

Pontiac 72
Firebird

Trans Am • Formula
Esprit • Firebird





POSITIVE PRESSURE AREA

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NEGATIVE PRESSURE AREA

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Trans Am & Formula

Everything that Pontiac knows about enthusiast driving is standard on our Trans Am.

A front air dam, side air extractors, spoilers at each wheel and on the rear deck all work together to give incredible stability.

A shaker hood with rear-facing inlet allows cold, dense air to be rammed into the 455 CID H. O. V8. Torque is fed through a floor-mounted 4-speed Hurst-shifted, Muncie transmission.

And it is all standard, on Trans Am.

Our Formula Firebird is a triple-bill showcase for Pontiac performance know-how.

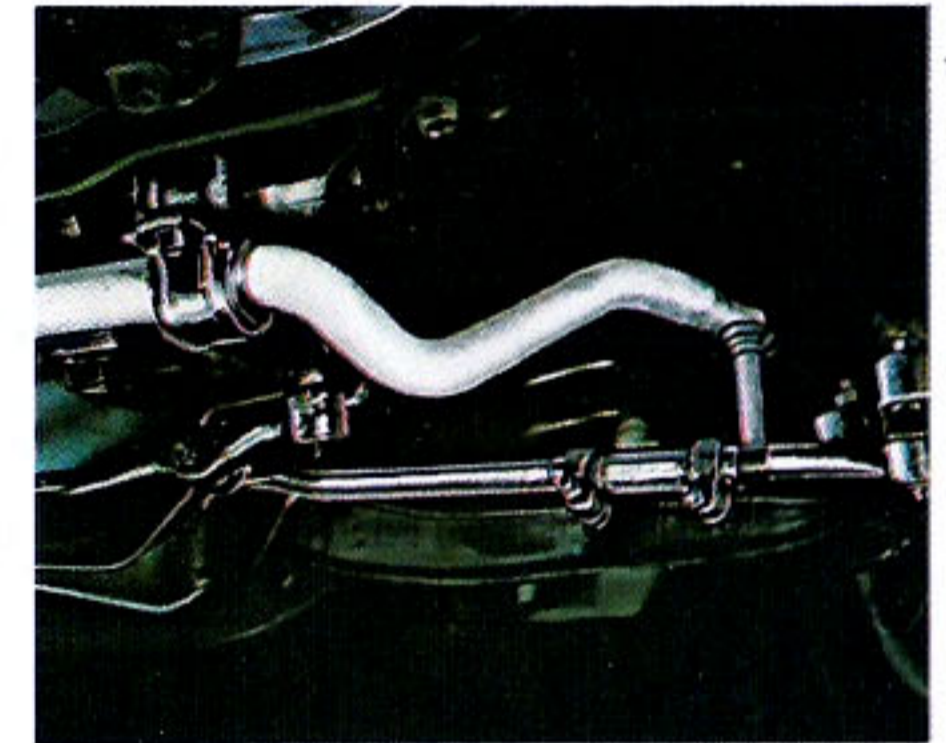
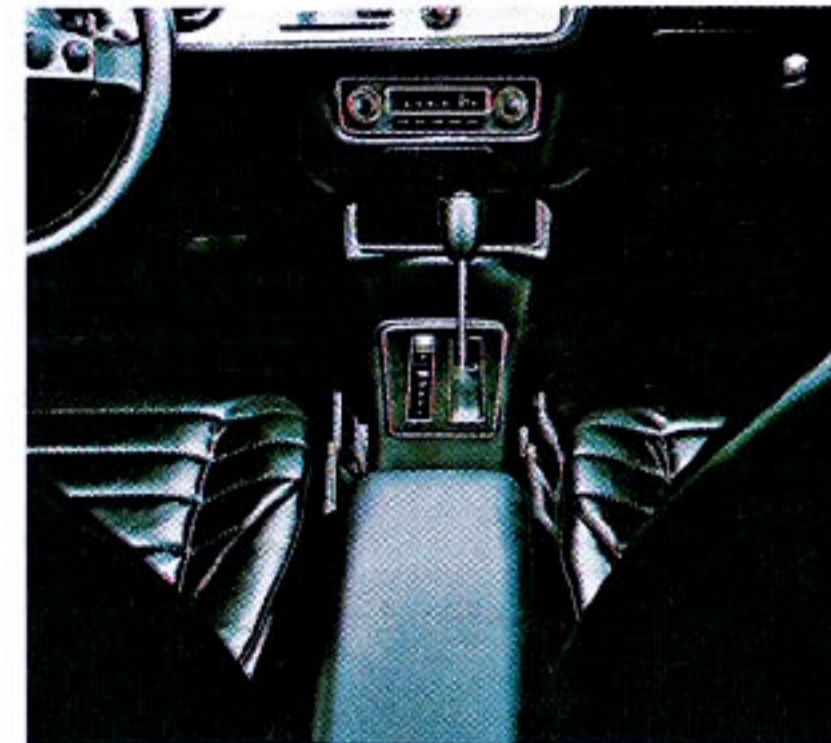
You can have the know-how of a 350 CID V8. Or a 400 V8. Or our most knowledgeable 455 V8.

Our Formulas share other ingredients.

Like a fiberglass hood with scoops. Thick front and rear stabilizer bars.

Firm springs and shocks. F70-14 wide-tread tires. Lots more.

Three Formula Firebirds. And Firebird Trans Am. When it comes to road work, they're untouchable.



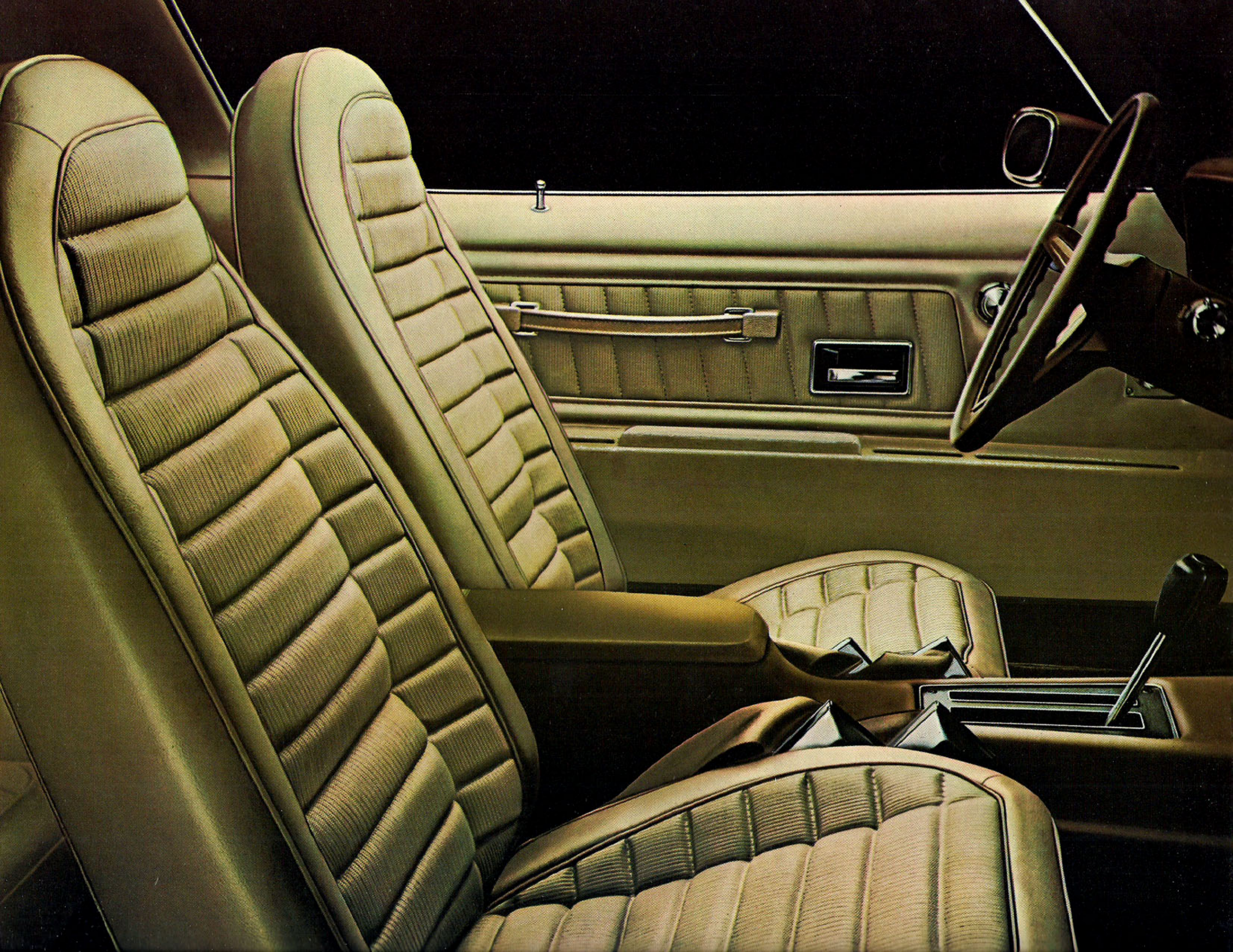
Top: Trans Am shaker hood; Above Left: optional Turbo Hydramatic transmission; Above Right: standard front stabilizer bar.



Firebird Formula 400
Facing Page: Firebird Trans Am

Some of the equipment illustrated or mentioned is optional at extra cost.





Esprit & Firebird

A very luxurious sports car at a very reasonable price. That's Esprit.

And what's wrong with getting all the luxury you want along with the sporty performance you want?

On the outside, Esprit is set apart by some pretty nice chrome accents, emblems, and bright trim rings.

Inside, there's an assist strap. Thick loop-pile carpeting. A squeezably soft Custom Cushion steering wheel. Special perforated-vinyl or cloth-and-vinyl upholstery.

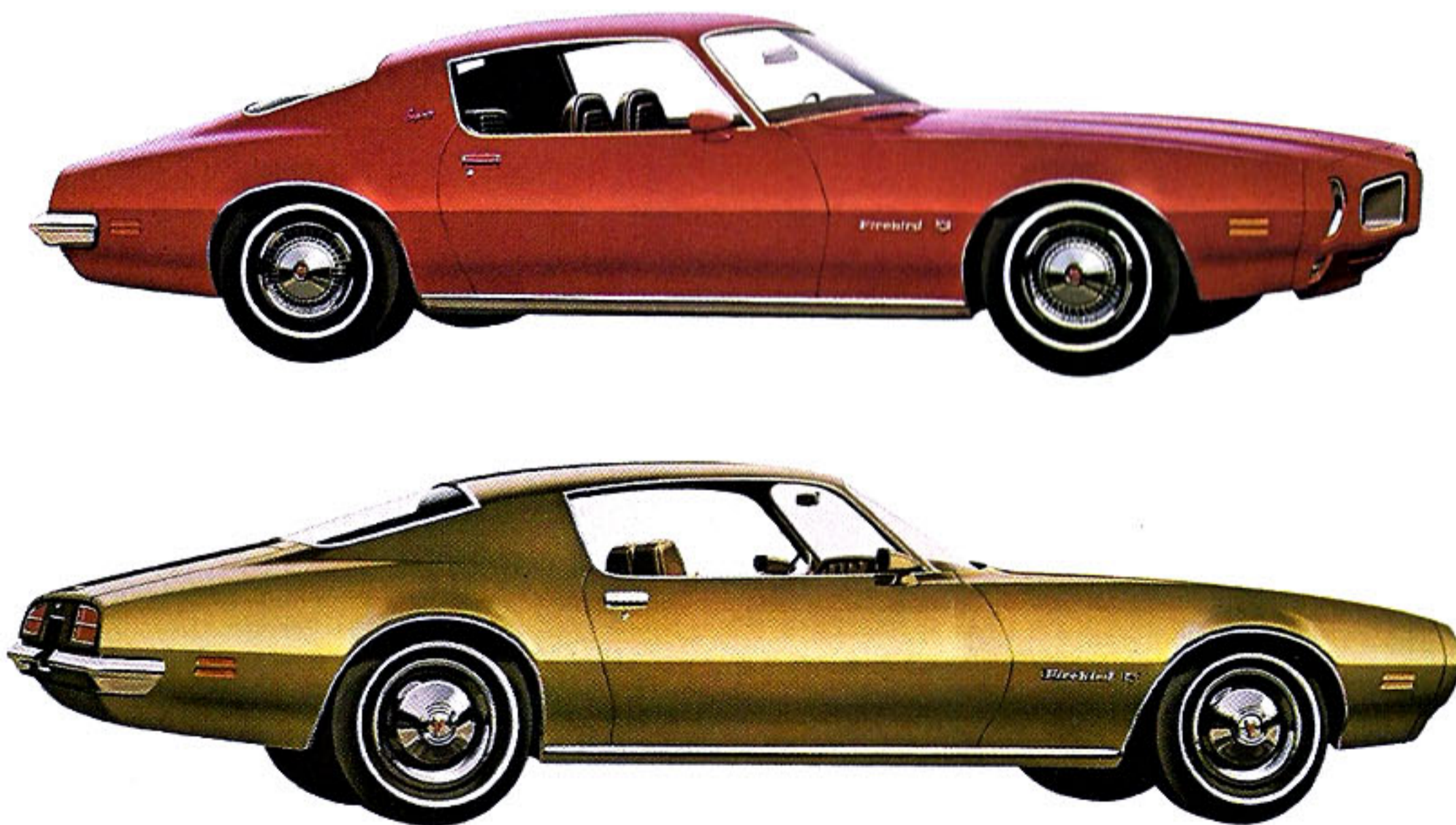
Now, about our basic Firebird. The features that make it great today will probably make it great tomorrow.

Its styling is futuristic.

The bumper doesn't even look like a bumper. Because it matches the color of the car. And it shrugs off dents and dings and won't ever rust.

And what a ride. A Wide-Track Pontiac's smoothness. Without sacrificing the handling of a sports car. And that's what our Firebird is.

A great sports car. At a Pontiac price.



*Top: Firebird Esprit; Above: Firebird
Facing Page: Standard Esprit Interior
(also available, Formula and Trans Am)*

Preceding Page: Firebird Esprit, foreground, and Firebird



Standard Firebird interior with high-back bucket seats.

Some of the equipment illustrated or mentioned is optional at extra cost.

Specifications and Engines

Reassurance features

OCCUPANT PROTECTION

- Seat belts with pushbutton buckles for all passenger positions
- Shoulder belts with pushbutton buckles — driver and right front passenger
- Two front seat head restraints
- Energy-absorbing steering column
- Passenger-guard door locks with forward mounted lock buttons
- Safety door latches and hinges
- Folding seat back latches
- Energy-absorbing padded instrument panel and front seat back tops
- Contoured windshield header
- Thick laminate windshield
- Padded sun visors
- Safety armrests
- Safety steering wheel
- Cargo-Guard
- Side-Guard Beam
- Fuel tank impact security
- Glove box and console door latch impact security
- Yielding windshield pillar moldings
- Smooth-contoured door and window regulator handles
- Soft, low-profile window control knobs, coat hooks, dome lamp
- Shoulder belt anchorages for rear seat outboard occupants
- Pressure-lock radiator cap
- High-strength front seat anchorages and construction
- High-strength rear seat retention
- Stamped steel door hinges
- Contoured fullroof inner panel

ACCIDENT PREVENTION

- Side marker lamps and reflectors (front side marker lamps flash with directional signal)
- Parking lamps that illuminate with headlamps
- Four-way hazard warning flasher
- Backup lamps
- Lane change feature in directional signal control
- Windshield defrosters, washers and dual speed wipers
- Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside rear view mirror
- Dual master cylinder brake system with warning lamp
- Starter safety switch
- Dual action safety hood latches
- Headlamp aiming access provision
- Low glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces
- Safety wheel rim
- Uniform shift quadrant
- No winged wheel nuts, discs and caps
- Self-adjusting brakes

ANTI-THEFT

- Anti-theft ignition key warning buzzer
- Anti-theft steering column lock
- Multiple key combinations
- Visible vehicle identification
- Tamper-resistant odometer with telltale feature.

All Firebird engines have been designed to operate efficiently on the no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

GENERAL MOTORS OF CANADA LIMITED OSHAWA, ONTARIO



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SPECIFICATIONS		FIREBIRD	ESPRIT	FORMULA	TRANS AM
Body Style		Hardtop Coupe	Hardtop Coupe	Hardtop Coupe	Hardtop Coupe
Engines	Standard (6 cyl.)	250-1	—	—	—
	(8 cyl.)	—	350-2	350-2	455 HO
	Optional (8 cyl.)	350-2	400-2	400-4	—
Transmissions	Standard	3-spd. manual	3-spd. manual	4-spd. manual	4-spd. manual
	Optional	4-spd. manual Automatic Hydra-Matic	4-spd. manual Automatic Hydra-Matic	Hydra-Matic	Hydra-Matic
Brakes	Front Disc (dia.)	10.9 in.	10.9 in.	10.9 in.	10.9 in.
	Rear Drum (dia.)	9.5 in.	9.5 in.	9.5 in.	9.5 in.
	Area (Gross)	110.6 sq. in.	110.6 sq. in.	110.6 sq. in.	110.6 sq. in.
Steering Ratio	Standard	26.4:1	30.8:1	30.8:1	—
	Power-variable	17.6-14.3:1	17.6-14.3:1	16.6-14.3:1	16.6-14.3:1
Turning Diameter (ft.) curb to curb		36.5	36.5	36.5	36.5
Energizer	Standard (6 cyl.)	45 amp. hr.	—	—	—
	(8 cyl.)	53 amp. hr.	53 amp. hr.	53 amp. hr.	62 amp. hr.
	Optional	62 amp. hr.	62 amp. hr.	62 amp. hr.	76 amp. hr.
Suspension	front	Coil	Coil	Coil	Coil
	rear	Leaf	Leaf	Leaf	Leaf
Frame		Integral body/frame	Integral body/frame	Integral body/frame	Integral body/frame
Wheelbase		108.0 in.	108.0 in.	108.0 in.	108.0 in.
Length (overall)		191.6 in.	191.6 in.	191.6 in.	191.6 in.
Height		50.4 in.	50.4 in.	50.4 in.	50.4 in.
Width		73.4 in.	73.4 in.	73.4 in.	73.4 in.
Curb Weight (app.)		3240 lbs.	3519 lbs.	3593 lbs. (400 V8)	3695 lbs.
Tread	front	61.3 in.	61.3 in.	61.6 in.	61.7 in.
	rear	60.0 in.	60.0 in.	60.3 in.	60.4 in.
Tires standard		E 78-14	E78-14	F 70-14	F 60-15
Wheel Size		14 x 6 in.	14 x 6 in.	14 x 7 in.	15 x 7 in.
Road Clearance		4.4 in.	4.4 in.	4.4 in.	4.4 in.
Headroom	front	37.4 in.	37.4 in.	37.4 in.	37.4 in.
	rear	36.1 in.	36.1 in.	36.1 in.	36.1 in.
Legroom	front	43.8 in.	43.8 in.	43.8 in.	43.8 in.
	rear	29.6 in.	29.6 in.	29.6 in.	29.6 in.
Shoulder Room	front	57.4 in.	57.4 in.	57.4 in.	57.4 in.
	rear	54.4 in.	54.4 in.	54.4 in.	54.4 in.
Hiproom	front	56.7 in.	56.7 in.	56.7 in.	56.7 in.
	rear	47.3 in.	47.3 in.	47.3 in.	47.3 in.
Fuel Tank Capacity (app.)		14 Imp. Gal.	14 Imp. Gal.	14 Imp. Gal.	14 Imp. Gal.
Usable luggage space		7.2 cu. ft.	7.2 cu. ft.	7.2 cu. ft.	7.2 cu. ft.

ENGINES	250-1 SIX	350-2 V8	400-2 V8	400-4 V8	455 HO
Displacement (cu. in.)	250	350	400	400	455
H.P. @ rpm (net)	110 @ 3800	160 @ 4400*	175 @ 4000	250 @ 4400	300 @ 4000
Torque @ rpm (net)	185 @ 1600	270 @ 2000	310 @ 2400	325 @ 3200	415 @ 3200
Compression Ratio	8.5:1	8.0:1	8.2:1	8.2:1	8.4:1
Carburetion	1 bbl.	2 bbl.	2 bbl.	4 bbl.	4 bbl.
Bore x Stroke	3.875 x 3.53	3.875-3.75	4.12 x 3.75	4.12 x 3.75	4.15 x 4.21
Fuel	Regular	Regular	Regular	Regular	Regular
Oil System (less filter) (qts.)	3.3	4.2	4.2	4.2	4.2
Cooling System (qts.)	10.0	16.1	15.5	15.5	15.0
Exhaust System	Single	Single (Dual-Formula)	Single	Dual	Dual
Clutch	9.12 in.	10.4 in.	—	10.4 in.	11.0 in.
Axle Ratio	3-spd. manual	3.08:1	3.42:1	—	—
	4-spd. manual	—	3.42:1	—	3.42:1
	Automatic	3.08:1	2.73:1	—	—
	Hydra-Matic	3.08:1	2.73:1	2.73:1	3.08:1

*Dual exhaust 175 hp @ 4400
**Dual exhaust 275 Torque @ 2000