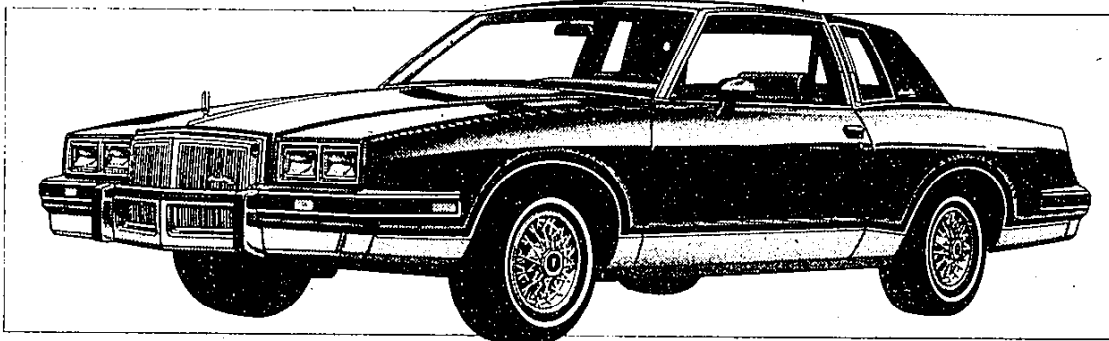
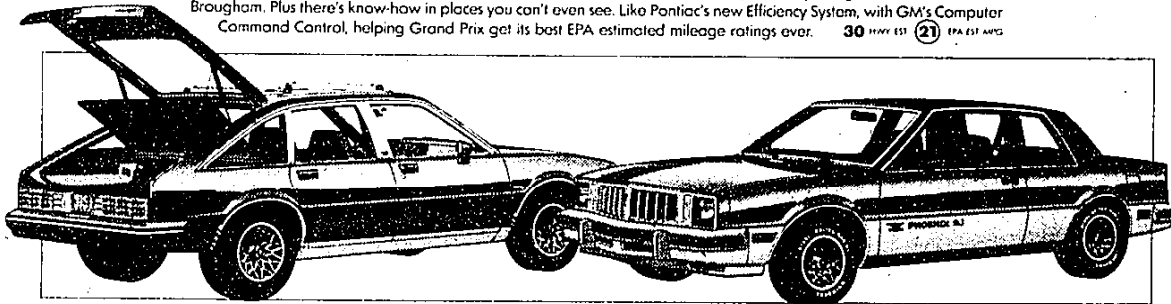


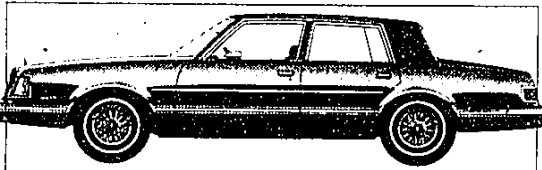
PONTIAC KNOW-HOW SHOWS UP...



GRAND PRIX BROUGHAM. Know-how is written all over this new, aerodynamically designed 1981 Grand Prix Brougham. Plus there's know-how in places you can't even see. Like Pontiac's new Efficiency System, with GM's Computer Command Control, helping Grand Prix get its best EPA estimated mileage ratings ever. **30** HWY EST **(21)** EPA EST MPG



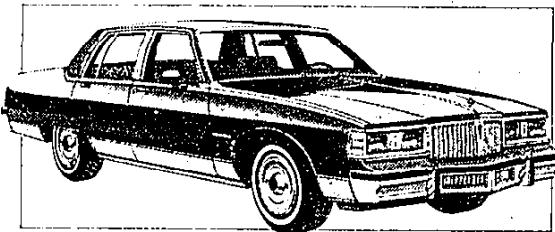
PHOENIX LJ 5-DOOR HATCHBACK/PHOENIX SJ COUPE. There's more to the Phoenix than just versatility. The 1981 Phoenix drives on with Pontiac's new Efficiency System helping Phoenix offer the best EPA gas economy estimates of any 1981 Pontiac! **35** HWY EST **(22)** EPA EST MPG



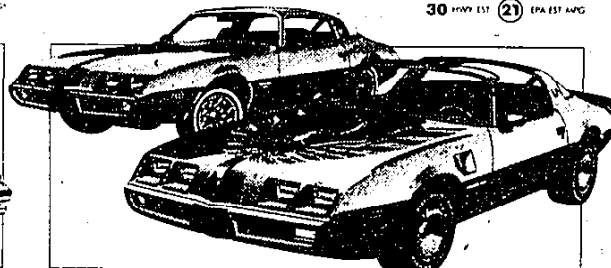
GRAND LEMANS. A new formal roofline complements V-6 economy to make the six-passenger 1981 Grand Lemans 4-door a functional and efficient car for the family. **30** HWY EST **(21)** EPA EST MPG



GRAND LEMANS SAFARI. Pontiac know-how works hard in all our 1981 wagons to bring you an impressive blend of roominess and utility. **30** HWY EST **(21)** EPA EST MPG



BONNEVILLE. Pontiac know-how shows up in all our 1981 full-size Pontiacs to offer you family-size comfort and V-6 economy. **28** HWY EST **(19)** EPA EST MPG



FIREBIRD ESPRIT V-6 AND TRANS AM TURBO! The thrill of Firebird performance, plus V-6 economy. Pontiac know-how for 1981

*Actual test results of V-6 engine may differ due to conditions.

FIREBIRD - **28** HWY EST **(19)** EPA EST MPG
TRANS AM - **21** HWY EST **(15)** EPA EST MPG

...IN ALL THE RIGHT PLACES.

Pontiac's new Efficiency System... a system designed to give new '81 Pontiacs the fuel economy, plus the comfort, styling and performance you deserve. Remember: Compare the "estimated mpg" to the "estimated mpg" of other cars. You may get different mileage depending on how fast you



drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy. Pontiacs are equipped with GM-built engines produced by various divisions. See your dealer for details.

