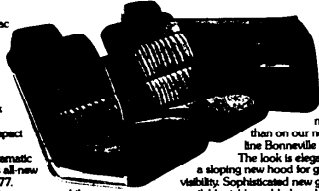


Back in 1959, Pontiac was starting the industry with Wide-Track. An important innovation that gave its full-sized cars a smooth, stable ride. A Pontiac trademark ever since.

But even the impact of Wide-Track can't compare with the dramatic changes in Pontiac's all-new full-sized cars for 1977.

These are totally new automobiles. From the wheels up. Reflecting the most



forward-thinking approach to full-sized cars in Pontiac history. And nowhere are these changes more apparent than on our new top-of-the-line Bonneville Brougham.

The look is elegantly trim. With a sloping new hood for great road visibility. Sophisticated new grille. And an available richly padded credon top. But don't let the trim look fool you.

Inside Bonneville Brougham, there's even more front headroom and rear legroom than last year. And what luxury!

You'll find a comfortable 60/40 split full-width seat in your choice of crushed velour or soft Morrokide. A beautiful new dash with easy-to-read gauges. A new luxury cushion steering wheel. And much more.

Bonneville Brougham's performance signals a new wave of the future for Pontiac.



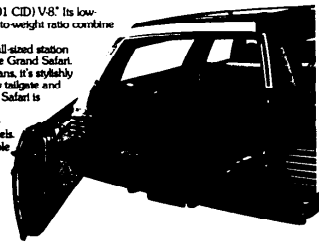
Especially the all new Pontiac 5.0 litre (301 CID) V-8. Its low-friction design and favorable horsepower-to-weight ratio combine for smooth, responsive operation.

If you're interested in the future of full-sized station wagons, look to our all-new top-of-the-line Grand Safari.

Like our Bonneville coupes and sedans, it's stylishly trim outside. But open our new three-way tailgate and you're in for a surprise! Because this new Safari is loaded with roominess.

Ready to handle a gang of neighborhood kids or a den's worth of 4' x 8' panels. There's even additional space with lockable underfloor and side compartments.

The way this Grand Safari moves is



another nice surprise. Nimble. Easy. With Pontiac's Turbo Hydra-matic transmission. Variable-ratio power steering. Power front disc brakes. And famous Radial Tuned Suspension with steel-belted radials.

For easy servicing, Pontiac has built in two on-board diagnostic connectors that help pinpoint electrical problems quickly and easily.

And to help make sure these cars look good for years to come, Pontiac is using the most corrosion-resistant materials in its history.

It's a whole new era for full-sized cars. And nobody's got 'em like Pontiac's got 'em.

Announcing the most exciting Pontiacs since Wide Track.

Born Great.

