

In 1963, the legend began. Pontiac introduced an entirely new kind of luxury sport Grand Prix.

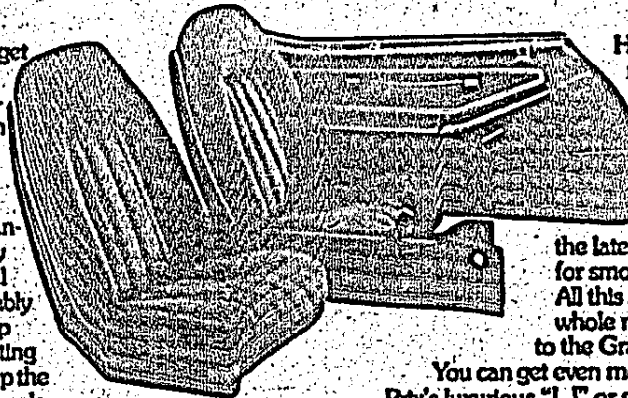
Roguishly handsome. Personally comfortable. Offering its driver an exhilarating sense of the road. It's no wonder many tried to imitate the Grand Prix style.

And yet even for 1977, Grand Prix is in a class by itself. Because now you can get all the things that made this car great at a surprisingly affordable price.

You can get Grand Prix styling. This year, with a bold, new vertical-design grille and rectangular headlamps. Formal roofline with tastefully monogrammed rear quarter windows. Even an available hatch roof with removable panels that provides you with a ceiling of sky.

You can get Grand Prix comfort. Sink-back full-width seats or available buckets. Driver-angled instrument panel. New luxury steering wheel that's squeezably soft. And deep cut-pile carpeting that extends up the lower door panels.

Best yet, you can get Grand Prix's special brand of performance and handling. Turbo



Hydra-matic. Variable-ratio power steering. Power front disc brakes. Radial Tuned Suspension. And Pontiac's all-new 5.0 litre (301 CID) V-8* that incorporates the latest design technology for smooth, quiet response. All this at a price that gives a whole new dimension to the Grand Prix legend.

You can get even more by ordering Grand Prix's luxurious "LJ" or sporty "SJ" models. It adds up to another great year for Grand Prix.

**To the great Grand Prix legend,
add an affordable price.**

