

GRAND AM

97 PONTIAC

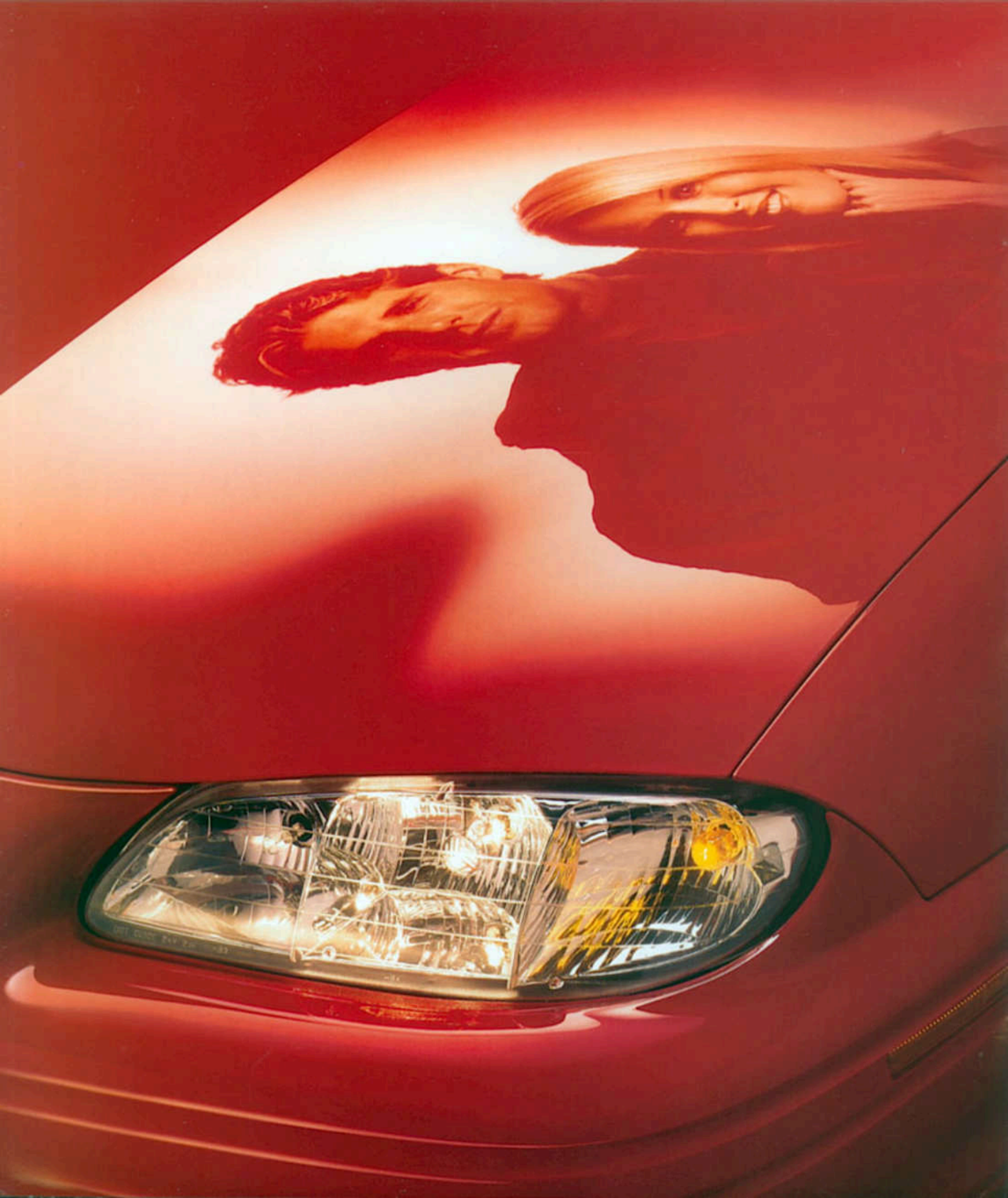


Built for Kicks. Built for Keeps.



They're not hard to spot...cars that perform like automotive appliances. They clog the slow lanes as they trundle and meander along. Now ponder the performance of a car that defines automotive fun; one that jumps away from traffic lights, hauls around corners and dives to safe

stops. A car that delivers pure kicks. But beyond kicks, today's cars must be able to stand up to years of the most enthusiastic driving without skipping a beat. Grand Am can, because it features some of the most thoroughly engineered components in the industry. Some might even say "over-engineered." Many from Pontiac would proudly concur.



Delivering driving fun without reliability worries may seem like a promise that is too good to be true. But behind Grand Am's promise of performance stand dozens of components and systems that speak for themselves.

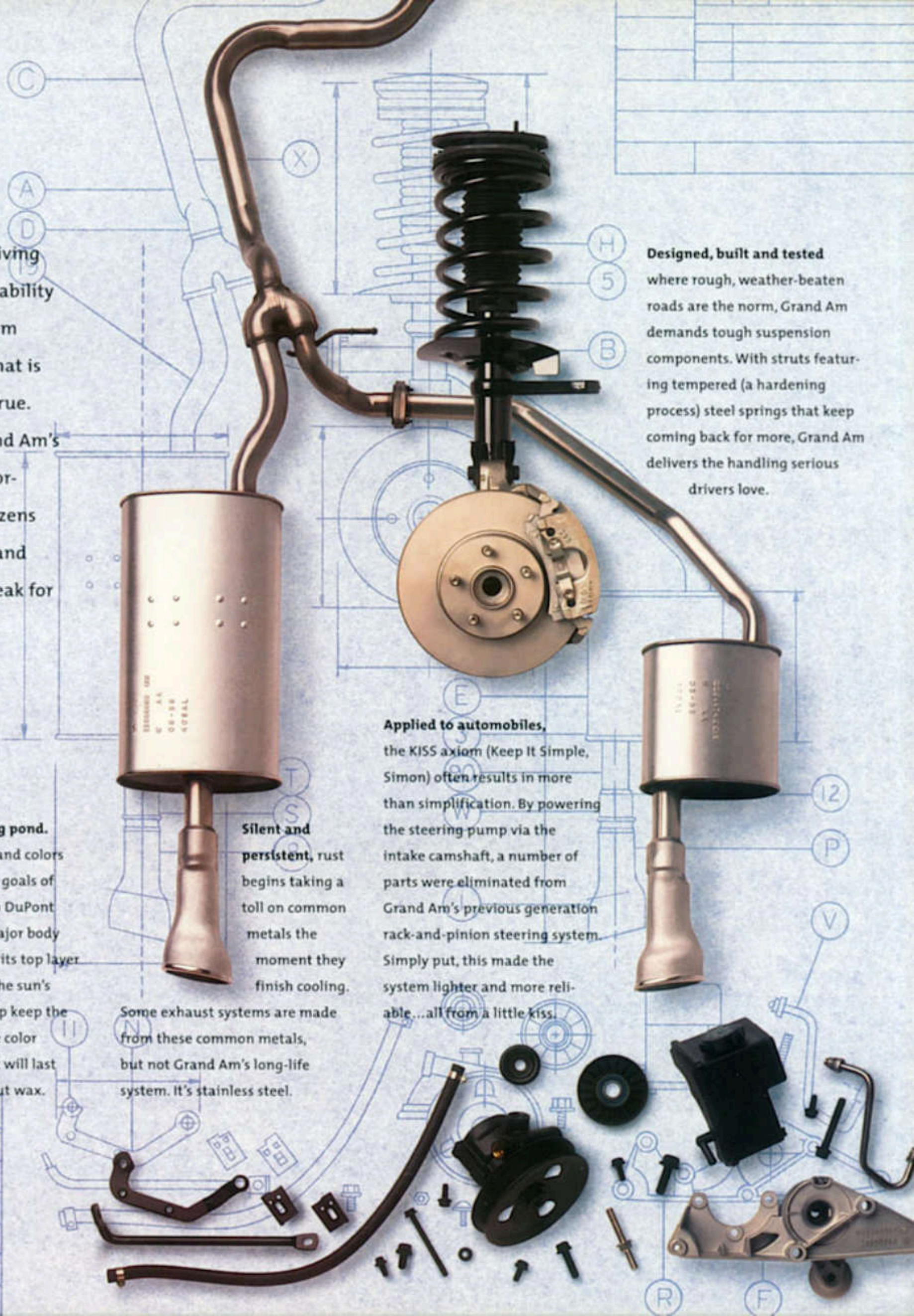
A deep, still reflecting pond. A surface so smooth and colors so deep: Such are the goals of Grand Am's premium DuPont paint. Covering all major body panels and the hood, its top layer filters 97 percent of the sun's damaging rays to help keep the elements out and the color in, for a wet look that will last for years, even without wax.

Silent and persistent, rust begins taking a toll on common metals the moment they finish cooling.

Some exhaust systems are made from these common metals, but not Grand Am's long-life system. It's stainless steel.

Applied to automobiles, the KISS axiom (Keep It Simple, Simon) often results in more than simplification. By powering the steering pump via the intake camshaft, a number of parts were eliminated from Grand Am's previous generation rack-and-pinion steering system. Simply put, this made the system lighter and more reliable...all from a little kiss.

Designed, built and tested where rough, weather-beaten roads are the norm, Grand Am demands tough suspension components. With struts featuring tempered (a hardening process) steel springs that keep coming back for more, Grand Am delivers the handling serious drivers love.



Power and speed facilitate the accomplishment of a task, be it winning a race or downloading data off the Web. Such is the thinking behind Grand Am's powertrain control module, which races through 30 system checks per second and helps give Grand Am the most standard computing power in the class.



Who transmitted the first radio signals, Italian Guglielmo Marconi or Kentucky native Nathan Stubblefield? Not knowing leaves us wondering who to thank for the technology to unlock the doors of your Grand Am from up to 30 feet away. This option illuminates the interior at the same time.

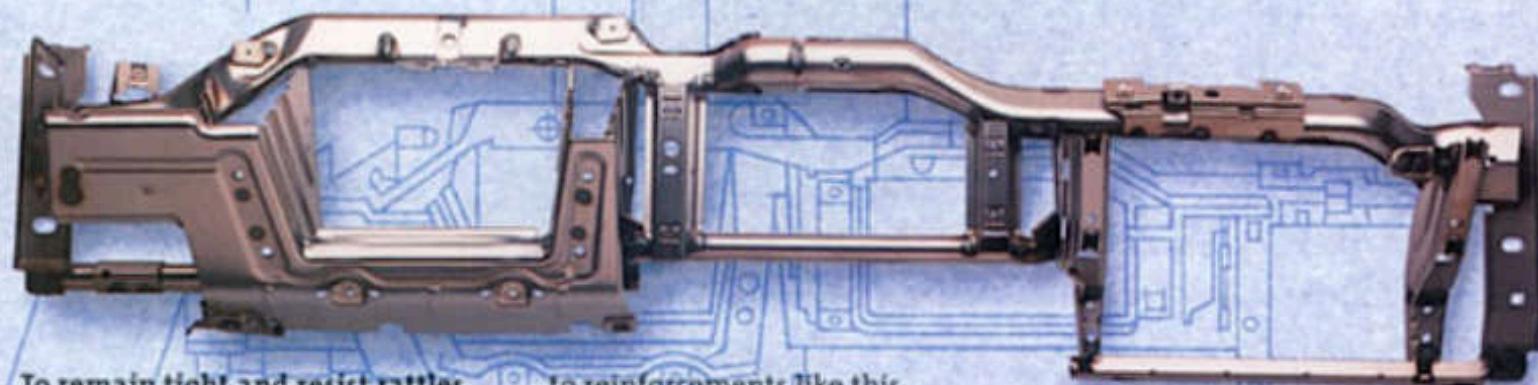


When you jump out of a plane, there is security in knowing that your parachute was expertly folded. The same holds true for Grand Am's dual front air bags. Each one is hand-checked to ensure maximum performance. Of course, always wear your safety belts, even in cars like Grand Am.

When a study completed by the respected experts at J.D. Power and Associates identifies a car that stands out among others, it is worth taking note. The 1996 J.D. Power and Associates APEAL Study* measures the enthusiasm owners feel toward their cars. Grand Am owners helped put their cars at the top of the list as the Most Appealing Entry Mid-size Car (tied).



With NASA, a single malfunction cancels liftoff. Same for Grand Am. The assembly plant's Dynamic Vehicle Test (DVT) bays run over 130 tests on each car produced and check the operation of virtually every component. All systems are GO, or the car doesn't leave the factory.

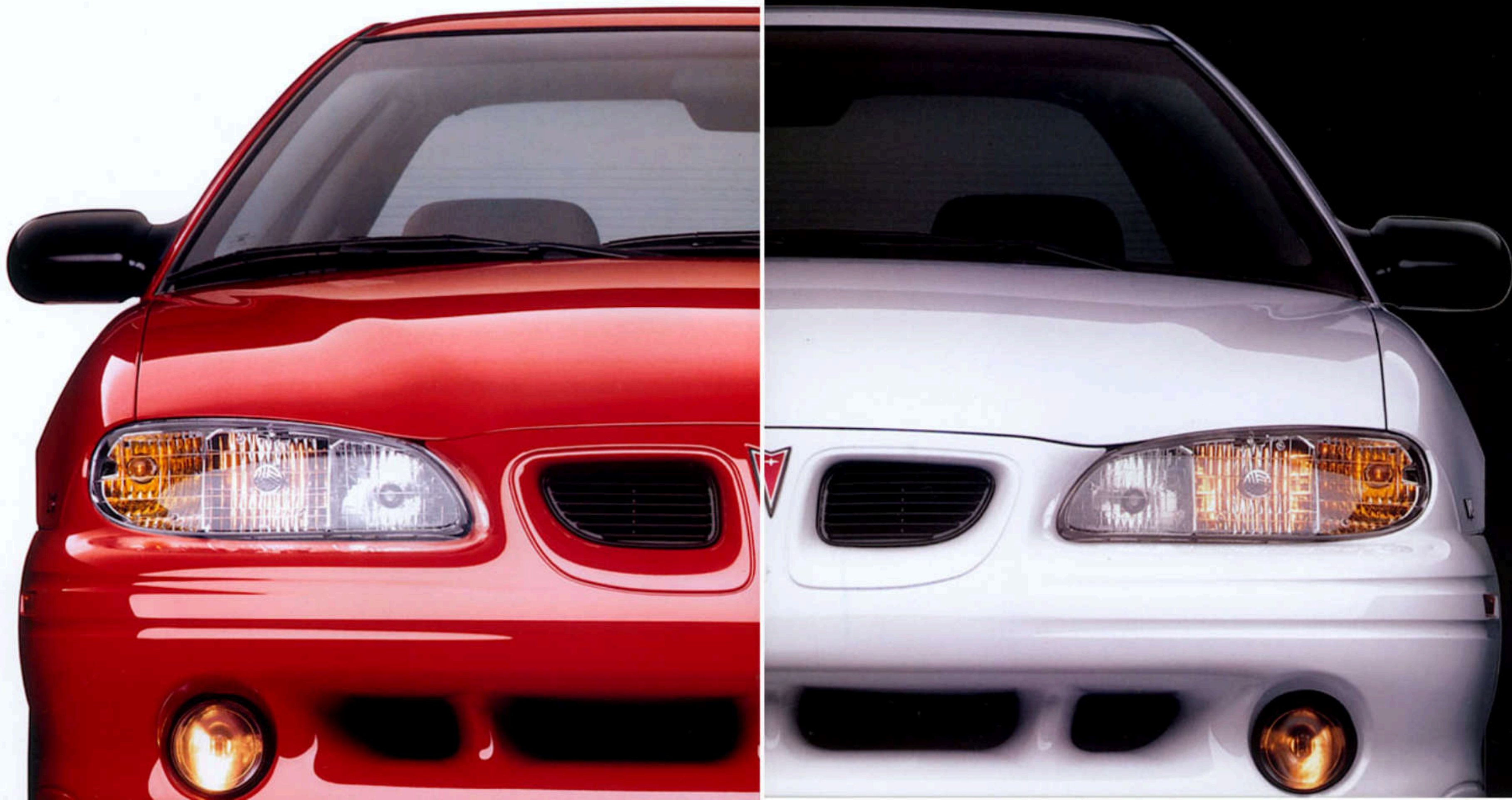


To remain tight and resist rattles over its life, a car's structure must be strong. Grand Am's is, thanks to reinforcements like this cross-car fixture that supports the instrument panel.

*J.D. Power and Associates 1996 Automotive Performance, Execution and Layout (APEAL) Study, based on a total of 25,492 consumer responses.



G T



Why, after 11 years, are there more Grand Ams driving around than any other car in its class?*

Designers and engineers chalk this long love affair up to engines built to aerospace tolerances. And to aggressive styling formed from materials such as polymers (that resist dents) and

oven-baked, reinforced two-sided galvanized steel (that almost never rusts). Or owners could just have an affection for Grand Am's long-life coolant that stands up to merciless use on the

hottest days, or the stainless steel fuel injectors that won't corrode no matter what brand of fuel you use or the stainless steel exhaust that staves off rust for years.

GT Coupe



*Figures courtesy of The Polk Company's 11-year Vehicles In Operation Longevity Analysis Report as of 3/95.

Grand Am GT Coupe shown here and on preceding pages in Bright Red with 16" 3-spoke cast aluminum wheels.



GT Sedan

Still more reasons for being enamored with Grand Am include the GT's 150-horsepower 2.4 liter Twin-Cam engine with vibration-quelling

twin balance shafts, the slick 16" aluminum wheels with grippy Goodyear tires, and the four-wheel anti-lock brakes. Pontiac's signature fog lamps and the

GT's ground-hugging lower body treatment don't hurt either. Regardless of whether love is in the air, it's certainly on the road with Grand Am.

Grand Am's Delco 2001 Series radios prove their sophistication in the execution of even the most simple functions. In addition to large, easy-to-use controls (as opposed to

little, hard-to-differentiate buttons), Grand Am also offers available steering wheel radio controls that encourage your hands to stay on the wheel for maximum control.



For excellent control and superior comfort, Grand Am's steering wheel features four spokes. With hands at the proper positions, fingers easily find grip on the rim's contoured back, while thumbs naturally fall over the top two spokes.

Those responsible for Grand Am's fluid interior developed the design with the understanding that owners spend more time looking at the insides of their cars than the outsides. The attention paid to giving drivers a useful, comfortable and roomy cockpit is obvious. Shown to the right is a Grand Am GT with the sport interior package, trimmed in available leather. Photos include optional equipment.

Grand Am is available with two transmissions, a standard 5-speed manual and an optional 4-speed automatic. The manual gearbox delivers satisfying

throws that are short and precise. The electronically controlled automatic is widely acknowledged as among the world's best performing transmissions.



SE Coupe

When a car looks as good as this one, it makes sense to protect your investment. Grand Am provides one kind of protection with its 5-mph bumpers front and rear—great for fending off

minor bumps. Additionally, Grand Am bolsters its market position with a long list of standards including automatic power door locks, PASSLock theft-deterrent system and a sophisticated lighting system, which

includes daytime running lamps (DRLs) with automatic light control that knows when to turn the DRLs off and the full lighting system on.



Grand Am SE Coupe in Medium Green-Blue Metallic with available 16" Sport cast aluminum wheels and rear deck lid spoiler.

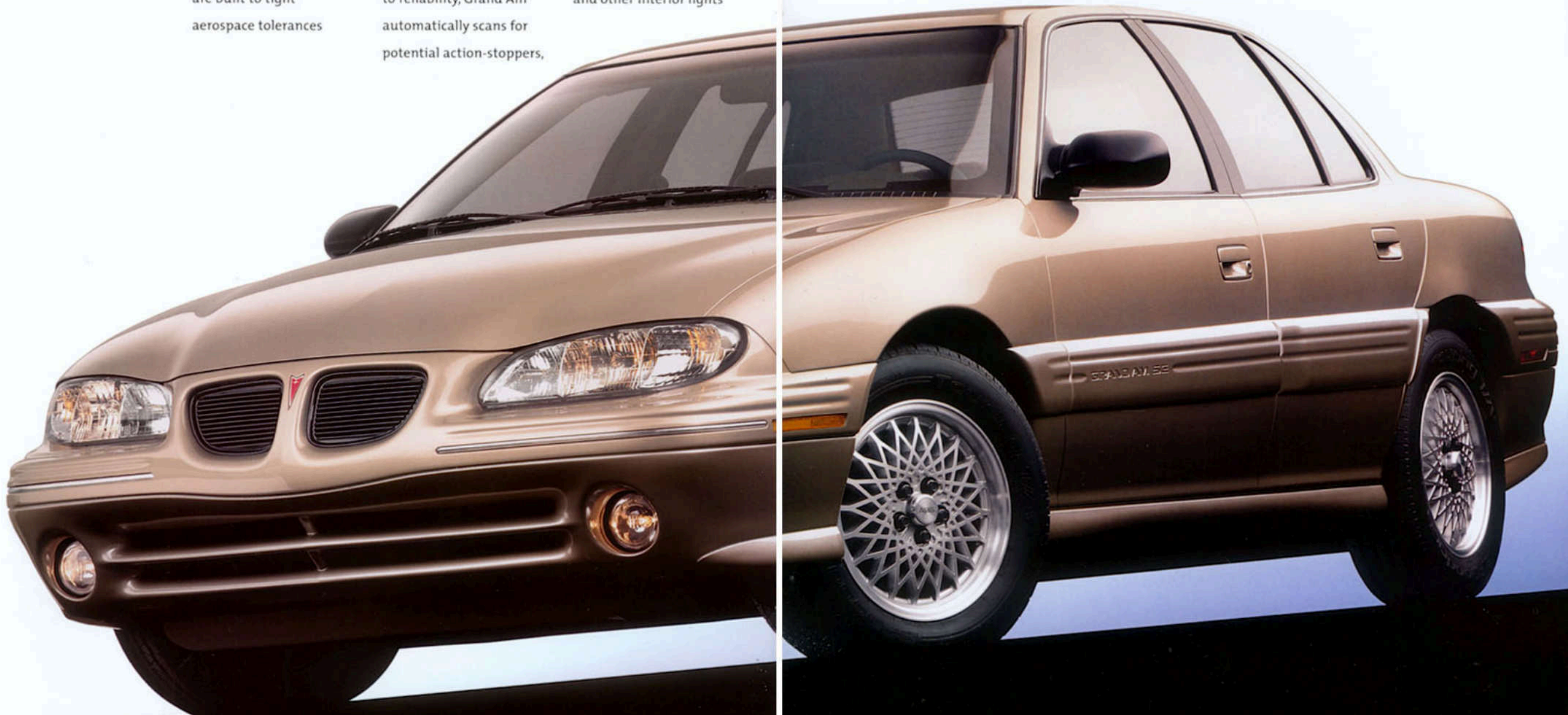
SE Sedan

Slot-car handling and double-take styling: Grand Am SE delivers without fail. It is fact that both Grand Am engines are built to tight aerospace tolerances

for reliability's sake. This includes the standard 2.4 liter Twin-Cam four-cylinder and the available 3.1 liter V6. Adding further to reliability, Grand Am automatically scans for potential action-stoppers,

such as a left-open glove box. Sensing the glove box light's voltage draw, Grand Am's battery saver feature will turn this and other interior lights

off after 20 minutes or so, stopping the drain before it saps the starting power from the battery. The show must go on.



Grand Am SE Sedan in Light Taupe Metallic with available 15" Crosslace cast aluminum wheels.

Hardly a car or truck is designed today without regard for proper ergonomics—the study of the driver/machine relationship. But the Grand Am design team

went several steps further than the norm, and studied the way people drive to determine which controls they use most. Those most often used are logically placed in the cockpit's most accessible areas. This is why

Grand Am's radio is placed above the standard air conditioning controls—drivers adjust the radio more often than the ventilation system, so it should be closer to the driver.

At night drivers will also appreciate the warm red glow of Grand Am's instruments. The even light distribution makes the instruments easy to read, and the color helps reduce eye strain.

Beyond these visible design elements, premium insulation and dampening materials reside behind the structurally reinforced dash panel, helping ensure a quiet interior environment, even after tens of thousands of miles.

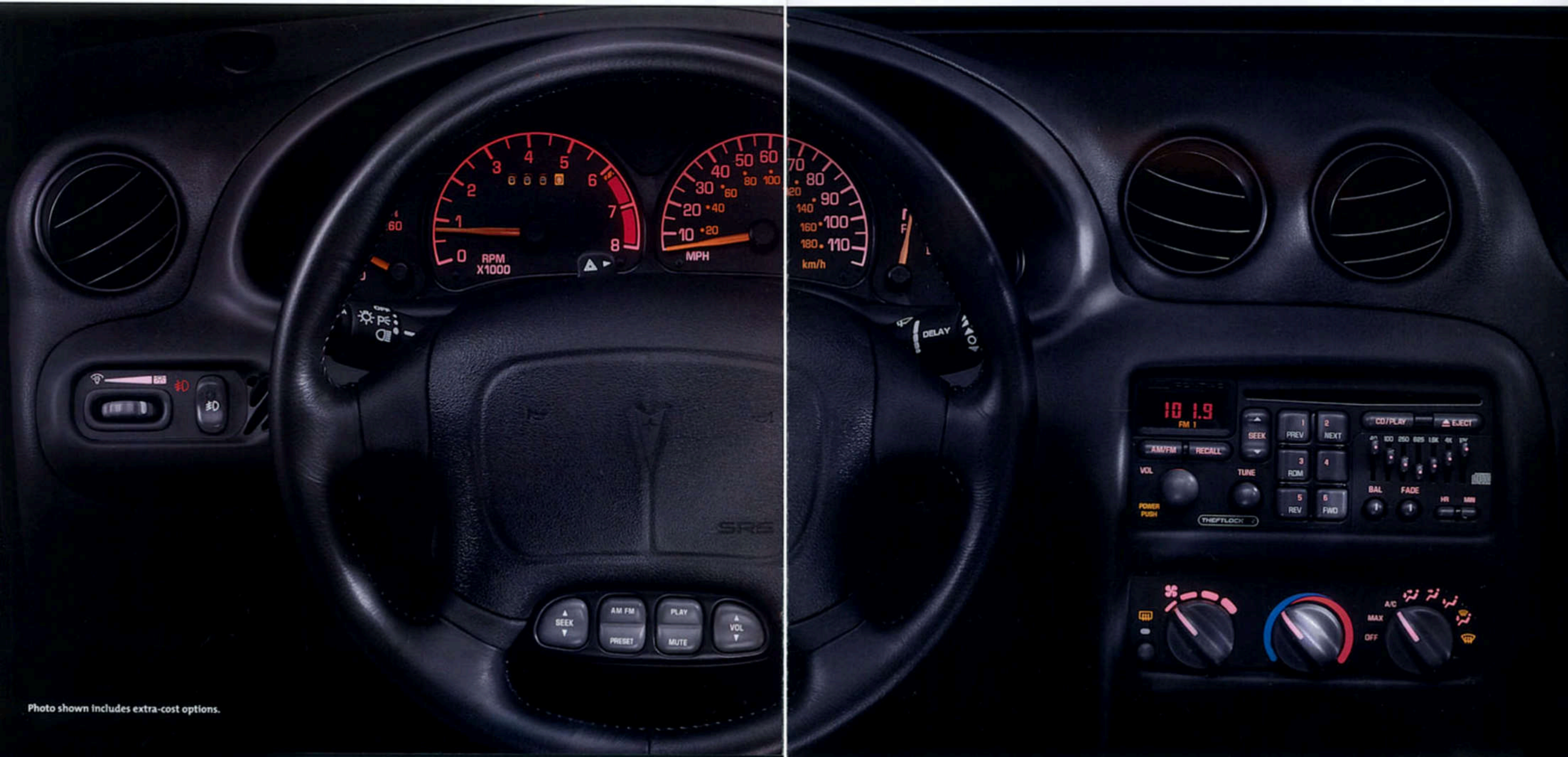


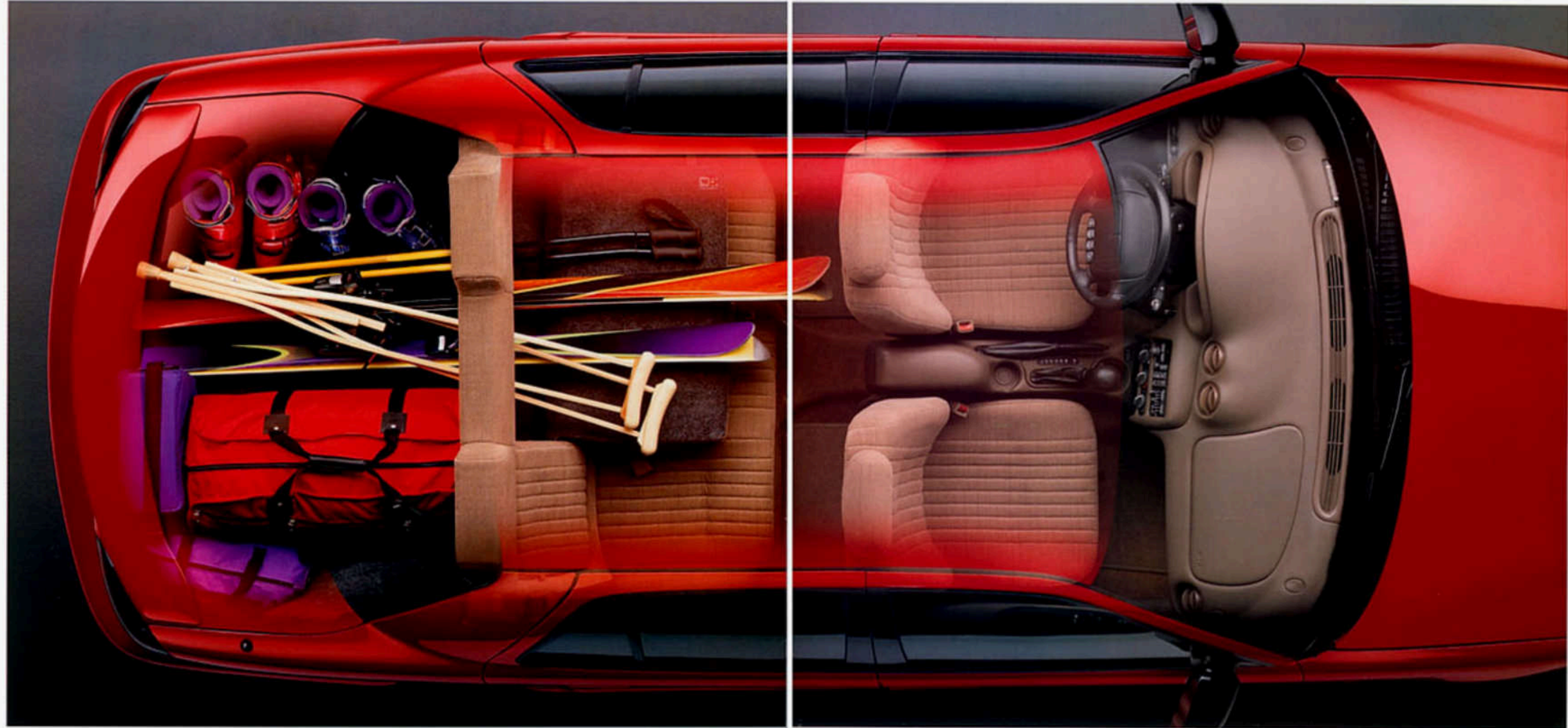
Photo shown includes extra-cost options.

Cargo that won't fold requires a rear seat that will. This convenience may be found as part of Grand Am's sport interior option.

The left-side seatback folds for a wide 24" opening, leaving one rear seat open. The right side opens some 9", but leaves two seats

available. When the rear seatbacks are in the upright position, Grand Am provides true three-across seating in the rear.

At 13.4 cubic feet, Grand Am's trunk has a ravenous appetite for cargo. Because of the trunk's configuration, nearly every square inch is usable. Access is excellent as well, because the trunk opening is at bumper level (low to ease loading and unloading) and the trunk lid opens almost straight up (giving you headroom for loading). With the sport interior option (shown), several sets of skis will also fit with ease...as will other necessary items should your skiing skills be lacking.



Grand Am's roof sections comprise only part of this car's safety cell—a literal cage of high-strength steel. Crush zones at the front and rear of the vehicle further help to protect those inside by working to absorb the energy of a collision before it reaches the passenger compartment.

Grab your protractor and measure the angle most sedans' rear doors open. Few match Grand Am's wide opening of 80°. This wide opening makes getting in and out easy—

much easier than cars whose doors open with more acute angles. The narrower the door opening, the harder it is to pull your legs into the rear seat area.

Photo shown includes extra-cost options.

Sure, some people might think that “parts is parts,” but Grand Am proves that, especially concerning parts, there is no substitute for intelligent design and thorough engineering.

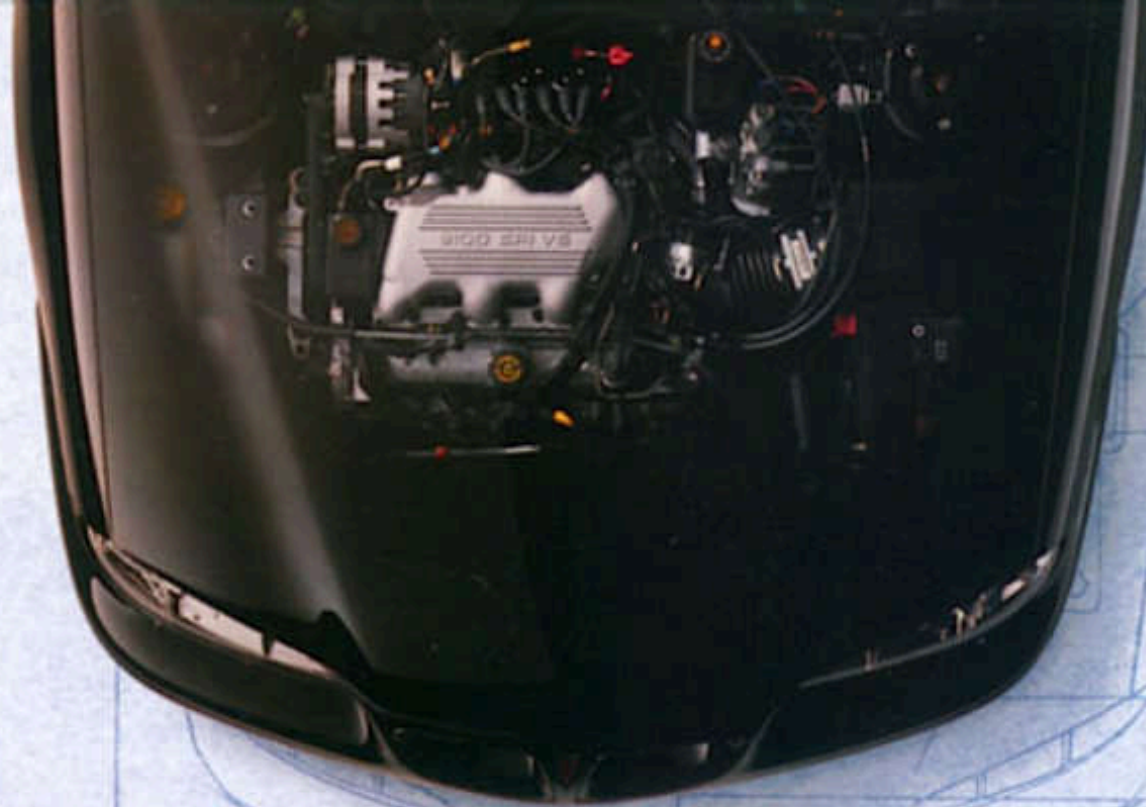


A tuning fork is an obscure scientific instrument that vibrates at a predetermined frequency when struck. The fork's vibration produces a tone, just like every component attached to an engine by a bracket.

The bracket vibrates and so does whatever is attached to it. The result is noise.

To reduce this engine clamor, engineers mounted key engine accessories directly to the engine block. A truly sound idea.

Standard on every Grand Am is a most capable cockpit cooler (featuring a high-capacity fan) that has the power to keep Death Valley heat something you can choose to experience. Or not.



A Damascus sword is a famous example of antique forged metallurgy. Repeatedly heated and pounded on an anvil, these artifacts were far stronger than other ancient swords. The same is true of Grand Am's forged connecting rods. Their strength enhances engine life expectancy. Incidentally, anvils are no longer used in the forging process.



Custom-cut clothes fit better and feel more comfortable. They are nicer to wear, just like the front safety belts on Grand Am sedans. If you are under five feet or over six feet tall, the height adjustment of the shoulder belt helps to customize the fit for you.



Finding your way in the dark is always a problem. At home, the solution is a night light. Same for Grand Am. Grand Am's door lock switches are lighted all the time.

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LOCK

Grand Am Occupant Protection and Crash Avoidance Features

To help contribute to driving safety, each of the following features is included in the Grand Am line:

Occupant Protection

- ▶ Manual lap/shoulder safety belts for all outboard positions.
- ▶ Driver and front passenger air bags.
- ▶ Manual lap safety belts, center seating positions.
- ▶ Automatic power door locks.
- ▶ Illuminated entry.
- ▶ Energy-absorbing steering column.
- ▶ Energy-absorbing instrument panel.
- ▶ Folding front seatback locks.
- ▶ Safety armrests.
- ▶ Breakaway inside rearview mirror.
- ▶ Security door locks and door retention components.
- ▶ Laminated windshield glass, urethane bonded.
- ▶ Head restraints, adjustable, front.
- ▶ Side door beams.
- ▶ Passenger-guard inside door lock handles.

Crash Avoidance

- ▶ Anti-lock braking system, four-wheel.
- ▶ Available Enhanced Traction System.
- ▶ Brake/transmission shift interlock on automatic transmission equipped vehicles.
- ▶ Automatic daytime running lamps.
- ▶ Side marker lamps.
- ▶ Parking lamps.
- ▶ Four-way hazard warning flashers.
- ▶ Backup lamps.

- ▶ Directional signal control.
- ▶ Windshield defroster, washer and multi-speed wipers.
- ▶ Inside day/night rearview mirror.
- ▶ Outside rearview mirrors.
- ▶ Center high-mounted stop lamp.
- ▶ Brake system with dual master cylinder plus warning light.
- ▶ Starter safety switch.
- ▶ Dual-action hood latch (front opening).
- ▶ Low-glare finish—inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces, inside rearview mirror frame and bracket.
- ▶ Illuminated heater and defroster controls.
- ▶ Tires with built-in tread wear indicators.

Theft Deterrence

- ▶ Visible vehicle identification number.
- ▶ Laser-etched VIN plate.
- ▶ Marked body parts.
- ▶ Theft-deterrent steering column lock.
- ▶ Theft-deterrent key locking system.
- ▶ Remote inside hood release.
- ▶ PASSLock theft-deterrent system.

And now, a word about...

This Catalog:

We've tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have

been updated since the time of printing, please check with your Pontiac dealer for complete details.

Engines:

Grand Am models are equipped with engines produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.

Updated Service Information:

Pontiac regularly sends its dealers useful service bulletins about Pontiac products. Pontiac monitors product performance in this field. We then prepare bulletins for servicing our products better. Now you can get the bulletins too. Ask your dealer. To obtain ordering information, call toll-free 1-800-551-4123.

The Assembly of Grand Am:

Grand Am is assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Grand Am incorporates thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Grand Ams with different or differently sourced components than originally scheduled. All such components have been approved for use in Grand Ams and will provide the quality of performance associated with the Pontiac name. Since some options may be unavailable when your vehicle is assembled, we suggest

you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

Warranty Protection:

Grand Am's 3-year/36,000-mile (whichever comes first), no-deductible bumper-to-bumper limited warranty covers repairs, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle is covered, except for adjustments and normal maintenance.

Corrosion Protection:

Grand Am is designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for 6 years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your Pontiac dealer for terms of these limited warranties.

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ALWAYS WEAR SAFETY BELTS,
EVEN IN VEHICLES EQUIPPED WITH AIR BAGS.
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All about Grand Am

PONTIAC CARES



Pontiac backs every 1997 Grand Am with the following services:

	SE Coupe	SE Sedan	GT Coupe	GT Sedan
Extensive 3-year/36,000-mile, no deductible, bumper-to-bumper limited warranty	S	S	S	S
24-hour Roadside Assistance that provides in an emergency:				
Free lockout assistance	S	S	S	S
Free dead-battery assistance	S	S	S	S
Free out-of-fuel assistance	S	S	S	S
Free flat-tire change	S	S	S	S
Free towing for warranty repairs	S	S	S	S
Courtesy Transportation	S	S	S	S

EXTERIOR FEATURES

	SE Coupe	SE Sedan	GT Coupe	GT Sedan
Aero extensions	-	-	S	S
Antenna, fixed mast	S	S	S	S
Bumpers, soft fascia type with integral rub strips	S	S	S	S
Daytime running lamps (with automatic light control)	S	S	S	S
Glass, Soft-Ray tinted	S	S	S	S
Headlamps: Composite wraparound with reflector optics	S	S	S	S
Fog lamps	S	S	S	S
Mirrors: Sport, LH remote, RH manual	S	S	S	S
Sport, LH and RH power remote	A	A	A	A
Moldings, bodyside, wide body color	S	S	-	-
Spoiler: Rear deck lid	A	A	S	S
Delete	-	-	A	A
Tires (steel-belted radial): P195/70R14 blackwall (QFB)	S	S	-	-
P195/65R15 blackwall, touring (QPD)*	A	A	-	-
P205/55R16 blackwall, touring (QMS)*	A	A	-	-
P205/55R16 Eagle RSA, performance blackwall (QLG)*	-	-	S	S
Compact spare	S	S	S	S
Trunk, with low liftover design and trim protector	S	S	S	S
Wheels/Wheel Covers:				



A



B



C



D



E

A SE-14 Custom bolt-on wheel covers (PC1)	S	S	-	-
B SE-15 Custom bolt-on wheel covers (PG1)	A	A	-	-
C SE-15 Crosslace cast aluminum (PF7)	A	A	-	-
D SE-16 Sport cast aluminum (PG0)	A	A	-	-
E GT-specific 16 3-spoke cast aluminum (QB4)	-	-	S	S
Windshield wipers: "Wet-arm"	S	S	S	S
Controlled-cycle	A	A	S	S

*Tire chains should not be used. They may cause damage. See Owner's Manual.

INTERIOR FEATURES

	SE Coupe	SE Sedan	GT Coupe	GT Sedan
Acoustical insulation, extensive	S	S	S	S
Air bags/safety belts: Driver and front passenger*	S	S	S	S
Adjustable shoulder safety belt guide loops	-	S	-	S
Safety belts, 3-point	S	S	S	S
Rear-seat lap and shoulder, all outboard positions	S	S	S	S
Rear-seat child comfort guides, all outboard positions	S	S	S	S
Air conditioning	S	S	S	S
Ashtray and lighter element	A	A	A	A
Console, front floor with storage, coin holder and armrest	S	S	S	S
Cruise control	A	A	A	A
Deck lid release	S	S	S	S
Defogger, electric rear window	A	A	A	A
Door locks: Power, automatic with unlock/relock	S	S	S	S
Child resistant rear	-	S	-	S
Fabric: Cordae or Impulse cloth interior	S	S	S	S
Leather seating areas (available with ASS Sport Interior Group)	A	A	A	A
Instrumentation: Analog speedometer, tachometer, fuel, coolant temperature and trip odometer	S	S	S	S
Keyless entry system, remote (requires power windows)	A	A	A	A
Lights: Automatic light control	S	S	S	S
Headlamp-on warning	S	S	S	S
Interior lamp group, includes trunk lighting	S	S	S	S
Illuminated entry with "theater" dimming	S	S	S	S
Mats, carpeted front and rear floor	S	S	S	S
Mirrors: Day/night rearview	S	S	S	S
Visor vanity, RH and LH	S	S	S	S
Power windows with driver's "express-down" feature	A	A	A	A
Radios: Delco ETR AM/FM stereo with seek up/down and clock (UM7)	S	S	S	S
Delco ETR AM/FM stereo with seek up/down and auto-reverse cassette (UN6)	A	A	A	A
Delco ETR AM/FM stereo with seek up/down, auto-reverse cassette with previous/next feature, graphic equalizer and clock (includes 6-speaker sound system with high-mounted tweeters) (UT6)	A	A	A	A
Delco ETR AM/FM stereo with seek up/down, compact disc player, graphic equalizer and digital clock (includes 6-speaker sound system with high-mounted tweeters) (UP3)	A	A	A	A
Delco ETR AM/FM stereo with compact disc player, auto-reverse cassette, 7-band graphic equalizer and clock (includes 6-speaker sound system with high-mounted tweeters) (UN1)	A	A	A	A
Seats, front: 45/45 bucket seats, reclining	S	S	S	S
Easy-entry front passenger	S	-	S	-
Driver's power, 6-way (available with option group ISC only)	A	A	A	A
Sport Interior Group (ASS) (order by trim code) includes Cordae or Impulse cloth or leather seating areas, along with leather-wrapped steering wheel and shift knob, passenger assist grips, reading and courtesy lamps, visor extensions, uplevel seat design, manual driver lumbar adjustment and rear seatback pockets	A	A	A**	A**

Seats, rear: Three-passenger with integrated headrests	S	S	S	S
Split-folding (included with leather seating option)	A	A	A	A
Steering wheels:				
Sport, four-spoke	S	S	-	-
Sport, four-spoke, leather-wrapped (included with ASS Sport Interior Group)	A	A	S	S
Tilt-Wheel adjustable steering column	A	A	S	S

Interior Features (continued)	SE Coupe	SE Sedan	GT Coupe	GT Sedan
Storage: Front center armrest	S	S	S	S
Front door map pockets	S	S	S	S
Glove compartment	S	S	S	S
Sunroof, power glass	A	A	A	A
Utility/litter bag hook	S	S	S	S

*Always wear safety belts, even in vehicles equipped with air bags.

**GT includes leather-wrapped steering wheel, shift knob (with automatic) and parking brake handle.

MECHANICAL

Battery, Delco Freedom with rundown protection	S	S	S	S
Brakes: Power disc/drum	S	S	S	S
Anti-lock braking system (ABS), 4-wheel	S	S	S	S
Brake/transmission shift interlock safety feature (with automatic transmission)	S	S	S	S
California/Massachusetts/New York emissions requirements	A	A	A	A
Engine block heater	A	A	A	A
Engines/Transmissions: 2.4 liter Twin-Cam 16-valve 4-cylinder with 5-speed manual	S	S	S	S
2.4 liter Twin-Cam 16-valve 4-cylinder with electronically controlled 4-speed automatic	A	A	A	A
3.1 liter 3100 SFI V6 with electronically controlled 4-speed automatic (requires 15" or 16" tires)	A	A	A	A
Enhanced Traction System (ETS) (included with 4-speed automatic transmission; not available with manual transmission)	A	A	A	A
Exhaust system, stainless steel	S	S	S	S
Extensive anti-corrosion protection featuring two-sided galvanized steel body panels	S	S	S	S
Front-wheel drive	S	S	S	S
PASSLock theft-deterrent system	S	S	S	S
Steering, power rack-and-pinion	S	S	S	S
Suspension, MacPherson strut front	S	S	S	S

S = Standard. A = Available. - = Not available.

ENGINES

	2.4 liter Twin-Cam	3.1 liter 3100 SFI V6
SE Coupe and Sedan	S	A
GT Coupe and Sedan	S	A
Horsepower	150 @ 6,000 rpm	155 @ 5,200 rpm
Torque	155 ft.-lbs @ 4,400 rpm	185 ft.-lbs @ 4,000 rpm
5-speed manual	S	-
4-speed automatic	A	S

SPECIFICATIONS

Engine/drive	Front engine, front-wheel drive
Curb weight	2,835 to 2,877 lbs. (Est.)
Fuel tank capacity	15.2 gallons

DIMENSIONS

		Coupe	Sedan
Interior	Headroom, f/r	37.8/36.5"	37.8/37.0"
	Legroom, f/r	43.1/33.9"	43.1/34.9"
	Shoulder room, f/r	52.2/53.5"	52.2/52.6"
	Hip room, f/r	49.3/50.4"	50.2/50.7"
	Trunk capacity	13.4 cu. ft.	13.4 cu. ft.
Exterior	Wheelbase	103.4"	103.4"
	Overall length*	186.9"	186.9"
	Width	68.3"	68.3"
	Overall height	53.5"	53.5"
	Tread, f/r	55.8/56.6"	55.8/56.6"

*Grand Am GT is .4" longer than SE.

OPTION GROUPS

Some available options may require additional equipment. See your dealer for details.

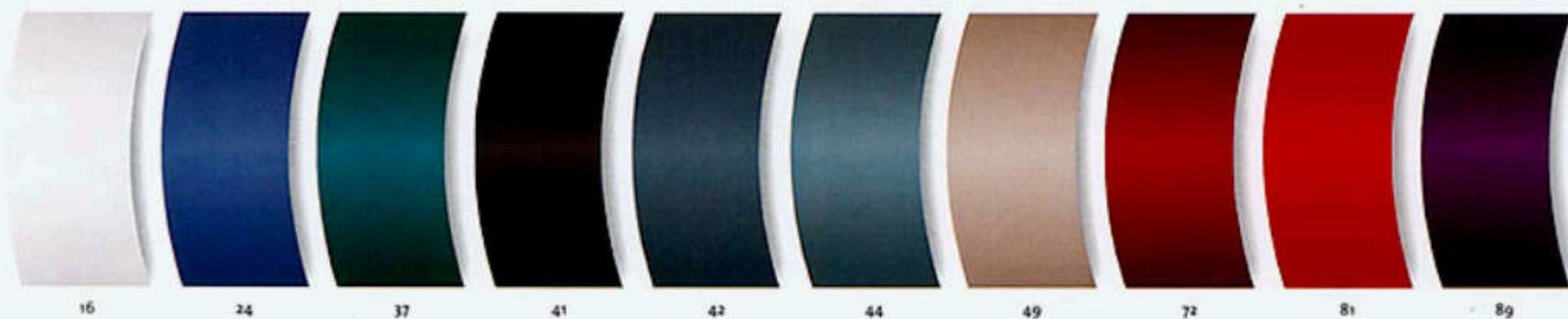
RPO	Grand Am SE			Grand Am GT		
	1SA	1SB	1SC	1SA	1SB	1SC
N33 Tilt-Wheel adjustable steering column	■	■		S	S	S
CD4 Controlled-cycle wipers	■	■		S	S	S
X34 Cruise control	■	■			■	■
C49 Defogger, electric rear window	■	■			■	■
UN6 Radio, Delco ETR AM/FM stereo with auto-reverse cassette	■	■			■	■
NV7 Power steering, variable-effort		■			■	■
AM9 Split-folding rear seat		■				■
A31 Power windows with driver's "express-down" feature		■				■
DG7 Power mirrors, Sport, LH and RH (black)		■				■
AU0 Remote keyless entry		■				■

■ = Included in Option Group. S = Standard.

EXTERIOR COLORS

16 Bright White	44 Light Jade-Gray Metallic, SE only
24 Medium Blue Metallic, SE only	49 Light Taupe Metallic, SE only
37 Medium Green-Blue Metallic	72 Medium Red Metallic, SE only
41 Black	81 Bright Red
42 Medium Jade-Gray Metallic, SE only	89 Medium Purple Metallic

These panels represent the premium DuPont exterior colors available on Grand Ams for 1997.





PONTIAC
DRIVING EXCITEMENT



DL 037

PONTIAC