps in front bumper wrap around to serve as side markers • front and rear side marker lamps incorporate reflectors • front-end panel horn grilles • radio antenna embedded in windshield when optional radio or tinted glass is ordered • bright moldings around windshield and rear window • concealed windshield wipers • wide, long-wearing fiberglass-belted tires on 15 x 5" wheels (15 x 6", 2+2 and Wagons) • 15 exterior colors • embossed vinyl headlining • interior courtesy light • Upper-level ventilation system with vent windows eliminated • simulated walnut woodgrain styling under instrument cluster and above glove compartment • glove compartment lock • two-spoke steering wheel with spoke-mounted horn tabs • cigarette lighter • lighted heater controls • foam-cushioned front seats • color-keyed deep twist full carpeting. See page 17 and back cover for power teams. Additional standard equipment features and some of the many options and accessories available can be found on pages 18 and 19 with a partial listing of 1970 General Motors Safety Features.

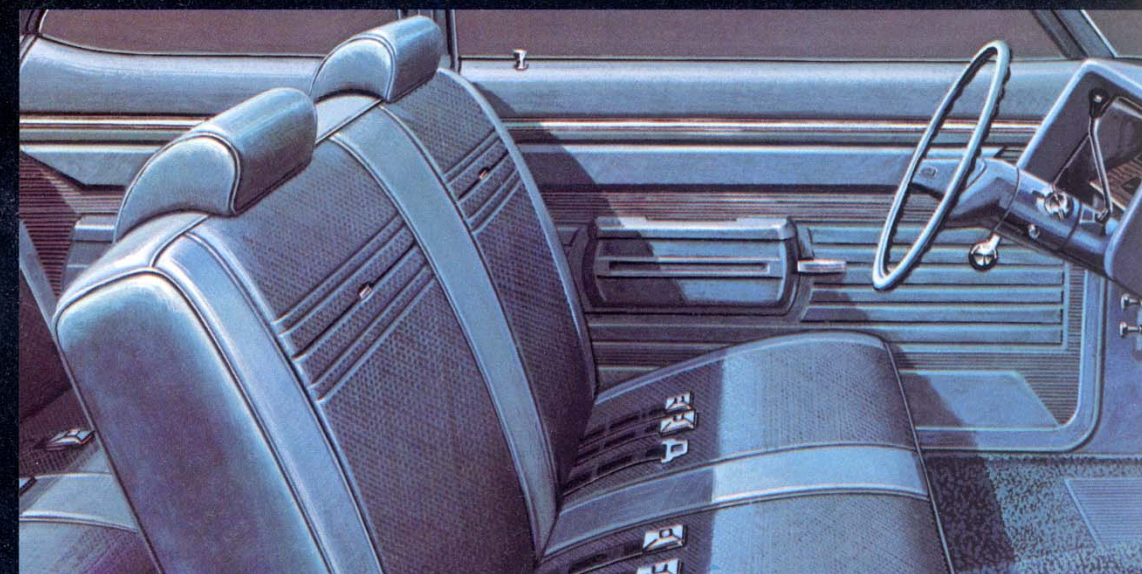
Strato-Chief Four-Door Sedan



Concealed radio antenna embedded in windshield glass



Strato-Chief interior in Medium Blue cloth and vinyl



Some of the equipment illustrated is optional at extra cost.



# Safari Wagons

This is the way great station wagons are going to be!

Suitcases, plywood panels or picnic hampers don't care what kind of wagons they ride in. But people do. You do. And so does Pontiac. That's why the Safari family of station wagons — Safari Estate and Custom this page, and Safari Deluxe and our standard Safari, overleaf to your right — are great Pontiacs and great wagons.

So the Safari Estate and Safari Custom come with an extra thickness of foam cushioning in the second seat as well as the front. And the driver has a simulated woodgrain-trimmed steering wheel. And he drives a station wagon to be proud of for the "we're-taking-over" look up front and for what Pontiac has done to the profile. Bright moldings around the wheel openings and over the rocker panels and color-keyed vinyl inserts along both sides of the Custom. Deluxe wheel discs on Safari Estate (any law that says a wagon *must* look like a utility machine?). Or the rich simulated walnut woodgrain panelling with simulated limed oak border trim on the sides and back of the Estate Wagon.

These Pontiacs were put together as very luxurious toters — to do lots more than simply carry a lot. And how they carry it off! There are 350 cubic inches of impatient V8 under the hood (unless you order the extra-cost 400-cubic-inch V8 or one of our two biggest-yet engine options of 454 cubic inches). The result is an agility and nimbleness rather startling in wagon country. You'll find it a refreshing awakening to what wagons *should* do — and what Safari wagons do very well. Here's a hint. Mull the advantages of a 3-speed Turbo Hydra-Matic, the extra-cost transmission that lets you run through the gears no hands or shift to your heart's content. Its biggest fans are in two-driver families.

If yours is that kind of family, you'll also appreciate an extra-cost 7-position tilt steering wheel as well as a "one for me, one for her" mix of power assists — seats, windows, steering and such. A power tailgate window is standard on all 3-seat Safaris — while both Safari Estates even include single-piston power front disc brakes as standard equipment! So when things of that nature are yours without extra cost, it helps you to afford a carpet in the load area (so you'll have full carpeting throughout). And Power Flow ventilation that adds special blowers to the standard Upper-level venting system for improved flow of air at lower speeds.

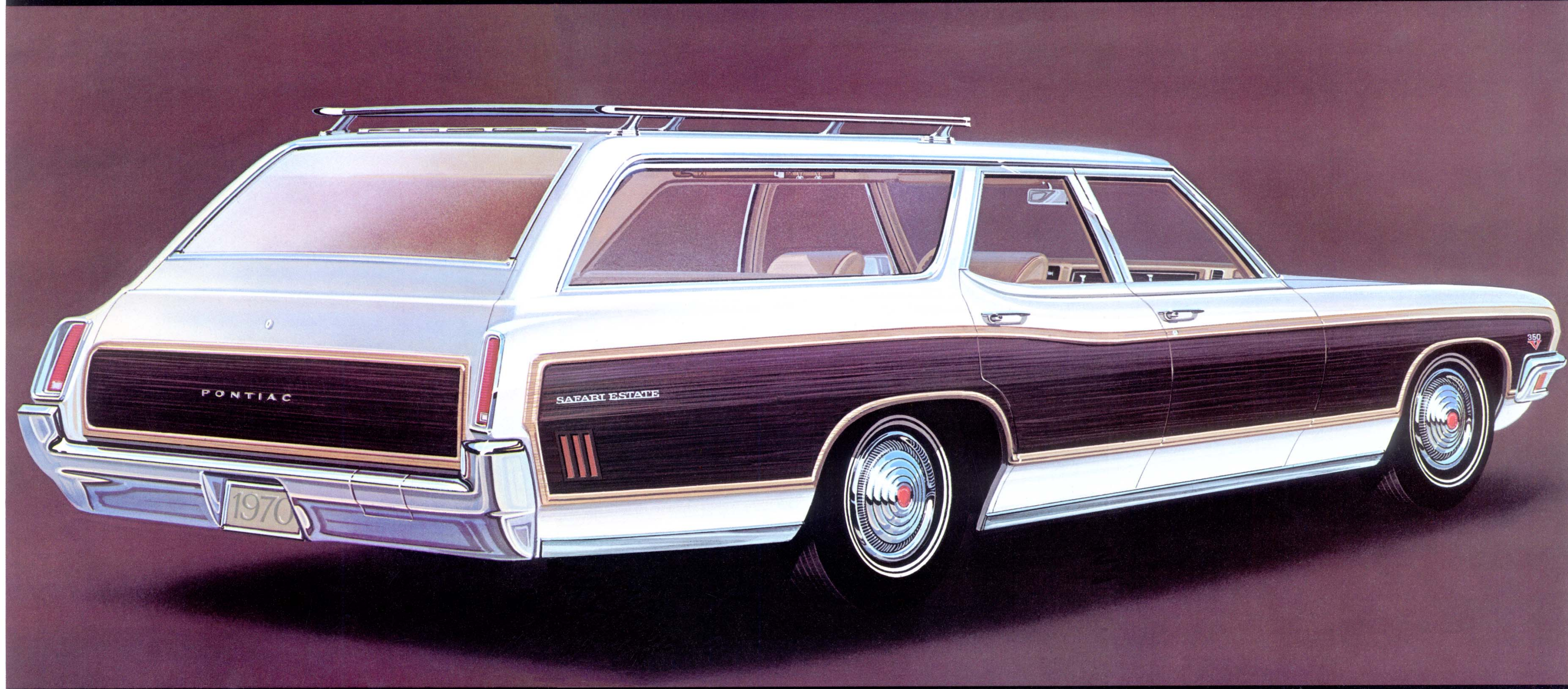
Can you think of a better way to haul than Safari? A Pontiac — with new station wagon elegance and attention to your comfort — a quickness usually kept for the sporty machines — and a list of options to let your personality flower! More enlightenment on Safari by Pontiac, next page.

**Who says you have to be rich to enjoy air conditioning? It's a long-term investment that returns dividends every day you drive. And pays off handsomely when you trade! See page 19 for other suggestions — many of them new for 1970.**

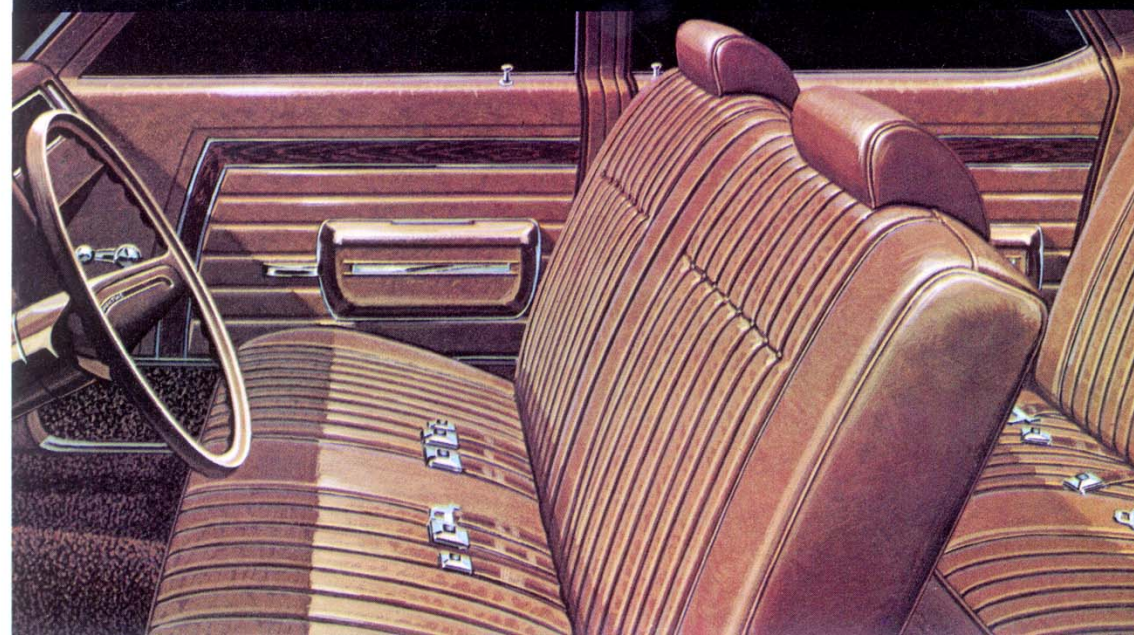
*Some of the equipment illustrated is optional at extra cost.*



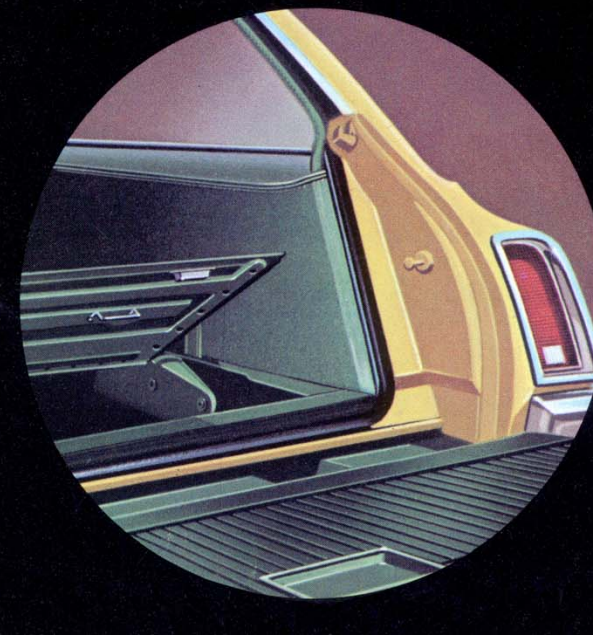
Safari Estate 3-seat station wagon



Safari Estate interior in Medium Saddle all-vinyl.



Standard hidden stowage compartment



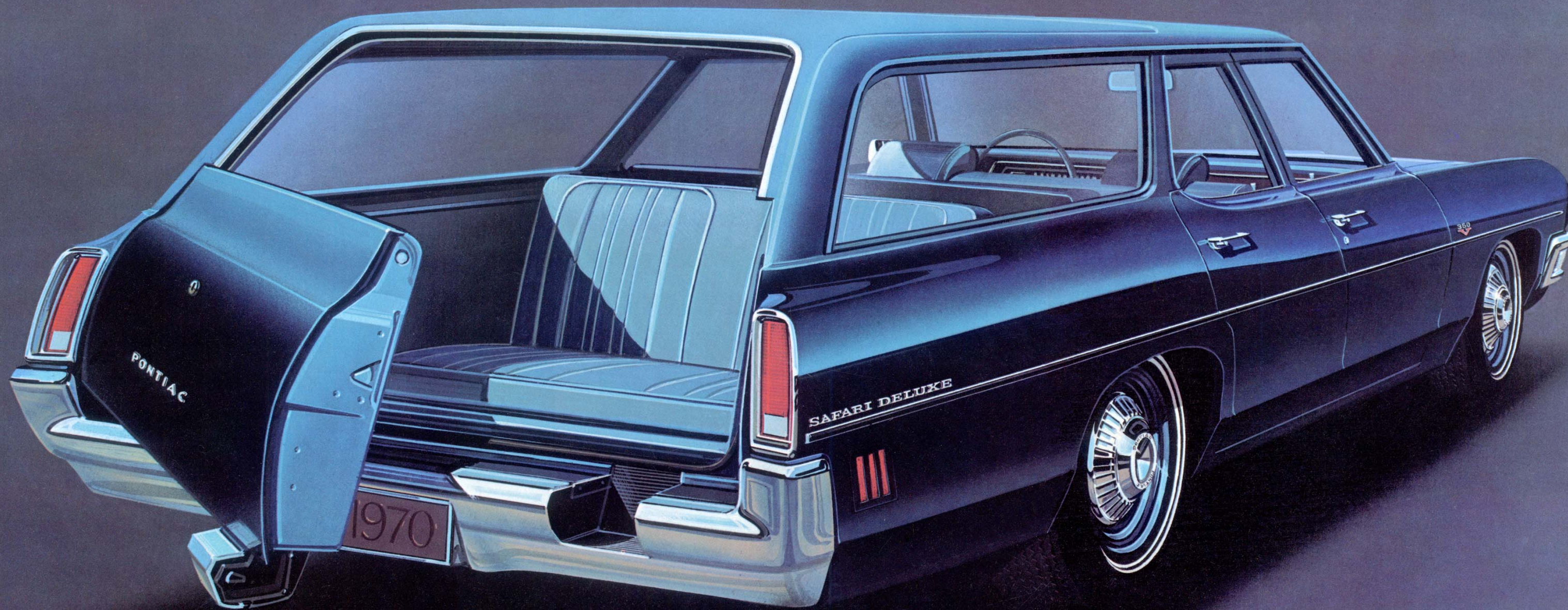
Safari Custom 2-seat station wagon







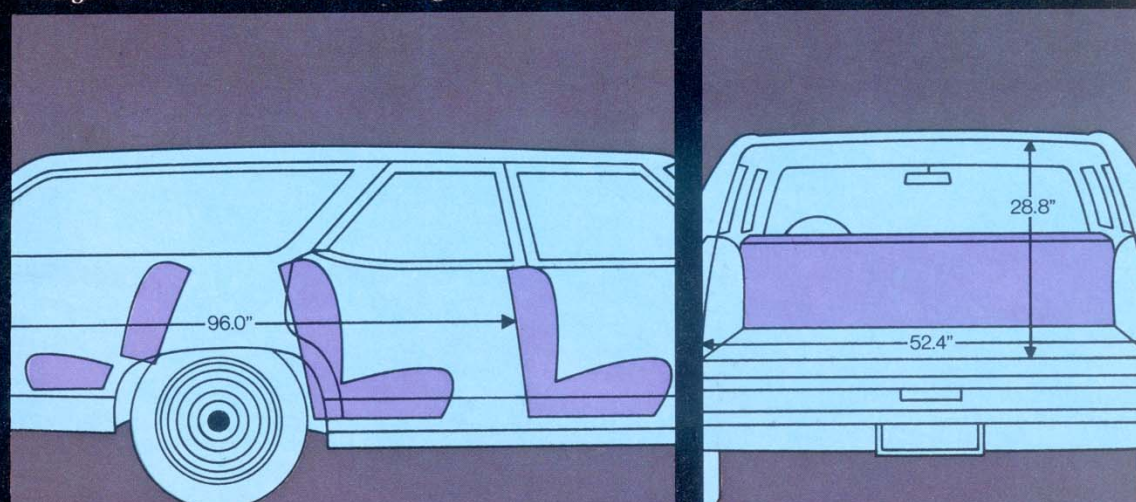
Safari Deluxe 3-seat station wagon



Safari 2-seat station wagon



Cargo volume: 102.8 cu.ft. (2-seat wagons); 100.2 cu.ft. (3-seat wagons); includes hidden compartment



# Safari Wagons

The more you look into it, the clearer you see it. Why get just another wagon when the same dollars let you shake those hauling ho hums and go in a wagon that's also a big Pontiac?

On the one hand, your money buys a station wagon, period. On the other, a 1970 Safari with the discipline and fine details of a town car, the kicks that only Pontiac translates as "standard", and the wide-open storage space you're looking for. Take a moment to ogle, again, the Safari Deluxe and standard Safari — but hurry back.

These are our lowest-priced, full-size wagons! With head-turning Pontiac beauty. A great 250-horsepower, 350-cubic-inch standard V8. Hidden windshield antenna (see story on page 11). Protective vinyl side moldings on Safari Deluxe. Smart wheel opening and rocker panel moldings at slight extra cost on the Deluxe and Safari. Molding trim around the tailgate window. Pontiac's two-way tailgate and non-skid bumper step, which appears when you swing the gate open as a door. The confidence of having suspension springs — even the tires — selected by computer. Can you go anywhere else and get a full-size wagon that beats Safari for standard features? Or hard-nosed value?

Extra-cost options for your check list: Safe-T-Track rear axle to help you out of the slipperiest situations; adjustable rear shocks to keep the rear of your wagon at a constant height, even with heavy loads — or Automatic Level Control to make sure it's level, automatically. And a whole raft of option choices just for wagoneers — rear window screen, rear window air deflector, roof luggage carrier. Lots more.

With Pontiac, the care and coddling of people comes first. It's up to you how far you want to go with options to make your Pontiac wagon unmistakably, inimitably yours. But that's part of the fun when you go in a Safari.

## STANDARD FEATURES

All Pontiac station wagons are equipped with the full complement of "Standard Features • All Series" on page 11 plus the safety features listed in part on page 18. In addition they offer • all-vinyl upholstery color-keyed to the exterior color • two-way tailgate with built-in rear step • tailgate window moldings • rear stowage compartment • power tailgate window and courtesy light on 3-seat models • interior simulated wood-grain trim treatment • electric clock, power front disc brakes, wheel trim covers, exterior simulated woodgrain trim on sides and tailgate with Safari Estate • vinyl-filled body side moldings Safari Custom and Deluxe • wheel opening moldings on Safari Custom • rocker panel moldings, deluxe steering wheel with Safari Custom and Estate • vinyl-coated rubber floor mat for third seat • stowage compartment rubber mat • glove compartment light (ex. standard Safari). See following page and back cover for power teams. All station wagons have a standard 350-cubic-inch V8.

Some of the equipment illustrated is optional at extra cost.



# Pontiac's points of interest!

Elsewhere in this catalogue we've pointed out a few Pontiac innovations like Upper-level ventilation and disappearing windshield wipers and the hidden radio antenna. All "industry-firsts" from Pontiac. But Pontiac engineers and designers are innovating and changing all the time — to make great Pontiacs greater still.

This year you'll see smart new horn grilles inboard from the headlamps. You'll see reflectors added to the side markers. But there are many other improvements you may not notice right away.

There's a new rotary lock on the glove box for more positive opening action. A new slide catch on the head restraints makes adjustment easier with one hand. The windshield pillars have a new light gauge steel molding with "air gaps" to improve energy absorption (except convertible). And the new stowage provision for extra-cost deluxe seat belts keeps seat belt buckles securely out of the way when not in use. Pleasant surprises like these give fresh meaning every year to the words "Pontiac value".

Some things aren't changed at all. The steel side guard beams in all doors. The protective steel bulkhead between the trunk and the passenger compartment. And the anti-theft steering column lock that's just as frustrating to "borrowers" of a Pontiac as it was when introduced last year. Does Pontiac think of everything? Pontiac tries.

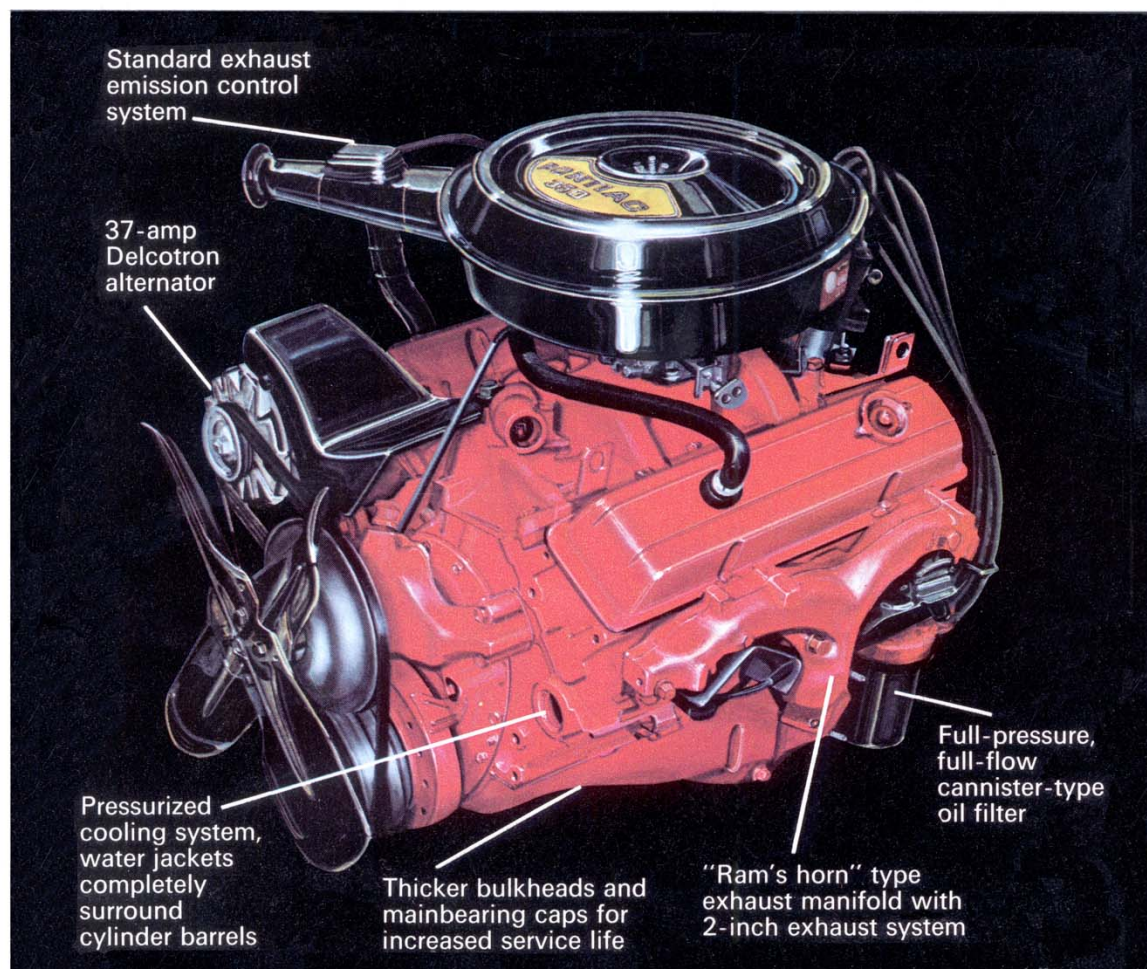
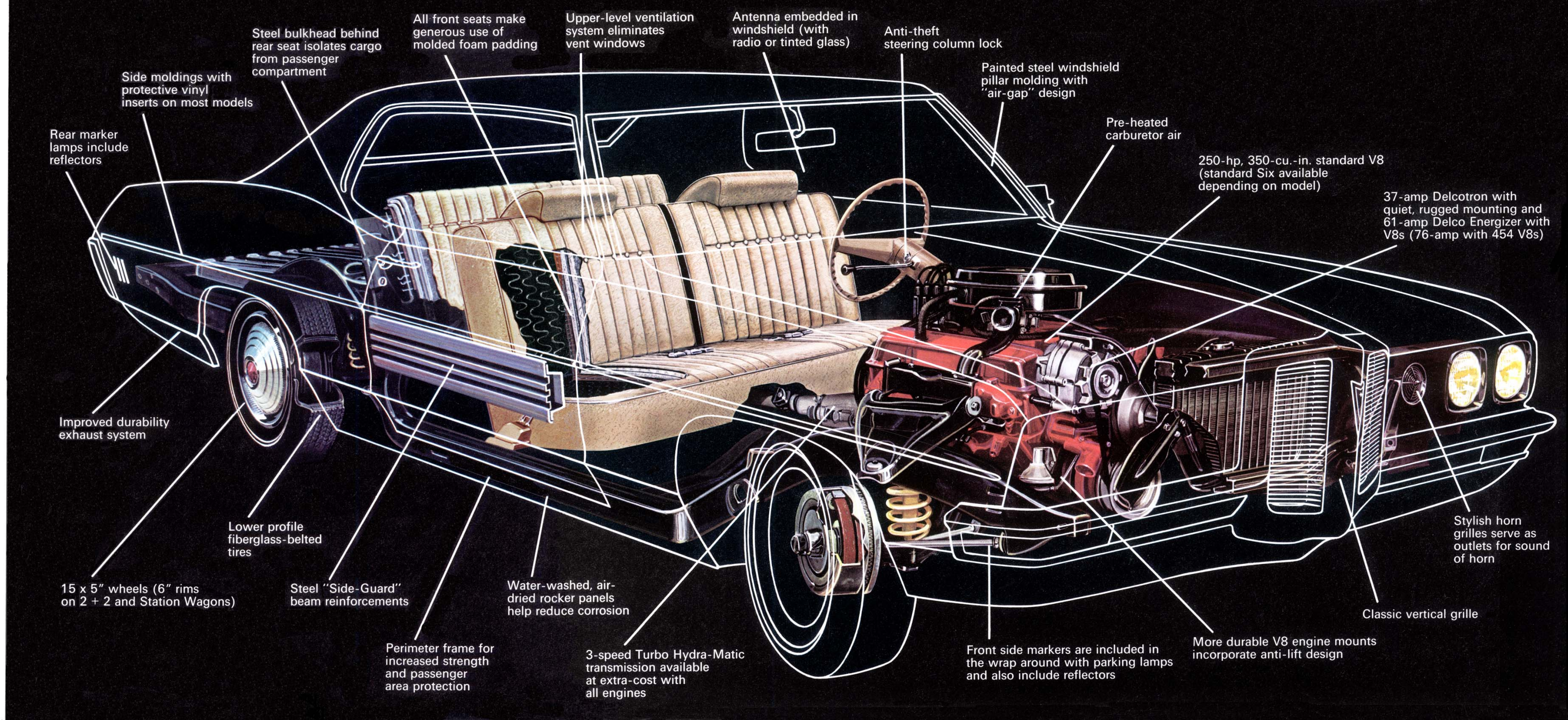
For a smoother ride and better cornering — direct, double-acting front and rear shocks and wide-stance rear springs. For quietness — rubber-bushed suspension pivots in front and rubber isolated track bar in the rear. For comfort and stability — the road-wedded ride plus, in all V8 models, a front stabilizer bar.

Pontiac's unisteel body is strength itself. Double-panel door, hood and deck lid. Front and rear inner fender liners to resist corrosion — and various primer coatings, zinc-coatings and anti-rust compounds to protect structural components and body panels.

Many Pontiac innovations and features are points you may never see. But they all work together to give you the reassurance and the ride and the handling characteristics that are characteristically Pontiac. Now look across the page at our 1970 underhood story. It, too, will make you wonder if other cars will ever catch up.

**TRAILER TOWING.** Pontiac has very strong ideas about trailering so ask your salesman to help you select the power teams, extra equipment and hitches recommended for your 1970 Pontiac car or station wagon.

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



## Pontiac Power for the 70s!

This is the way it's going to be. Your special attention is drawn to the new 400-cubic-inch extra-cost V8, a light-weight, small block engine that delivers 265 hp on regular gas — and to a new 454-cubic-inch V8 with 390 horsepower!

The following new features are common to all Pontiac engines: pre-heated carburetor air · transmission-controlled vacuum spark advance reduces exhaust emissions in accelerating and decelerating. In high gear, spark advance is engine controlled · improved durability V8 engine front mounts incorporate new design anti-lift device; at left side on base V8 and both sides for all optional engines · exhaust system durability for all engines improved with the addition of aluminized tail pipes · smaller-size "slim-line" tapered seat spark plugs seal without gasket for standard Six and optional 454 V8s.

**STANDARD SIX:** overhead valves, 250 cu.in., 155 hp, 235 lb-ft of torque, one-barrel carb. Good performance on regular gas.

**STANDARD V8:** OHV V8, 350 cu.in., 250 hp, 345 lb-ft of torque, two-barrel carb. Optional version with four-barrel carb requiring premium fuel has 300 hp, 380 lb-ft of torque.

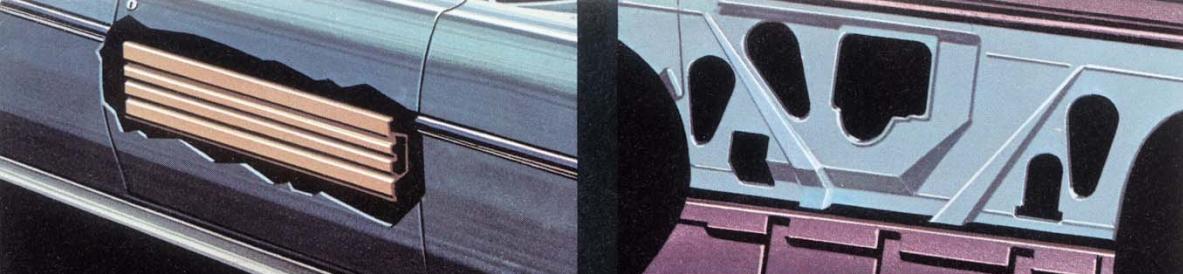
**OPTIONAL V8:** OHV V8, 400 cu.in., 265 hp, 400 lb-ft of torque, large two-barrel carb, 9.0:1 compression ratio, large single exhaust system, four bolt main bearing caps. This is a new lighter-weight, small block, large displacement V8, an outstanding performer on regular gas.

**OPTIONAL V8:** OHV V8, 454 cu.in., 345 hp, 500 lb-ft of torque, four-barrel carb. Premium fuel. A more powerful version is also available with 390 hp.

**TRANSMISSIONS:** Three-speed manual is standard with base engines, fully-synchronized for all forward speeds. Not available with optional V8s. Two-speed Powerglide automatic is available for the Six and 350 V8s. Three-speed Turbo Hydra-Matic is available for all engines.

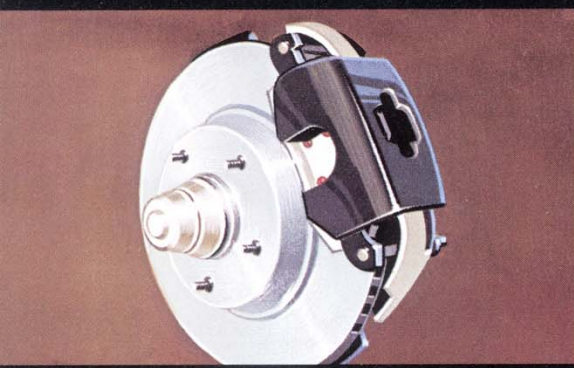
*Detailed specifications and power team availability appear on back cover.*



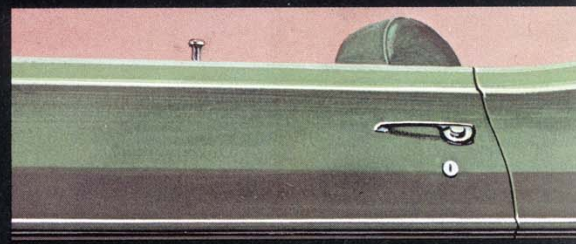


Steel "Side-Guard Beam"

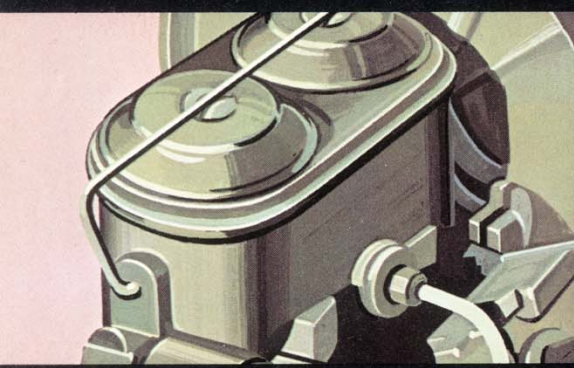
Steel luggage compartment bulkhead



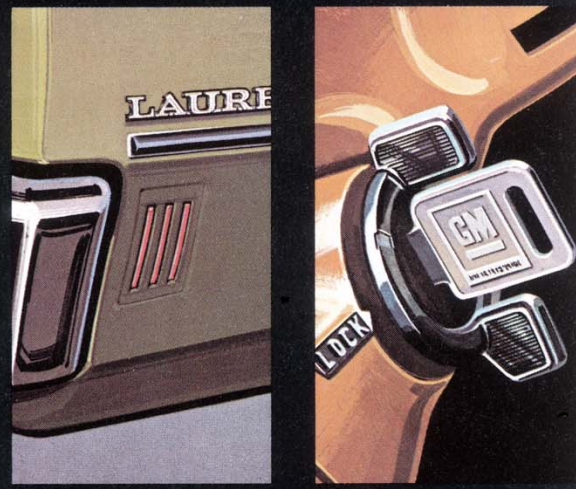
Power front disc brakes, 2+2, Estate Wagon



Forward-positioned door lock buttons

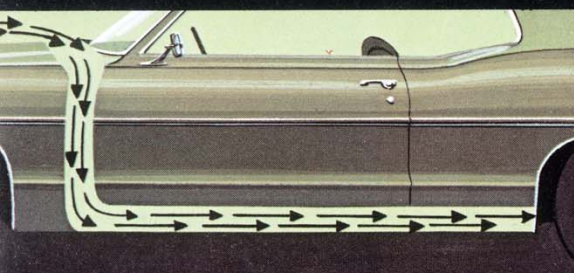


Dual master cylinder brake system



Reflective marker lamps

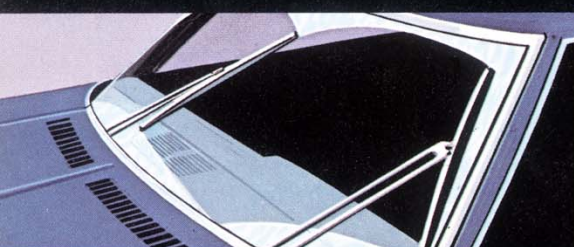
Steering column lock



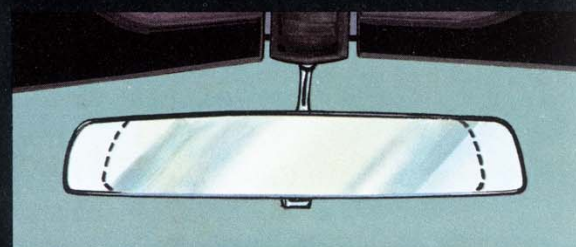
Water-washed, air-dried rocker panels



Long-lasting Magic-Mirror finish



Driver's wiper blade is "articulated"



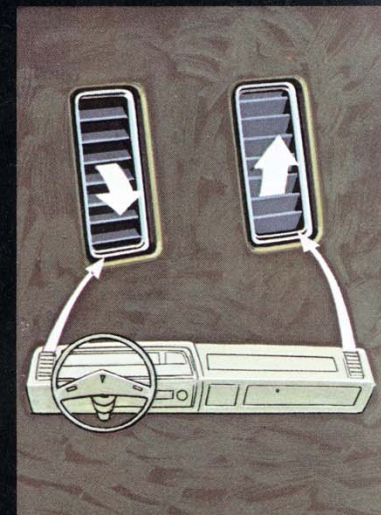
12-inch wide day/night mirror



Fiberglass-belted tires



Energy-absorbing steering column



Upper-level ventilation

# Standard Features

Pontiac's reputation for building-in standard features is something Pontiac has never taken lightly. And never will. It means full value for your money when you buy a Pontiac — and a fair possibility that when the time comes to trade, you'll be trading on another new Pontiac.

Your *safety* is our business and the box below itemizes many of the features on every Pontiac that contribute to your protection and security. Such as a dual master cylinder brake system with warning light (this year certain models have power-assisted front disc brakes as standard equipment). The fiberglass-belted tires — while noticeably improving Pontiac's ride — give better traction on both wet and dry roads, and offer more resistance to damage from curb impact.

Your *comfort* is as important to Pontiac as it is to you. So you'll find it a quiet Pontiac. Upper-level ventilation brings in a flow of outside air, lets you ride with all windows up and does away with noise caused by vent windows by doing away with vent windows.

And when it comes to your *convenience*, Pontiac gives you an extra-wide rearview mirror on the inside, a 5-inch rectangular mirror on the outside and positions the door lock buttons so they can be easily reached even when you're wearing lap and shoulder belts.

One of the reasons you buy a Pontiac is for its looks. And you want those looks to stay looking their best. They will. Partly because of water-washed, air-dried rocker panels that have a flush-and-dry system to keep your Pontiac on a corrosion-free diet all winter long. And very much because of Pontiac's Magic-Mirror finish that takes care of the color you choose (there are 15 to choose from). Your Magic-Mirror color will still be alive and lustrous long after you trade the car — which is another reason for Pontiac's high value at trade-in time.

The features that serve your safety, comfort, convenience and pride in your new car are "standard" when you choose a 1970 Pontiac.

In 1970 all Pontiacs feature an impressive array of safety, and anti-theft equipment, more notable among these are:

**Occupant Protection:** Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles for 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 and intermediate seat back tops • Contoured windshield header (except convertibles) • Thick-laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Fuel tank impact security • Glove box and console door latch impact security • Padded or yielding windshield pillar moldings • Smooth-contoured door and window regulator handles • Soft, low-profile window control knobs, coat hooks, dome lamp • Two front seat belt retractors • Shoulder belt anchorages for rear seat outboard occupants • High strength rear seat retention • High strength front seat anchorages and construction • Stamped steel door hinges (at least one per door) • Side-Guard Beams • Cargo Guard.

# Options & Accessories

The minute you decide to go Pontiac, you're ahead of the game (the "Standard Features" on your left show how far ahead). So decide. Pick your model. Your power team. And then enjoy the fun of customizing your new car with extra equipment.

Here are some ideas. Power brakes (and remember, 4 models have power front disc brakes "standard"), power seats and power windows, power steering (the variable ratio kind unless you're a wagon fancier), power trunk release, power door locks (now electric and can be ordered with automatic seat back release in coupes). Power-just-about-everything.

Some things you use only now and then (and then you *really* can use them!) — such as a rear window defogger. And a Safe-T-Track axle that transfers power to the rear wheel with the most traction. And fiber-optic Light Monitors to watch over the exterior lights, front and rear.

Among Pontiac's many new options is an Electro-Tip Wiper Control that offers an *electronic* choice of four different ways of "programming" your windshield wiper/washer system. It's in addition to the standard slide action switch on the instrument panel (this includes the "pulse" feature, one full cycle for quick cleaning, then "off"). But if you order the Electro-Tip Control, you rule out Automatic Cruise Control — the location for each is at the tip of the turn signal lever; so choose one, but not both.

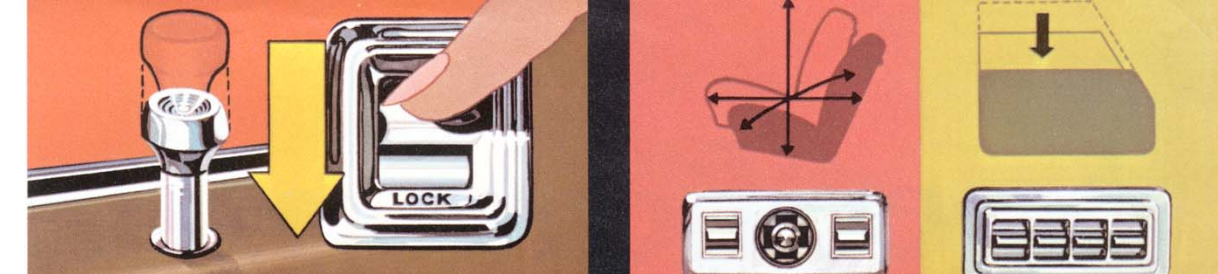
There are convenience options like a 7-position tilt steering wheel. Dress-up options like a vinyl roof (5 colors to pick from). And a choice of two air-conditioning options that make a big difference to your comfort. There are lots of other extra-cost features to think about like headlamp time delay and Power Flow ventilation. All very useful.

Get the complete story on the 1970 options and accessories from your salesman. It wouldn't surprise him if some people chose Pontiac for the choice of extras. But hasn't Pontiac always had an inside track on knowing what you want? Comes with experience.

See page 17 for extra-cost V8s and automatic transmissions.

**Accident Prevention:** Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane changer feature in direction signal control • Windshield defrosters, washers and dual-speed wipers • Wide view inside day/night mirror (vinyl edged, with shatter-resistant glass and deflecting support) • Outside rearview mirror • Fiberglass-belted tires and tire tread wear indicators • Dual master cylinder brake system with warning light • Starter safety switch • Dual-action safety hood latches • Headlamp aiming access provision • Low glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces • Safety wheel rims • Uniform shift quadrant • No winged wheel nuts, discs or caps • Self-adjusting brakes and corrosion-resistant brake lines.

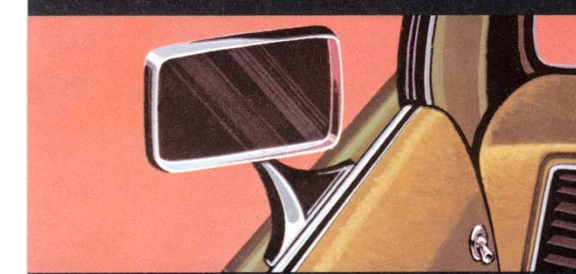
**Anti-theft:** Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Multiple key combinations • Visible vehicle identification • Tamper-resistant odometer with telltale feature.



Electric door lock

Power seats

Power windows



Remote-control outside rearview mirror



Rear window defogger



Door edge guards

Safe-T-Track axle

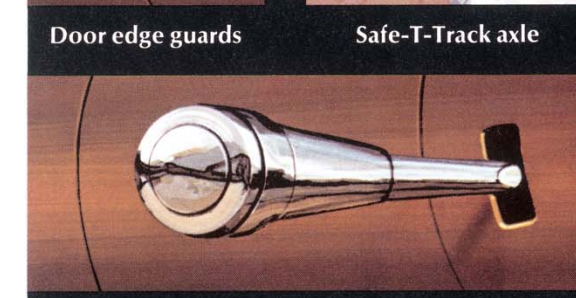


Underhood light

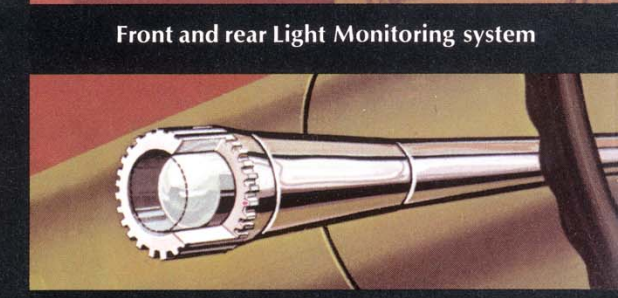
Trunk light



Front and rear Light Monitoring system



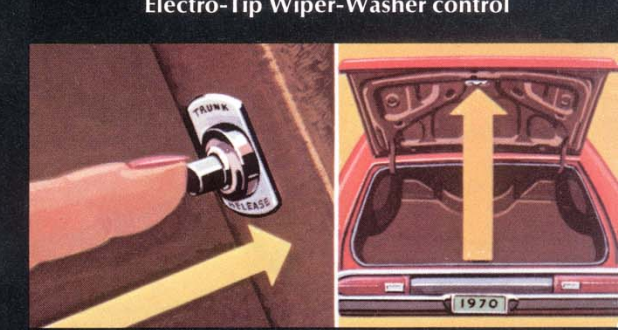
Automatic Cruise Control



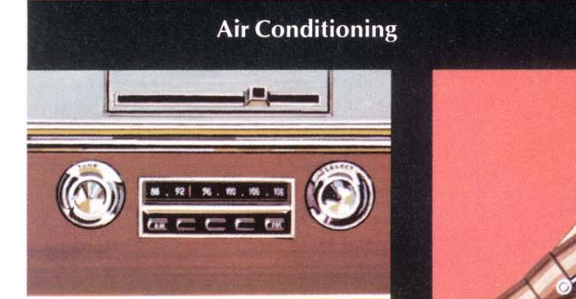
Electro-Tip Wiper-Washer control



Air Conditioning



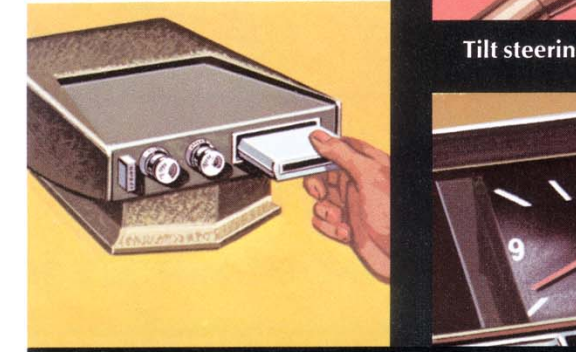
Remote trunk release, electric



AM/FM radio & stereo tape player



Tilt steering wheel, 7-position



Electric clock, std. on Estate Wagons



Vinyl roof (in 5 color choices)



# Specifications

		STRATO-CHIEF	LAURENTIAN	PARISIENNE	2 + 2	SAFARI	SAFARI DELUXE	SAFARI CUSTOM	SAFARI ESTATE WAGON
Body Styles		Hardtop Coupe 4-dr. Sedan	Hardtop Coupe 4-dr. Sedan	Hardtop Coupe 4-dr. Sedan Convertible 4-dr. Hardtop	Hardtop Coupe Convertible	2-seat —	2-seat 3-seat	2-seat 3-seat	2-seat 3-seat
Engines	Standard (6 cyl.) 350-2 Optional (8 cyl.) 350-4 400-2 454-4	250-1 350-2 350-4 400-2 454-4	250-1 350-2 350-4 400-2 454-4	350-2 350-4 400-2 454-4	350-2 350-4 400-2 454-4	350-2 350-4 400-2 454-4	350-2 350-4 400-2 454-4	350-2 350-4 400-2 454-4	350-2 350-4 400-2 454-4
Transmissions	Standard Optional	3-spd. Manual Powerglide Hydra-Matic	3-spd. manual Powerglide Hydra-Matic	3-spd. manual Powerglide Hydra-Matic	3-spd. manual Powerglide Hydra-Matic	3-spd. manual Powerglide Hydra-Matic	3-spd. manual Powerglide Hydra-Matic	3-spd. manual Powerglide Hydra-Matic	3-spd. manual Powerglide Hydra-Matic
Brakes	Drum (dia.) Area (gross)	11 in. 198.4 sq. in.	11 in. 198.4 sq. in.	11 in. 198.4 sq. in.	11.75 in. disc. 124.3 sq. in.	11 in. 198.4 sq. in.	11 in. 198.4 sq. in.	11 in. 198.4 sq. in.	11.75 in. disc. 124.3 sq. in.
Steering Ratio	overall-Standard Power—constant Power—variable	30.7:1 19.3:1-15.5:1	30.7:1 19.3:1-15.5:1	30.7:1 19.3:1-15.5:1	30.7:1 19.3:1-15.5:1	30.7:1 21.2:1	30.7:1 21.2:1	30.7:1 21.2:1	30.7:1 21.2:1
Turning Diameter (ft.)	Curb-to-Curb	41.0	41.0	41.0	41.0	41.0	41.0	41.0	41.0
Energizer	Standard 6 cyl. 8 cyl. 350-400 454 Optional	45 amp. hr. 61 amp. hr. 76 amp. hr. 76 amp. hr.	45 amp. hr. 61 amp. hr. 76 amp. hr. 76 amp. hr.	45 amp. hr. 61 amp. hr. 76 amp. hr. 76 amp. hr.	45 amp. hr. 61 amp. hr. 76 amp. hr. 76 amp. hr.	45 amp. hr. 61 amp. hr. 76 amp. hr. 76 amp. hr.	45 amp. hr. 61 amp. hr. 76 amp. hr. 76 amp. hr.	45 amp. hr. 61 amp. hr. 76 amp. hr. 76 amp. hr.	45 amp. hr. 61 amp. hr. 76 amp. hr. 76 amp. hr.
Suspension		Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil	Full Coil
Frame		Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter	Perimeter
Wheelbase		119.0 in.	119.0 in.	119.0 in.	119.0 in.	119.0 in.	119.0 in.	119.0 in.	119.0 in.
Length (overall)		217.9 in.	217.9 in.	217.9 in.	217.9 in.	220.9 in.	220.9 in.	220.9 in.	220.9 in.
Height		55.5 (4-dr.)	55.5 (4-dr.)	55.5 (4-dr.)	54.7 (coupe)	56.2	56.2	56.2	56.2
Width		79.8 in.	79.8 in.	79.8 in.	79.8 in.	79.8 in.	79.8 in.	79.8 in.	79.8 in.
Weight		3809 lbs. (6 cyl.) (4-dr. sedan)	3813 lbs. (6 cyl.) (4-dr. sedan)	4011 lbs. (4-dr. sedan)	3996 lbs. (Hardtop Coupe)	4413 lbs.	4417 lbs.	4478 lbs.	4504 lbs.
Tread	front rear	63.4 in. 63.3 in.	63.4 in. 63.3 in.	63.4 in. 63.3 in.	63.5 in. 63.4 in.	63.5 in. 63.4 in.	63.5 in. 63.4 in.	63.5 in. 63.4 in.	63.5 in. 63.4 in.
Tires	standard	F or G 78 x 15	F or G 78 x 15	F or G 78 x 15	F or G 78 x 15	H 78 x 15	H 78 x 15	H 78 x 15	H 78 x 15
Wheel Size	250-350 engines 400-454 engines	15 x 5 in. 15 x 6 in.	15 x 5 in. 15 x 6 in.	15 x 5 in. 15 x 6 in.	15 x 6 in. 15 x 6 in.	15 x 6 in. 15 x 6 in.	15 x 6 in. 15 x 6 in.	15 x 6 in. 15 x 6 in.	15 x 6 in. 15 x 6 in.
Road Clearance		5.9 in.	5.9 in.	5.9 in.	5.9 in.	6.5 in.	6.5 in.	6.5 in.	6.5 in.
Headroom	front rear	(Hardtop Coupe and Station Wagon) 38.6 in. 37.7 in.	(Hardtop Coupe and Station Wagon) 38.6 in. 37.7 in.	(Hardtop Coupe and Station Wagon) 38.6 in. 37.7 in.	(Hardtop Coupe and Station Wagon) 38.6 in. 37.7 in.	(Hardtop Coupe and Station Wagon) 39.2 in. 38.9 in.	(Hardtop Coupe and Station Wagon) 39.2 in. 38.9 in.	(Hardtop Coupe and Station Wagon) 39.2 in. 38.9 in.	(Hardtop Coupe and Station Wagon) 39.2 in. 38.9 in.
Legroom	front rear	(Hardtop Coupe and Station Wagon) 41.4 in. 35.1 in.	(Hardtop Coupe and Station Wagon) 41.4 in. 35.1 in.	(Hardtop Coupe and Station Wagon) 41.4 in. 35.1 in.	(Hardtop Coupe and Station Wagon) 41.4 in. 35.1 in.	(Hardtop Coupe and Station Wagon) 41.4 in. 37.2 in.	(Hardtop Coupe and Station Wagon) 41.4 in. 37.2 in.	(Hardtop Coupe and Station Wagon) 41.4 in. 37.2 in.	(Hardtop Coupe and Station Wagon) 41.4 in. 37.2 in.
Shoulder Room	front rear	(Hardtop Coupe and Station Wagon) 62.3 in. 61.0 in.	(Hardtop Coupe and Station Wagon) 62.3 in. 61.0 in.	(Hardtop Coupe and Station Wagon) 62.3 in. 61.0 in.	(Hardtop Coupe and Station Wagon) 62.3 in. 61.4 in.	(Hardtop Coupe and Station Wagon) 62.3 in. 61.4 in.	(Hardtop Coupe and Station Wagon) 62.3 in. 61.4 in.	(Hardtop Coupe and Station Wagon) 62.3 in. 61.4 in.	(Hardtop Coupe and Station Wagon) 62.3 in. 61.4 in.
Hiproom	front rear	(Hardtop Coupe and Station Wagon) 63.6 in. 55.5 in.	(Hardtop Coupe and Station Wagon) 63.6 in. 55.5 in.	(Hardtop Coupe and Station Wagon) 63.6 in. 55.5 in.	(Hardtop Coupe and Station Wagon) 64.6 in. 55.5 in.	(Hardtop Coupe and Station Wagon) 63.6 in. 62.7 in.	(Hardtop Coupe and Station Wagon) 63.6 in. 62.7 in.	(Hardtop Coupe and Station Wagon) 63.6 in. 62.7 in.	(Hardtop Coupe and Station Wagon) 63.6 in. 62.7 in.
Fuel Tank Capacity (approx.)		20 imp. gal.	20 imp. gal.	20 imp. gal.	20 imp. gal.	20 imp. gal.	20 imp. gal.	20 imp. gal.	20 imp. gal.
Usable Luggage Space (cu. ft.)		19.6	19.6	19.6	20.0	—	—	—	—
Cargo Volume (not including 9 cu. ft. hidden compartment) (cu. ft.)		—	—	—	—	93.8	93.8	93.8	93.8

# Engines

	250-1 Six	350-2 V8	350-4 V8	400-2 V8	454-4 V8	454-4 V8
Displacement (cu. in.)	250	350	350	400	454	454
HP @ rpm	155 @ 4200	250 @ 4800	300 @ 4800	265 @ 4400	345 @ 4400	390 @ 4800
Torque @ rpm	235 @ 1600	345 @ 2800	380 @ 3200	400 @ 2400	500 @ 3000	500 @ 3400
Compression Ratio	8.5:1	9.0:1	10.25:1	9.0:1	10.25:1	10.25:1
Carburetion	1 bbl.	2 bbl.	4 bbl.	2 bbl.	4 bbl.	4 bbl.
Bore x Stroke	3.875 x 3.53	4.00 x 3.48	4.00 x 3.48	4.125 x 3.75	4.25 x 4.00	4.25 x 4.00
Fuel	Regular	Regular	Premium	Regular	Premium	Premium
Oil System (less filter) (qts.)	3.3	3.3	3.3	3.3	3.3	3.3
Cooling System (qts.)	10.0	13.0	13.0	13.0	18.3	18.3
Exhaust System	Single	Single	Single	Single	Single	Dual
Clutch	9.12 in.	10.34 in.	11.0 in.	—	—	—
Axle Ratio		Station Wagon 3.36:1 Others 3.08:1	Station Wagon — Others 3.07:1	Station Wagon — Others 3.08:1	— — 2.56:1	— — 2.73:1
3-spd. manual	3.08:1	3.36:1	3.07:1	3.08:1	—	—
Powerglide	3.08:1	3.36:1	2.73:1	2.73:1	—	—
Hydra-Matic	2.73:1	2.56:1	2.56:1	2.56:1	2.56:1	2.73:1

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

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