

GUESS WHO'S STEALING THE SHOW AGAIN!

DETROIT AUTO SHOW JANUARY 15-23, 1983 COBO HALL

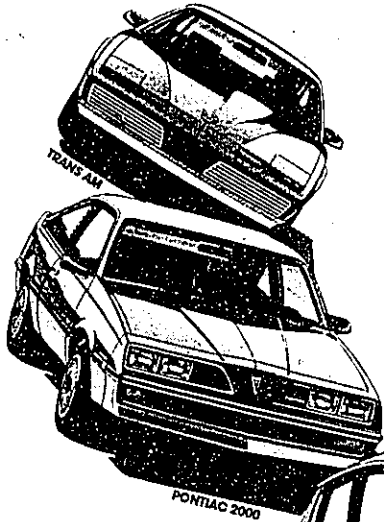
When it comes to stealing the show, Pontiac does it every time. That's because Pontiac keeps breaking the chains of boredom, by building exciting, fun-to-drive cars.

Our 1983 lineup is proof of this. Check out the new Firebird Trans Am and see what we mean. Its super-sleek shape slips through the wind almost undetected. And it offers a hearty 5.0 liter V-8 engine and a smooth 5-speed manual transmission.

Before your pulse stops pounding, take in a new Pontiac 6000. It's got some great driving-oriented features like front-wheel drive, MacPherson front struts, power rack and pinion steering and a 2.5 liter 4-cylinder engine with electronic fuel injection.

Pontiac 2000 is ready for you, too. It takes on the road with an overhead cam 4-cylinder engine with electronic fuel injection. Front-wheel drive. And a 5-speed manual transmission.

Come on and take a long look at the new 1983 Pontiacs. You'll see that many of them are equipped with exciting "Pontiac Premium Option Packages." And they're ready to steal your heart away!



Pontiac's Firebird Girl will appear at the Pontiac exhibit throughout the nine-day Detroit Auto Show.



David Hasselhoff, star of NBC's "Knight Rider," will appear at the Pontiac exhibit on Saturday, Jan. 15, from 2-4 p.m. and 7-9 p.m., and on Sunday, Jan. 16, from 2-5 p.m.

PONTIAC WE BUILD EXCITEMENT