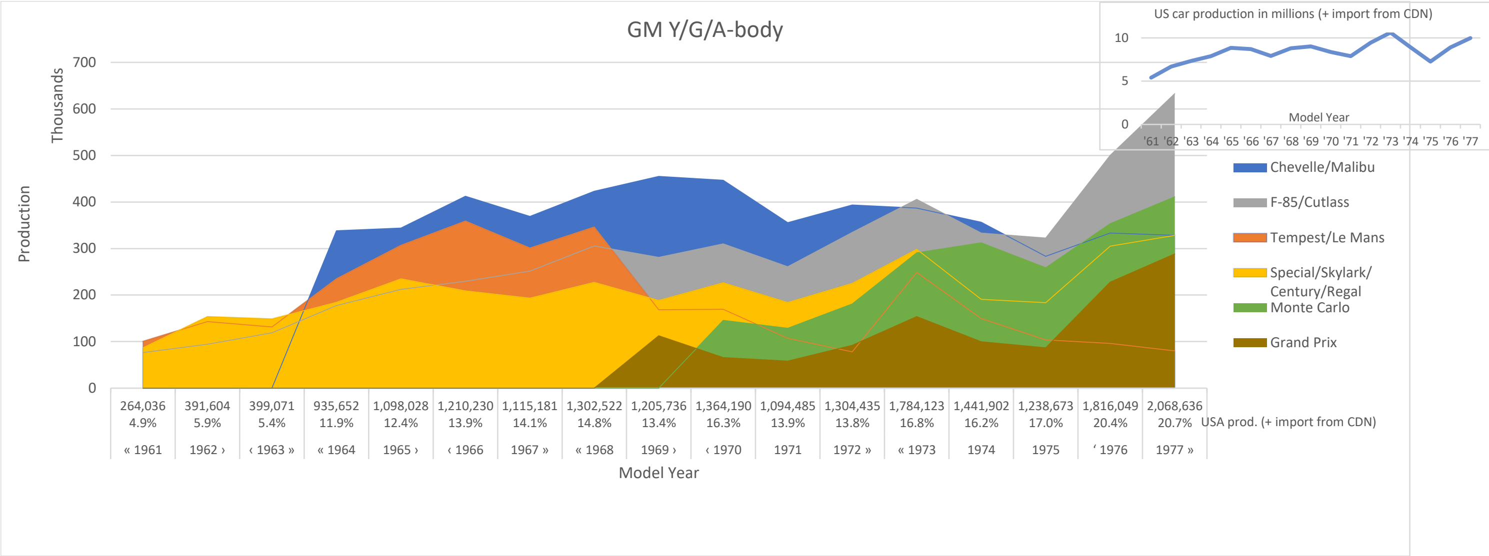
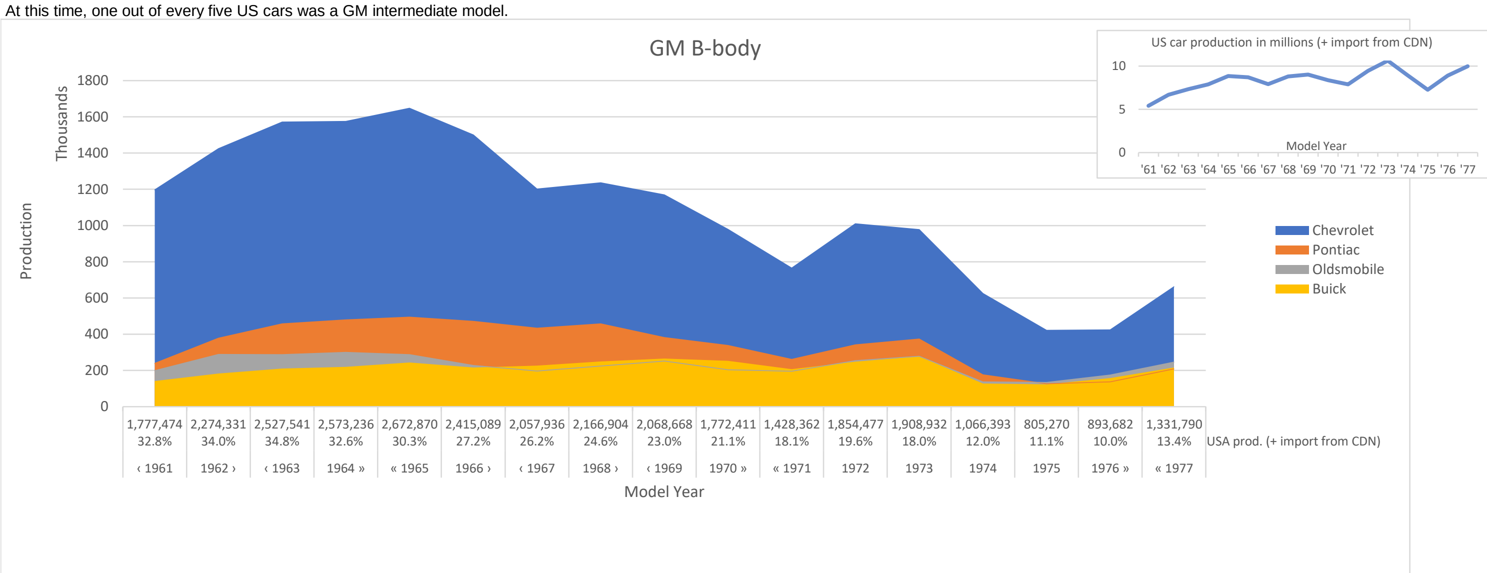
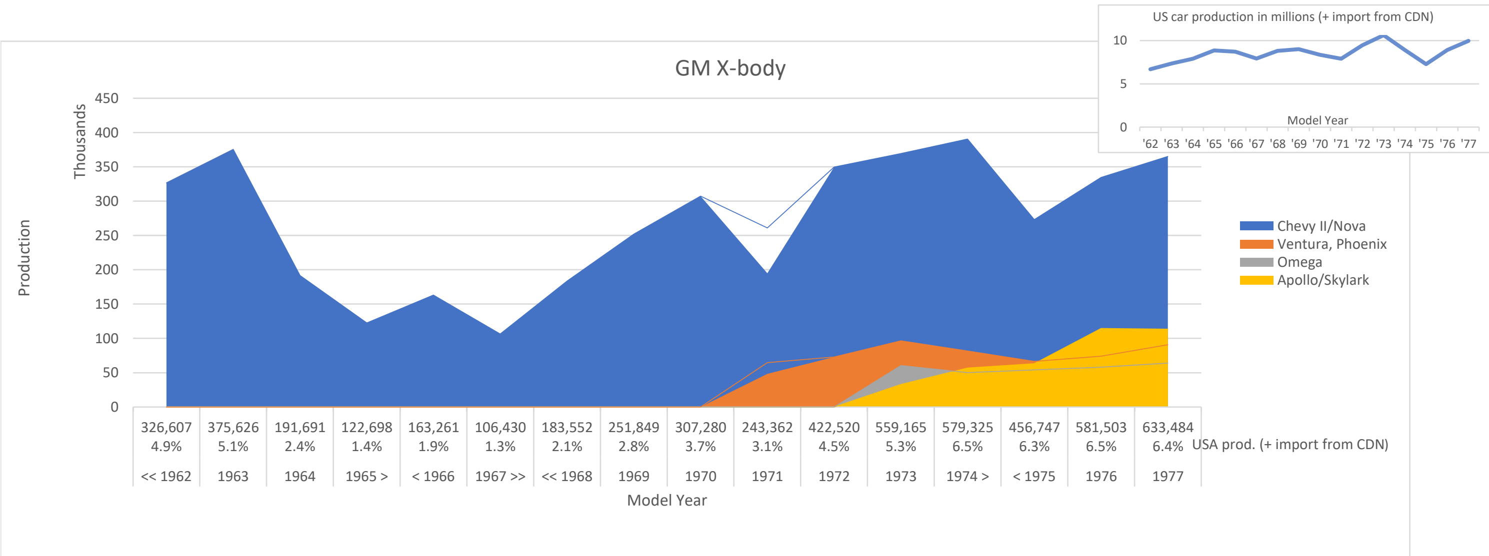


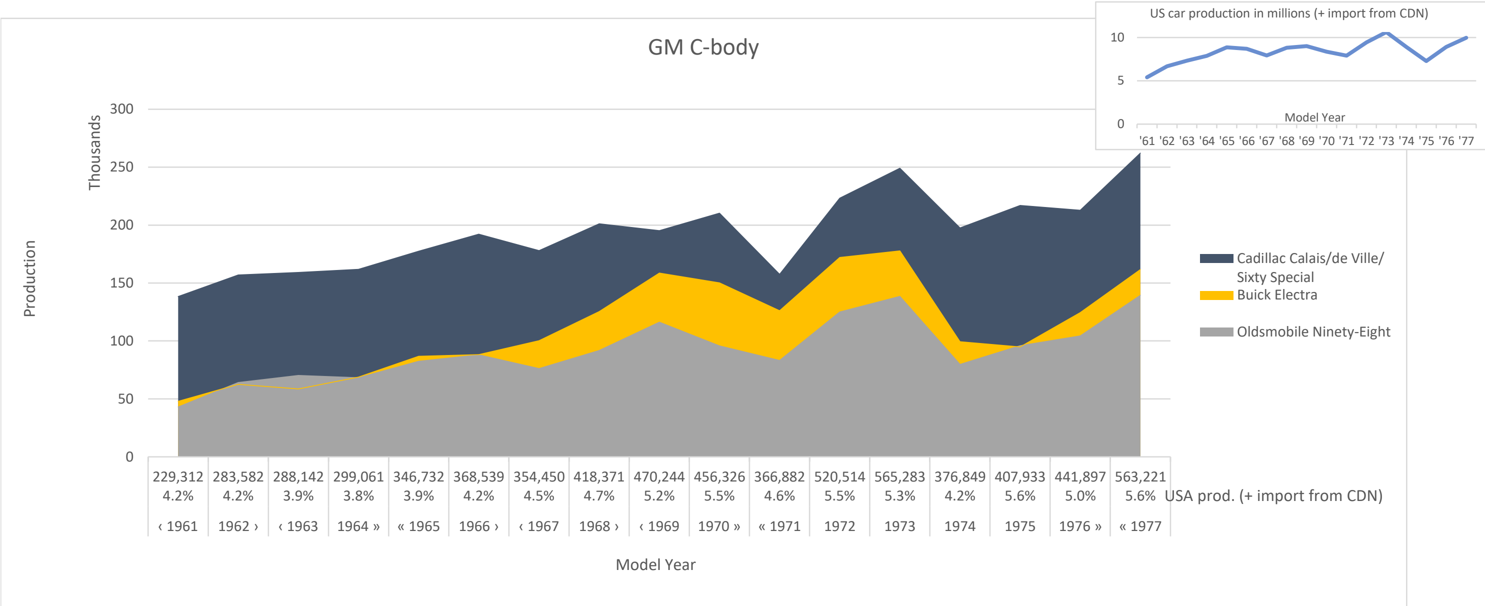
By 1970, the Pontiac Le Mans was overtaken by the Oldsmobile Cutlass Supreme, introducing the formal 2-door hardtop roof, taking over half of the 2-door fixed roof production.
Oldsmobile retained its lead, also when Buick adopted this body style for its Regal in 1973. The steep increases in 1976 are therefore due to the formal 2-door hardtop roof.
In 1976 the output of A- and A-Special models grew by 47% (more than a half million units), largely due to the Cutlass Supreme/Salon, and the 2.5 times Grand Prix production increase.
In 1977, more than 3.3 times as many Grand Prix models were produced as in 1975, accounting for 31.5% of total Pontiac production.
At this time, one out of every five US cars was a GM intermediate model.



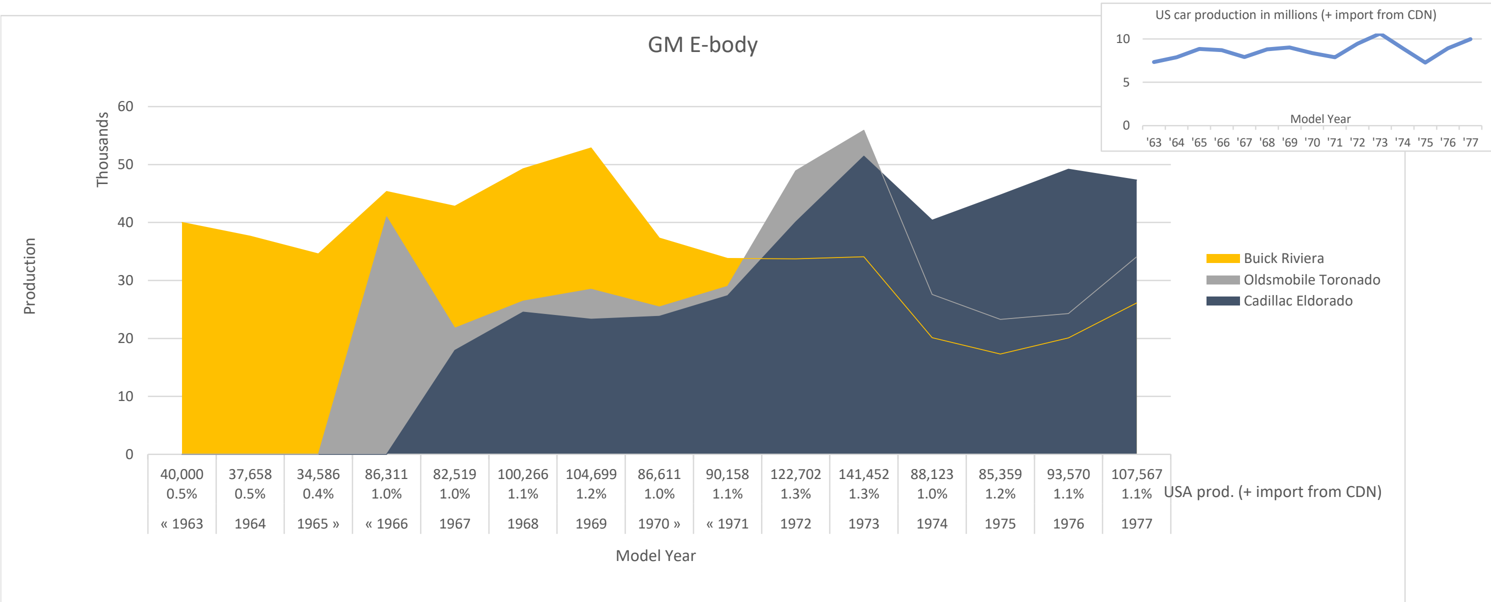
The 1971 dip was caused by a strike, which delayed the release of the new generation of full size cars for more than 2 months. The dip of 1974/1975 was of course due to the oil crisis.
The industry's 18% decline in 1975 is most evident in mainstream mid- and full-size models from Chevrolet, Pontiac and Ford. The 1977 models were downsized.



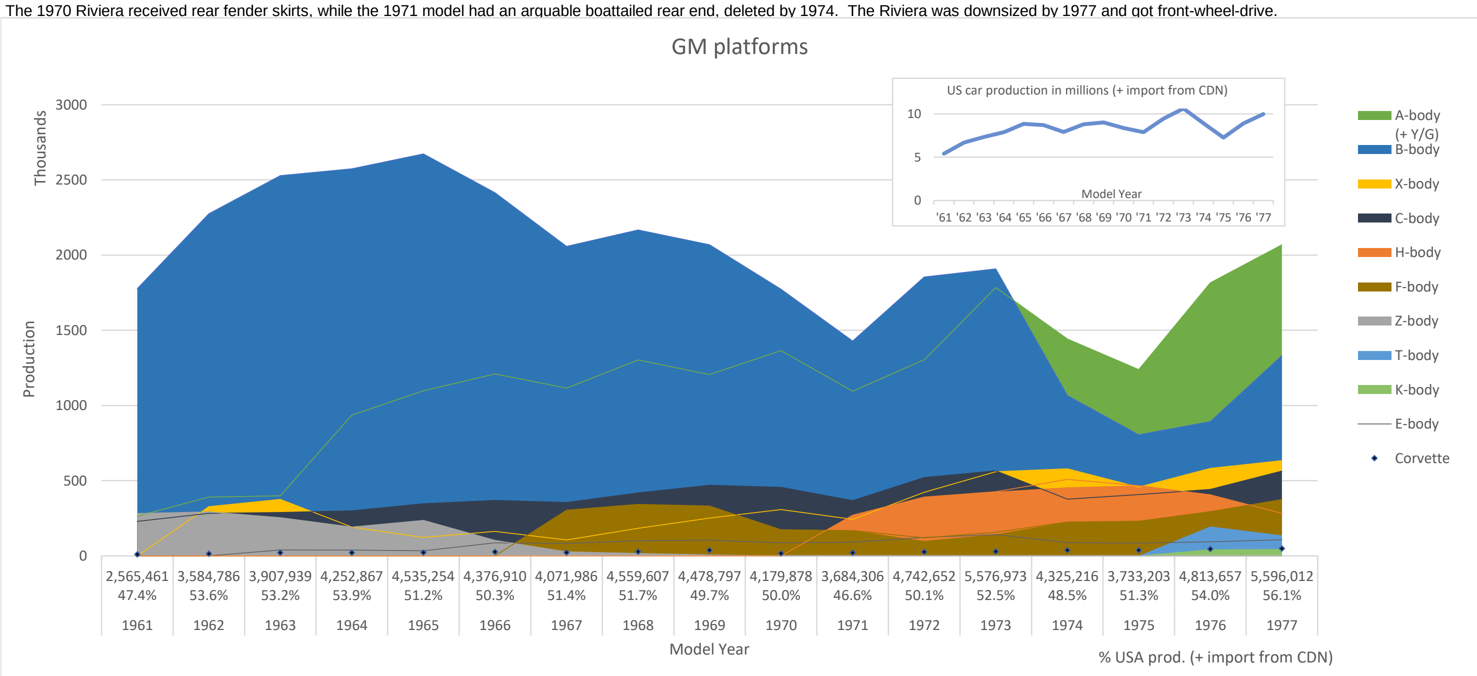
The 1964 Chevy II dip is because of the arrival of the A-body Chevelle. The subsistent rise of the X-body share since the remodeling of 1968 is intriguing.
Without the strike of September-December 1970, Nova's rise would still have dipped as a result of the arrival of the H-body Vega.
In despite of a 16% industry decrease by 1974, the X-body gained a share increase of 1.2 percentage points.
The 1975 Nova/Ventura dip at the time of a total new squarer body with more glass area is partly caused by the arrival of the subcompact H-body Monza/Astre that year.
Nevertheless, the Nova was the best-selling regular compact car in the US in 1975, with the Maverick and the disappearing Valiant as main competitors.
In 1976, Buick's X-body sedan lost the Apollo name and gained the V6 engine, more than doubling production. The V6 became available in Pontiac and Oldsmobile X-body cars the next year.



Electra's increase in 1967 is due to the return of the sweepspear, and that in 1969 is due to the less pronounced belt line rise, also at Oldsmobile, and which was absent at Cadillacs.



The 1970 Riviera received rear fender skirts, while the 1971 model had an arguable boattailed rear end, deleted by 1974. The Riviera was downsized by 1977 and got front-wheel-drive.



The strike of September-December 1970 cost the US more than a million GM cars (of which about 50,000 from Canada).
Whereas the 1971 dip towards the industry was caused by the late 1970 GM strike, the 1974 dip was partly by the success of the Ford Mustang II, that together with the Pinto had a 10.4% share.
The Pinto overtook the H-body Vega, also because of a nearly two-month strike at the Lordstown, Ohio assembly plant in summer 1974, costing the production of 52,400 Vegas (0.6% industry share).
The moderate but subsistent rise of the X-body share since the remodeling of 1968 is intriguing, the 1971 dip is also because of the arrival of the H-body Vega. Market % at X-body graph above.
The F-body dip (Camaro/Firebird) in 1972 was because of a 6-month strike from April to September in Norwood, Ohio, losing the production of about 35,000 1972 and 1973 models.
In 1976, Buick's X-body sedan lost the Apollo name and gained the V6 engine, more than doubling production.