

Note: the following pages are from brochures only pertaining to the appropriate vehicle. This is not a complete brochure.



Grand LeMans



Grand LeMans Sedan

Pontiac's dramatically redesigned mid-size cars.

The skeptics said it couldn't be done. They said you couldn't design a car trim enough to meet the needs of the times. Roomy enough to carry six. And still exciting enough to satisfy Pontiac lovers. They were wrong. Pontiac is proud to introduce its new generation of mid-size cars. Trimmer in size, with a new 108.1 in. wheelbase. Surprisingly roomy, with even more head room, leg and luggage room than last year's models. In three exciting new versions to satisfy just about everyone.

Grand LeMans
It's hard to believe how much luxury Pontiac has built into this year's Grand LeMans until you sit inside it. The notchback seats have a new loose-pillow look in soft velour. The new instrument panel is impressively arranged with brushed aluminum dials and regal walnut vinyl applique. Thick, cut-pile carpeting extends up the lower door panels. Even the luxury cushion steering wheel is richly padded.

You become even more impressed as you walk around this car. Those trim, clean contours. The handsome new grillework. Single rectangular headlamps. And wide wraparound tail-lamps. This is Grand LeMans at its elegant best. But the moment of truth comes when you take it on the road. Immediately, you're impressed with the way the new full perimeter frame helps isolate road noise. The ready response of the standard 3.8 liter (231 CID) 2-bbl. V-6 engine. Or available V-8. The level of Pontiac's

radial Tuned Suspension.

You sense the innovative design. Grand LeMans now incorporates stationary rear door glass on sedans to allow us to recess the rear armrests.

Perhaps most satisfying of all, you appreciate the quiet. An extensive noise-control program has been carried on with these new mid-size cars. And it shows. Specially tuned body mounts help damp out vibration. Foam-backed carpet and

headliner help absorb sound. And new door and body seals help seal out noise. Pontiac's done it again! And it's all yours in one of the most luxurious Grand LeMans yet.



Grand LeMans Coupe



Grand LeMans luxury includes available 60/40 split seats...



swing out rear quarter windows on sedans, available powered...



standard soft velour trim in a new loose pillow look...



a dazzling new instrument panel with brushed aluminum dials...



a new seat even your long-legged Uncle Leo will love...



a new bin-type glove box with built-in coin holder...



beautifully styled notchback seat with fold-down armrests...



re-organized rear armrests...



re-organized rear armrests...



A padded loadau roof is available on the coupe. 16.4 cu. ft. of luggage space.¹ The signal's clear with wraparound tail lamps. Hub of distinction. Available wire-wheel covers. This richly upholstered full-width seat is standard on LeMans. LeMans' stylish new dash is easy-to-service.



LeMans

LeMans
It's hard to imagine a better value than the 1978 LeMans. It's the lowest priced of Pontiac's new mid-size cars.

The styling is trim, clean and contemporary. With an eye-catching new cross-hatch grille. New large single rectangular headlamps. Tasteful accents. And a look you know will still be fresh years after the new car small fads away.

To help keep the new look new, this year's LeMans incorporates extensive corrosion-resisting treatments. With special rust-inhibiting steels. Zinc-rich primers. Moisture-repelling sealants. And tough acrylic finishes.

Inside, you'd swear this couldn't be Pontiac's most affordable mid-size car. But it is! With full-width seats in a beautiful new fabric. Deluxe cushion steering wheel. Fully upholstered door panels. Thick pile carpeting. And room for six.

The engineers have been able to give you even more head and leg room than last year's LeMans. By lowering the floor. And slimming the seats, but not the comfort. We also use stationary rear door glass on sedans to allow us to recess the rear armrests.

Servicing this all-new LeMans is easier. Some components, like the air conditioner and heater core, are now single modular units for fast, easy attention.

In case you're wondering whether Pontiac had to sacrifice performance to give you all this, relax. A 3.8 liter (231 CID) 2-bbl. V-6 is standard. It's now redesigned for everter torque impulses. And that can mean smoother response for you, especially at idle and low speeds.

Of course, this totally new LeMans wouldn't be a Pontiac without Pontiac's Radial Tuned Suspension. It's standard.

The 1978 LeMans. It's hard to imagine a better mid-size buy.



Safaris



The all new 1978 LeMans Safari. It's the most scientifically designed wagon in Pontiac history.



Safari's available 60/40 rear bench seating.

LeMans Safari's stylish new dash.



Lots of loading convenience, window up or stowage down.

Grand LeMans Safari

LeMans Safari
The 1978 LeMans Safaris are quite unlike any LeMans wagons of the past. They're dramatically redesigned. Functionally reworked. Beautifully restyled. The trim new exterior makes for better maneuverability in tight parking situations than last year's mid-size wagons. The roomy, more space-

efficient interior boasts more front head room and rear leg room. We've even made the rear door glass stationary to allow us to recess the rear armrests. The load space holds 72.4 cu. ft. of cargo. Nothing better exemplifies the practicality of these new mid-size wagons than the new tailgate. The window swings up independently.

Making it easy to handle small loads like groceries. The gate pulls down to serve as one solid loading platform. It's simple. Convenient. And easy-to-operate. But LeMans Safaris are Pontiac wagons. And that makes them something special. Just look at the top-of-the-line Grand LeMans Safari. It's our most luxurious mid-size wagon.

With handsome full-width seats of supple vinyl. A luxury cushion steering wheel. Column-mounted dimmer switch. And plush nylon-blend cut-pile carpeting covering the floor and the lower door panels. Outside, it's the same new look of success. Distinctive new grille. Single rectangular headlamps. Hood windshield molding. Stand-up hood ornament.

And new simulated pine, plank-like siding. LeMans Safari is our lowest priced mid-size wagon. It shares many of the same luxury features as the Grand LeMans Safari. Such as a new, improved instrument panel, redesigned for easy serviceability. And trimmed in simulated walnut applique.

LeMans Safari even comes with a turnpike-tough 3.8 liter (231 CID) V-6. With automatic transmission, power front disc brakes, fiberglass-belted radials and Pontiac's own Radial Tuned Suspension. All standard. New Grand LeMans Safari and LeMans Safari. We think 1978 will be their best year yet.

DIMENSIONS	Grand LeMans & LeMans Safari	Length of cargo space at floor with tailgate down
Wheelbase (inches)	101.8	103.9
Overall length	197.8	
Overall width	70.6	72.9
Front tread	58.5	
Rear tread	57.8	
Wheelbase at floor	112.8	43.6
Rear end opening width at belt		51.7
Max. cargo height		30.0
Max. height at rear opening (belts tied)		27.8

Published dimensions are for a base automobile without optional equipment or accessories. Additional accessories or equipment ordered at the customer's option can result in a minor change in these dimensions.