

1970 Pontiac GTO

2dr Convertible · 8-cyl. 400cid/366hp 4bbl Ram Air III

#1 Concours condition

\$93,800

▾ -11.5%

#2 Excellent condition

\$74,900

▾ -11.2%

#3 Good condition

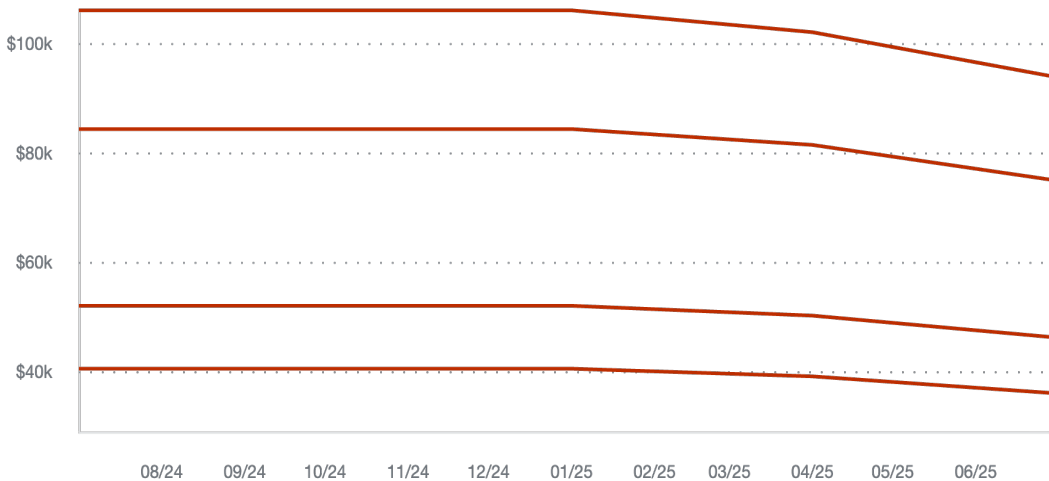
\$46,200*

▾ -11.2%

#4 Fair condition

\$36,000

▾ -11.1%



NOTE: The chart displays price changes for the last year.

Value adjustments

+15%
for 4-spd.

+10%
for factory a/c.

-10%
for auto.

Model description

Pontiac was caught wrong-footed in 1970 as the market suddenly moved towards smaller cars. While the Plymouth Duster, Dodge Dart and Ford Maverick were flirting with 150,000 unit sales, Pontiac didn't have any compacts to offer. Insurance rates and federal regulations were strangling the muscle car market, and GTO sales were almost slashed in half to 40,149 units. Worse was to come.

The 1970 Pontiac GTO was facelifted slightly, but still had the split Endura bumper, now with a boxed center section like the Firebird but with four headlights. The fenders were creased above the wheel wells and the rear bumper and taillights wrapped around the sides.

*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)[®] on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

As usual, Hardtops led the GTO market with 32,731 sold, followed by only 3,621 Convertibles as that body style fell from favor. Judge Hardtops recorded 3,635 sales, while Convertibles dwindled to 162 units. Prices remained stable at \$3,267 for the Hardtop and \$3,492 for the Convertible, and the Judge package added an extra \$337.02. The 255 bhp two-barrel 400 cid engine was dropped, but a 360 bhp 455 cid V-8 was added. It was an excellent engine with more torque but less top end than the 400.

Base engine was now the 350 bhp four-barrel 400 cid V-8. The Ram Air III package cost an additional \$158.51. The hot rod Ram Air IV cost \$558.20. Air-conditioning was not offered with this package.

The Judge remained a popular package for the remaining die-hard muscle car fans. Most popular was the 366 bhp, 400 cid Ram Air III package with a 4-speed and 2,380 buyers, followed by 1,003 who chose an automatic. Buyers of the 370 bhp Ram Air IV V-8 were divided between 325 with 4-speeds and 72 with automatics. The new 360 bhp 455 cid V-8 passed almost unnoticed, with 14 automatic hardtops and only three convertibles.

Once again, options could easily push GTOs past \$4,500 but they were sharply scaled back to 52 from 88 choices. A total of 22 exterior paint colors were offered this year: Starlight Black (A), Palomino Copper (B), Polar White (C), Bermuda Blue (D), Atoll Blue (E), Lucerne Blue (F), Baja Gold (G), Palisade Green (H), Castilian Bronze (J), Mint Turquoise (K), Keylime Green (L), Pepper Green (M), Burgundy (N), Palladium Silver (P), Verdoro Green (Q), Cardinal Red (R), Coronado Gold (S), Orbit Orange (T), Carousel Red (V), Goldenrod Yellow (W), Sierra Yellow (Y), and Granada Gold (Z). Two-tone paint was not offered and no mention was made of one-off exterior colors.

Eight interior trim colors included Black, Blue, Brown, Green, Gold, Red, Saddle, and Sandalwood. Four convertible top colors were offered with White, Black, Sandalwood, and Dark Gold, as well as five vinyl top colors were offered with White, Black, Sandalwood, Dark Gold, and Dark Green.

1968-1972 Pontiac GTO stats

Highest sale	Lowest sale	Most recent sale	Sales
\$1,100,000	\$550	\$38,499	2526

Equipment

Standard Equipment

3-Speed Manual Transmission
Bucket Seats

Optional Equipment

Air Conditioning
Bench Seat
Heater/Defroster
Power Steering
Power Windows
Speed Control
Tachometer
White Sidewall Tires

Additional Info

Vehicle Length: 202.9 in
Wheelbase - Inches: 112 in

Vehicle's condition classification

#1. Concours

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

#3. Good

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

#2. Excellent

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

#4. Fair

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.