

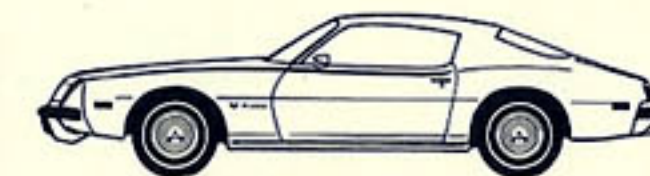
Pontiac Firebird 74

Trans Am • Formula • Esprit • Firebird

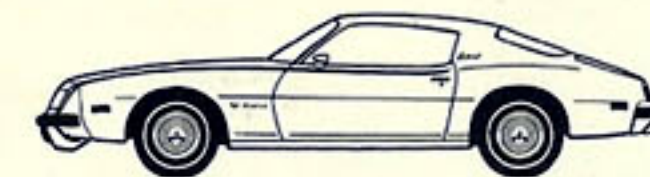




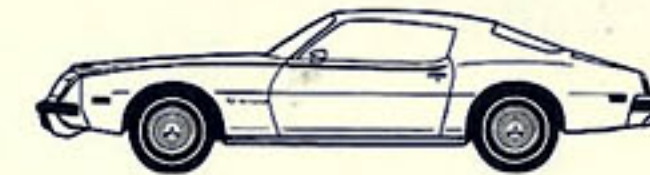
Some standard features



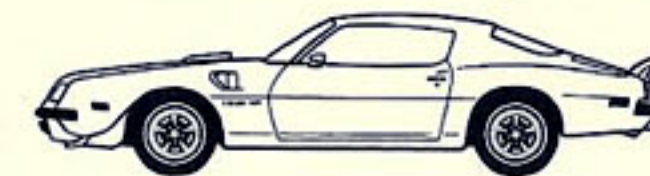
Firebird



Firebird Esprit



Firebird Formula



Firebird Trans Am

Firebird. New improved Endura bumpers, 250 CID Six with 3-speed manual floor shift, variable-ratio power steering, manual front disc brakes, High/Low ventilation, Deluxe steering wheel, cut-pile carpet, E78 x 14 blackwall tires.

Esprit. (Distinctive features from basic Firebird). 350 CID V8, Custom Interior, Custom Cushion steering wheel, Custom Pedal trim plates, two body-colored outside mirrors (left-hand remote controlled), concealed windshield wipers, dual horns.

Formula. (Distinctive features from Firebird and Esprit). Fibreglass hood with simulated air scoops, dual exhausts with chrome extensions and performance muffler, firm control shocks, high-rate springs, front and rear stabilizers, F70 x 14 blackwall tires.

Trans Am. (Distinctive Trans Am features). 400 CID 4-bbl. V8, 4-speed transmission, fast-rate variable-ratio power steering, power front disc brakes, Safe-T-Track differential, Formula steering wheel, Rally gauge cluster with clock and tachometer, Rally II wheels 15" x 7" with trim rings, non-functional shaker hood, front air dam, deck lid spoiler, rear wheel air deflectors, functional front fender air extractors, dual exhausts with chrome extensions and performance muffler, F60 x 15 white-lettered tires.

Pontiac Firebird...Part engineering. Part soul.

Just by looking at a 1974 Firebird you can tell that the Wide-Track people have a way with cars. But to find out how different that way is, you have to do some driving.

Firebird's differences go from "exciting" for the basic Firebird to "out of sight" for the Firebird Trans Am. In between are Firebird Esprit with its unique talent for luxury and Firebird Formula with its own claims as a great performer.

Driving comfort. Whichever Firebird you choose, you may go for its comfort as much



as for its ride, handling and spirit. Above is the standard interior for the basic Firebird, Formula and Trans Am.

It features contoured, high-back front buckets and bucket-type rear seats with soft yet tough vinyl Morrokide covering thick, molded foam.

The Custom Interior (above, right) is standard on the Esprit and extra-cost on the Formula and Trans Am. Your choice is luxurious—perforated vinyl Morrokide or a



combination of wide-wale corduroy with cloth and vinyl. The front seats have added lateral support and the complete package includes many other features your salesman will itemize.

Wide-Tracking '74. The sports car that is built for comfort is also built for the sheer pleasure of it. Sensational new styling. Power steering. Sports car handling. And front disc brakes. And a manual floor shifter. Firebird takes your pleasure seriously.

The Formula and Trans Am have dual exhausts and a performance muffler and both come with heavy-duty front and rear stabilizer bars, firmer shocks and high-rate springs and many other performance features. Clearly, Firebird's Formula and Trans Am are built for drivers.

The rally instrumentation and Formula steering wheel shown are optional on most



models and standard on Trans Am. The simulated Crossfire African mahogany panelling is on all Firebirds except Trans Am—which has an aluminum swirl finish trim plate.

The new 1974 front and rear bumper styling includes black rubber bumper guards and bumper strips along with a body-colored valance panel of Endura, Firebird's famous no-chip, no-rust bounce-back material.

Some things about Firebird you just won't let us change.

So we give you more of what you like.

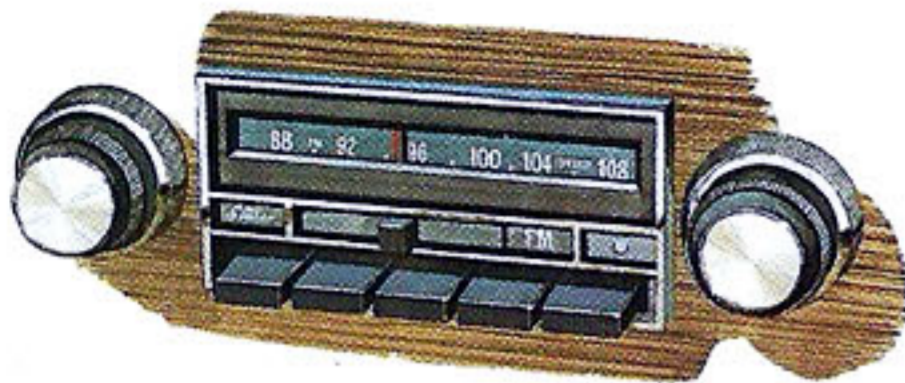
The Wide-Track people have a way with cars. And with sports cars, it's the only way to go!



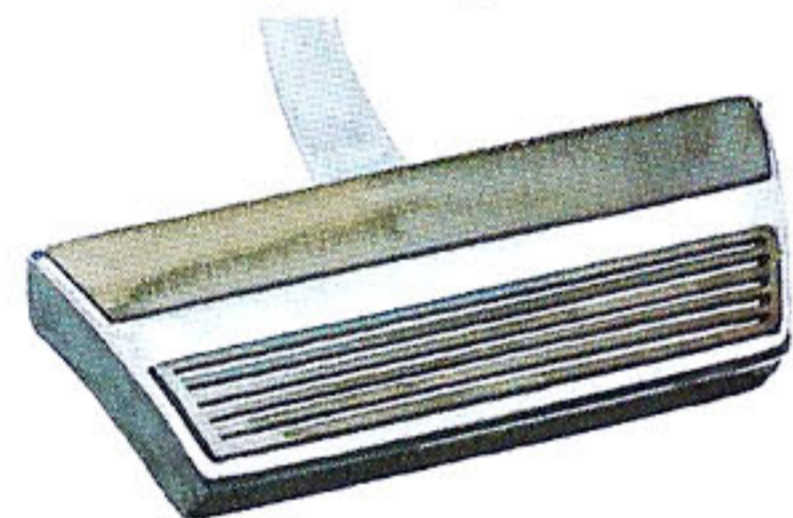
Above: Optional Trans Am hood emblem;
Cover: Firebird Esprit; Page 3, left to right:
Firebird Formula, Firebird Trans Am;
Page 5: Firebird.

Options—Add your own personal touch

Here are just a few of the many options available.



Sound System. Pick a pushbutton AM, AM/FM or AM/FM Stereo radio. An 8-Track Stereo tape system is also available. Ask your salesman for full details—including rear speaker.



Power brakes. Standard on Trans Am. Required with air conditioning or radial tire option. Power steering is standard on all 'Birds.

Radial tires. When you order whitewall steel-belted radials, you get a specially-tuned suspension. It's a ride and handling package that also delivers the tread life and added traction of radial tires.



Consoles. A centre console may be ordered front and rear in any Firebird.

Wheel Equipment. Most models offer you a wide choice of wheel covers and wheels. Get the complete story.



Love Seats. The Infant Love Seat and the Child Love Seat (below) offer protection for the youngest travellers in your family.



Reassurance Features

Occupant Protection

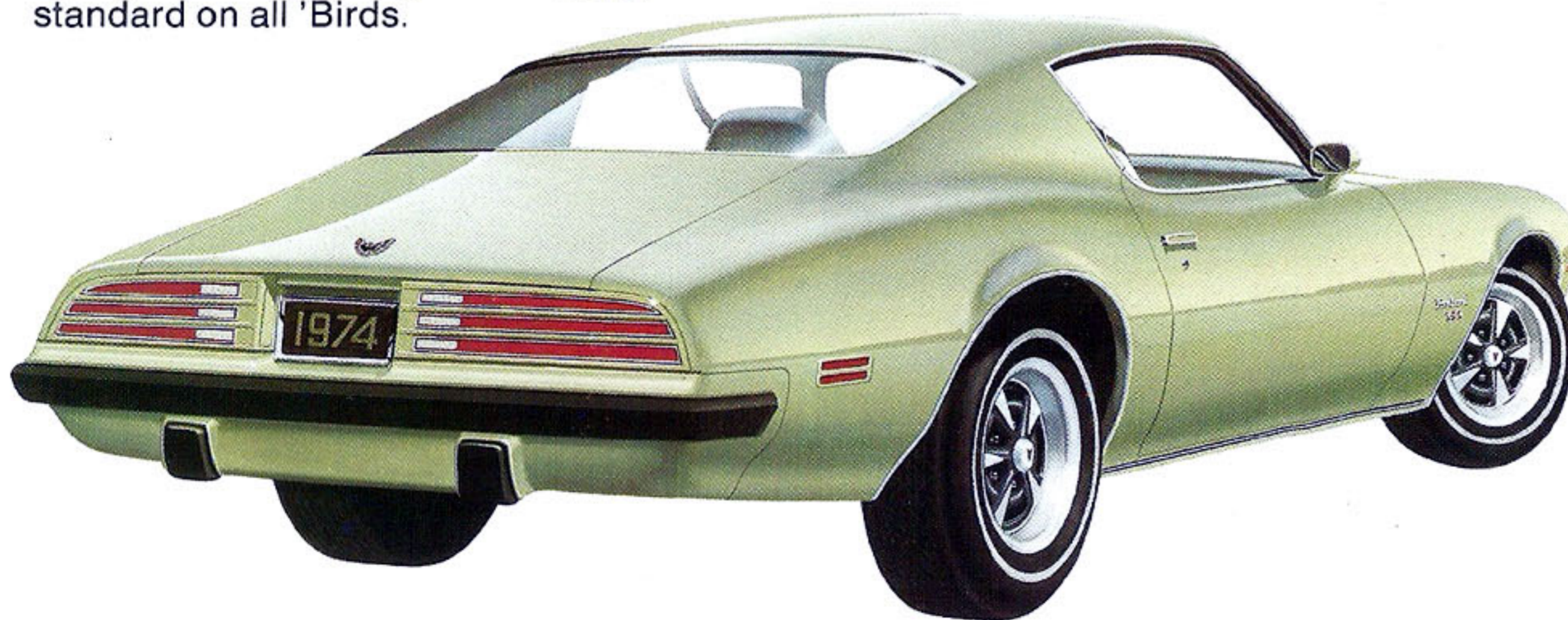
Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer and inertia reel). Two front seat head restraints. Energy absorbing steering column. Passenger guard door locks. Safety door 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 Beams. Contoured full roof inner panel.

Accident Prevention

Side marker lights and reflectors (front side marker lights flash with directional signal). Parking lamps that illuminate with headlamps. Four way hazard warning flasher. Backup lights. Lane change feature in direction signal control. Windshield defrosters, washer 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 light. Starter Safety Switch. Dual action safety hood latches. Improved bumper systems.

Anti-Theft

Anti-theft ignition key warning buzzer. Anti-theft steering column lock.



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

Specifications

| SPECIFICATIONS | FIREBIRD | ESPRIT | FORMULA | TRANS AM | | |
|--|---|---|---|--------------------------------------|-----------------|-----------------|
| Body Style | Hardtop Coupe | Hardtop Coupe | Hardtop Coupe | Hardtop Coupe | | |
| Engines Standard (6 cyl.) (8 cyl.) Optional (8 cyl.) | 250-1 — 350-2 — — | — 350-2 400-2 — — | — 350-2 400-2 400-4 455-4 455 S.D. | — 400-4 455-4 455 S.D. — | | |
| Transmissions Standard Optional | 3-spd. manual 4-spd. manual Hydra-matic | 3-spd. manual 4-spd. manual Hydra-matic | 3-spd. manual 4-spd. manual Hydra-matic | 4-spd. manual Hydra-matic — | | |
| Brakes Front Disc (dia.) Rear Drum (dia.) | 11.0 in. 9.5 in. | 11.0 in. 9.5 in. | 11.0 in. 9.5 in. | 11.0 in. 9.5 in. | | |
| Turning Diameter (ft.) curb to curb | 36.5 | 36.5 | 36.5 | 36.5 | | |
| Suspension Front Rear | Coil Leaf | Coil Leaf | Coil Leaf | Coil 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) | 196.0 in. | 196.0 in. | 196.0 in. | 196.0 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.) | 3390 lbs. | 3630 lbs. | 3665 lbs. | 3783 lbs. | | |
| Tread front rear | 61.3 in. 60.0 in. | 61.3 in. 60.0 in. | 61.6 in. 60.3 in. | 61.7 in. 60.4 in. | | |
| Tires Standard | E78-14 | E78-14 | F70-14 | F60-15 | | |
| Wheel Size | 14 x 6 in. | 14 x 6 in. | 14 x 7 in. | 15 x 7 in. | | |
| Road Clearance | 4.6 in. | 4.6 in. | 4.6 in. | 4.6 in. | | |
| Headroom front rear | 37.5 in. 35.9 in. | 37.5 in. 35.9 in. | 37.5 in. 35.9 in. | 37.5 in. 35.9 in. | | |
| Legroom front rear | 43.9 in. 29.6 in. | 43.9 in. 29.6 in. | 43.9 in. 29.6 in. | 43.9 in. 29.6 in. | | |
| Shoulder Room front rear | 57.4 in. 54.4 in. | 57.4 in. 54.4 in. | 57.4 in. 54.4 in. | 57.4 in. 54.4 in. | | |
| Hiproom front rear | 56.7 in. 47.3 in. | 56.7 in. 47.3 in. | 56.7 in. 47.3 in. | 56.7 in. 47.3 in. | | |
| Fuel Tank Capacity (app.) | 17.9 Imp. Gal. | 17.9 Imp. Gal. | 17.9 Imp. Gal. | 17.9 Imp. Gal. | | |
| Usable luggage space | 8.8 cu. ft. | 8.8 cu. ft. | 8.8 cu. ft. | 8.8 cu. ft. | | |
| ENGINES | 250-1 SIX | 350-2 V8 | 400-2 V8 | 400-4 V8 | 455-4 V8 | 455 S.D. |
| Displacement (cu. in.) | 250 | 350 | 400 | 400 | 455 | 455 |
| H.P. @ rpm (net) | 100 @ 3600 | 155 @ 3600 (1) | 175 @ 3600 (3) | 225 @ 4000 | 250 @ 4000 | 290 @ 4000 |
| Torque @ rpm (net) | 175 @ 1800 | 275 @ 2400 (2) | 315 @ 2000 (4) | 330 @ 2800 | 380 @ 2800 | 395 @ 3200 |
| Compression Ratio | 8.25:1 | 7.6:1 | 8.0:1 | 8.0:1 | 8.0:1 | 8.4:1 |
| Carburetion | 1 bbl. | 2 bbl. | 2 bbl. | 4 bbl. | 4 bbl. | 4 bbl. |
| Fuel | Regular | Regular | Regular | Regular | Regular | Regular |
| Exhaust System | Single | Single (Dual-Formula) | Single (Dual-Formula) | Dual | Dual | Dual |

(1) Dual exhaust 170 hp @ 4000

(2) Dual exhaust 290 Torque @ 2400

(3) Dual exhaust 190 @ 4000

(4) Dual exhaust 330 @ 2400

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

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