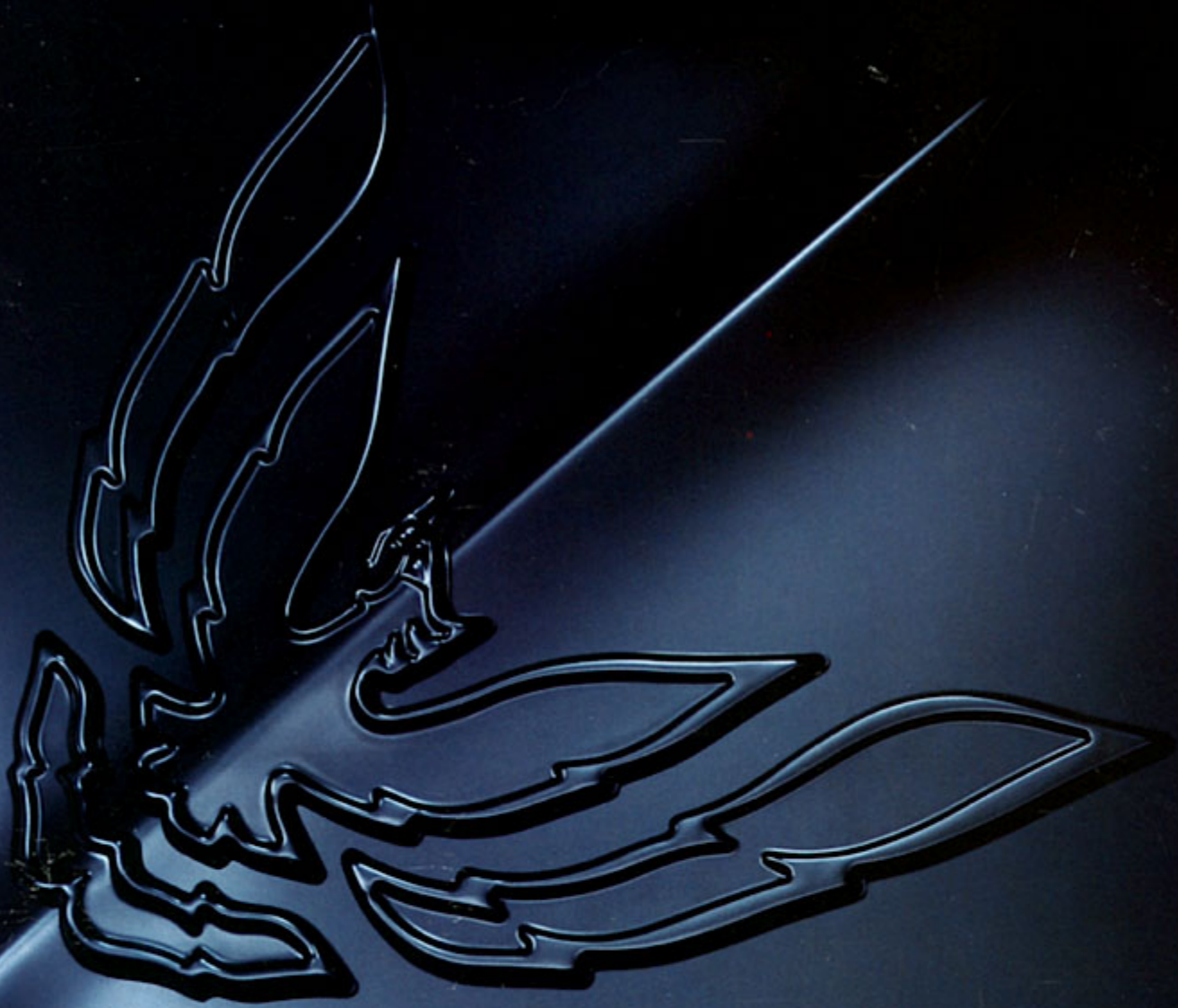


FIREBIRD

97 PONTIAC



STAGE

N
H
R
A



Back 30-some years ago, they called them pony cars (no doubt paying homage to a manufacturer who was just horsing around). They were cute. Kid stuff. Then came Firebird. With a 400-cubic-inch V8. Pavement trembled.

Scare the Neighbors

Children hid behind parents. • As Firebird sticks its 30th candle in the birthday cake, everything and nothing has changed. For 1997, Firebird still sends tremors through the tarmac. But it won't scare the neighbors, just leave them in awe. And wishing the car were theirs. • What Firebird keeps from its

Attitude is Everything

past is attitude. Because attitude is everything. Especially when you back it up with all the technology three decades of engineering advancement can unleash on the asphalt.



From Woodward Avenue to Pomona,
Firebird has always known the meaning

Green Means Go

of green. Green means go, and that's
something Firebirds do well. • Whether
in bone-stock street trim or decked out



for top fuel NHRA competition, Firebird
knows how to perform and has the guts
to prove it. • But Firebird's modern per-
sonality shows a multidimensional
face. No previous generation Firebird
can stop or corner as well. Nor did they
offer the high level of refinement and
sophisticated safety equipment that is

Multidimensional

standard on every model. If those were
the good ol' days, by automotive stan-
dards, these days are better. Enjoy
them now, or forever hold your peace.

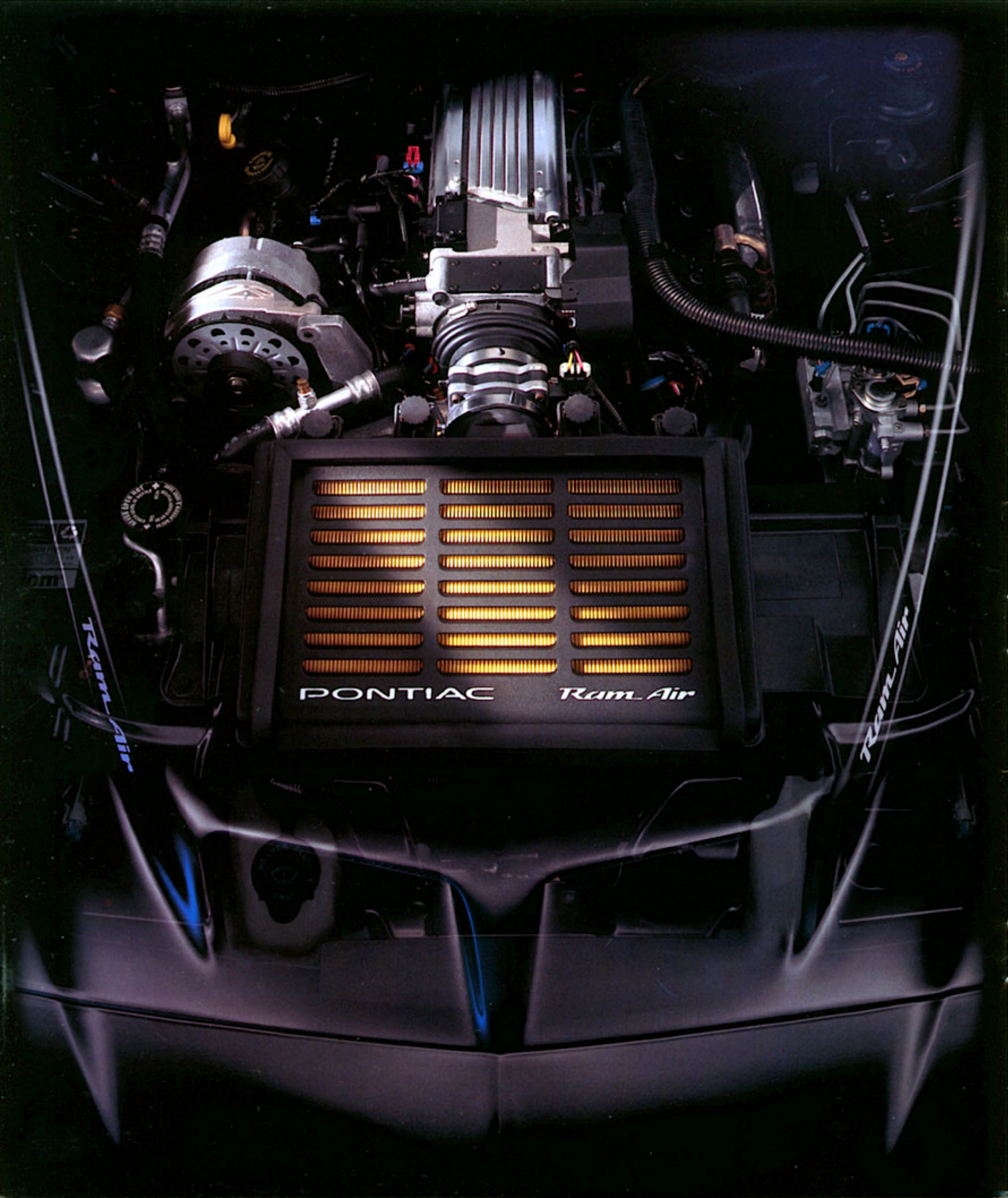


Ram Air





Trans Am in Black with WS6 Performance and Handling Package, 17" high-polished aluminum wheels and available T-tops.



PONTIAC

Ram Air

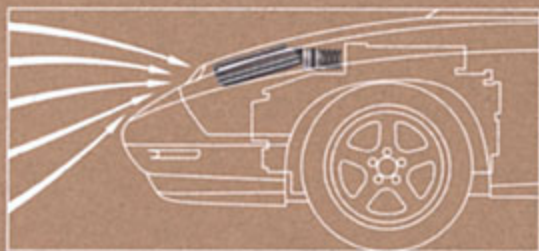
Ram Air

Ram Air

Breathe deeply and say "ahh." The prescription for power is found in Ram Air, a Pontiac tuning tool for better than three decades. • For 1997, Trans Am is

Ram Air Induction

available with Ram Air (known on the option sheet as WS6) – a package whose main attraction is the functional cold-air induction system that's better able to satisfy the 5.7 liter V8's raven-



ous appetite for oxygen. By providing improved airflow, the dynamometer needle moves from 285 horsepower to 305. • A complete performance package, WS6 for coupes also includes special chassis components such as higher rate springs, tighter valved shocks, stiffer bushings and steamroller-sized tires (275/40ZR17) that carry a speed rating high enough to make them legal for racing in the SCCA and IMSA.



Performance: If you have to ask why, don't bother. • For those who know, Trans Am provides the red meat enthusiasts crave. Motor heads will immediately recognize its stiff body structure

If You Have to Ask

provides the basis for its magnetic handling, as well as excellent performance in barrier testing. • With torsional frequency measured at 26 hertz and bending at over 23 hertz, wheels remain in



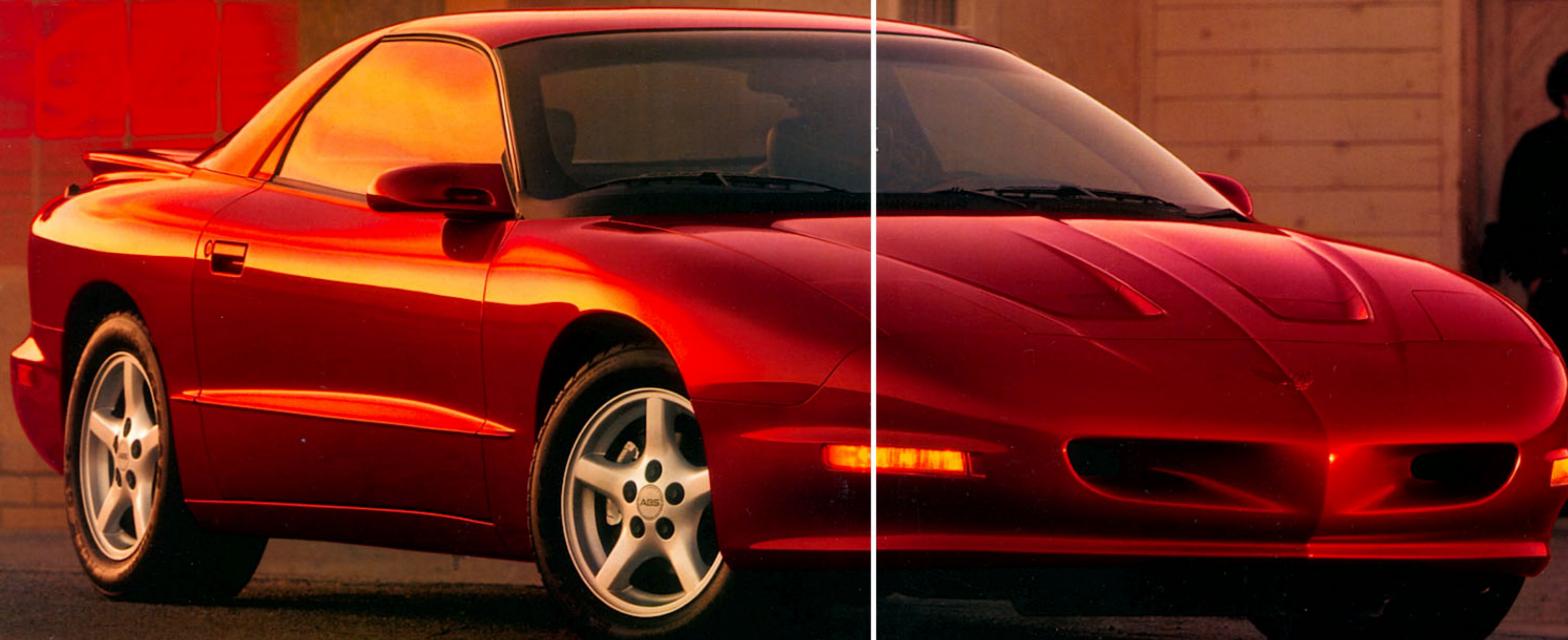
position for maximum grip, body panels stay put for a welcome absence of squeaks, and the overall feeling is one of a supersonic bank vault. • Like it needed to prove itself, Trans Am has on the NHRA, IMSA and IROC circuits.

Vehicle shown with extra-cost options.



**Either
you
get it
or you
don't.**

Formula in Red-Orange Metallic with 5-spoke aluminum wheels.





Understand this: If you have a 285-horsepower V8 under the hood, you'd better have the right equipment surrounding it. • Brakes. Essential for life,

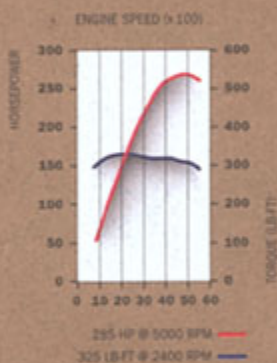


liberty and the pursuit of driving excitement. Formula utilizes large vented discs at each corner, with hydraulics controlled by the quick-acting ABS-VI system. • Both transmissions are available with Traction



Control, an all-speed system that uses both engine power reduction and the ABS to help control wheel slip under power. Why let a little rain or snow curb your excitement? • Pontiac's Formula: The equation works.

When you're looking for the formula of maximum performance, look no further than a compression ratio of 10.4:1, alu-



minum heads with roller followers, sequential-port fuel injection, highly efficient reverse-flow cooling and an optically based ignition system that measures crankshaft position 360 times per revolution. • If you can't get 285 horsepower out of these, go back and check your math. • Directing this power into forward motion are two sophisticated heavy-duty transmissions; standard is the 4L60 automatic with overdrive. For those who like to row the gears, the slick Borg Warner T56 6-speed manual is a no-cost option.





Photo shown includes extra-cost options.



When low operating costs are just as important as low 0-60 times, the V6-powered Firebird is the choice to make. With 200 horse-

No Excuses

power on tap, no excuses are necessary. • Firebird's standard mill displaces 3.8 liters and includes some of the industry's most advanced technology. • Should Firebird's standard, racing-inspired suspension and front disc/rear drum brakes with ABS not be enough, upgrade with the 3800 V6 Performance Package. Feel the difference a few select parts can make: a faster steering gear, limited slip differential, dual outlet exhaust, four-wheel disc brakes and wider tires mounted on 5-spoke cast aluminum wheels. • As on every Firebird, dual front air bags are standard, but still fasten your safety belt every time you turn the key.



Firebird Convertible in Dark Green Metallic with 5-spoke aluminum wheels.



Firebird in Black with 3800 V8 Performance Package.



Trans Am interior shown in Dark Pewter with available leather seating surfaces. Extra-cost options shown.

The first rule of success is to equip yourself with the proper tools. This axiom not only applies to business, but to automobiles as well. • Firebird provides drivers with what's needed for command of the road. • Instrumentation features large analog performance gauges with straightforward white-on-black markings. At night, instruments radiate a warm red glow that helps cut glare and improve

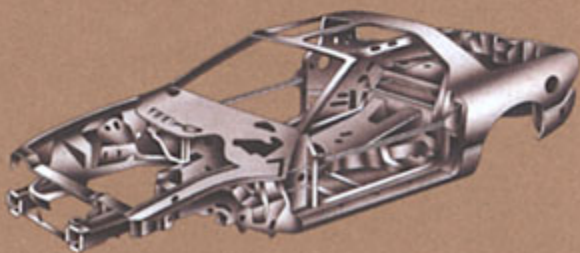
Straightforward Control

visibility. Many controls are also backlit for easy use, no matter what the lighting conditions. • Additional standards include the Tilt-Wheel adjustable steering column, PASS-Key II theft-deterrent system, Delco 2001 Series AM/FM stereo with cassette and graphic equalizer, folding rear seatback and electric hatch release. Even more is standard on convertibles, such as automatic power door locks, power windows and cruise control.

To fully understand Firebird, look beyond its shape and performance. At its core, you'll find a structure that

Designed to Protect

helps protect those inside with front and rear crumple zones. These work to absorb some of the energy generated



in a collision before it reaches the passenger compartment. • Beyond Firebird's safety cage are specific standard and available features that help drivers avoid collisions: anti-lock brakes, all-speed Traction Control, 2nd-Gear Start, all-season tires. And help protect occupants: dual front air bags, (always wear safety belts, even with air bags), 3-point safety belts in all positions, energy-absorbing instrument panel. • Firebird: Look good. Have fun. Be safe.

All about Firebird

PONTIAC CARES



Pontiac backs every 1997 Firebird with the following services:

	Firebird		Formula		Trans Am	
	Coupe	Conv.	Coupe	Conv.	Coupe	Conv.
Extensive 3-year/36,000-mile bumper-to-bumper limited warranty	S	S	S	S	S	S
24-hour Roadside Assistance that provides in an emergency:						
Free lockout assistance	S	S	S	S	S	S
Free dead battery assistance	S	S	S	S	S	S
Free out-of-fuel assistance	S	S	S	S	S	S
Free flat-tire change	S	S	S	S	S	S
Free towing for warranty repairs	S	S	S	S	S	S
Courtesy Transportation	S	S	S	S	S	S

EXTERIOR FEATURES

3800 V6 Performance Package: Includes limited slip differential, four-wheel disc brakes, dual exhaust, P235/55R16 tires, and 3.42 axle ratio (available with automatic transmission only)	A	A	-	-	-	-
W68 Sport Appearance Package: Includes specific aero appearance, fog lamps and dual outlet exhaust	A	A	-	-	-	-
WS6 Performance and Handling Package: Includes Ram Air Induction System; specifically tuned suspension; specific dual outlet polished exhaust; and specific 17" aluminum high-polished 5-spoke wheels and P275/40ZR17 speed-rated tires	-	-	A	-	A	-
Ram Air Performance Package: Includes Ram Air Induction System; specific dual outlet polished exhaust; 16" chrome wheels and P245/50ZR16 speed-rated tires (QLC)	-	-	-	A	-	A
1LE Performance Package: Includes P275/40ZR17 speed-rated tires (QFK), 6-speed manual transmission (MNG) (automatic transmission may not be ordered), WS6 Performance and Handling Package, specifically tuned suspension, specific 17" aluminum high-polished wheels, specific dual outlet exhaust, stiffer front and rear control arm bushings and Koni™ double adjustable shock absorbers. The following is the only optional equipment that may be ordered with this package: electric rear window defogger (C49) and front license plate bracket (VK3)	-	-	A	-	-	-
Antenna: Fixed mast (black)	S	S	S	S	S	-
Power	A	A	A	A	A	S
Fog lamps	A	A	-	-	S	S
Hatch roof with sunshade, removable, locking	A	-	A	-	A	-
Mirrors: Sport, LH remote, RH manual	S	-	S	-	-	-
Sport, LH and RH power remote with blue glass (requires power windows and door locks)	A	S	A	S	S	S
Moldings, bodyside, body color	S	S	S	S	S	S
Spoiler: Rear deck lid	S	S	S	S	-	S
Uplevel spoiler	-	-	-	-	S	-
Tires (steel-belted radial):						
P215/60R16 touring (QEA)	S	S	-	-	-	-
P235/55R16 touring (QCB)	A	A	S	S	S	-
P245/50ZR16 high performance (QLC)	-	-	A	A	A	A
P245/50ZR16 all-weather performance, speed-rated (QFZ)	-	-	A	A	A	S
P275/40ZR17 speed-rated (available with WS6 Performance and Handling Package only)	-	-	A	-	A	-

Exterior Features (continued)	Firebird		Formula		Trans Am	
	Coupe	Conv.	Coupe	Conv.	Coupe	Conv.
Wheels:						
A Bright Silver 16" x 8" Sport 5-spoke, cast aluminum	S	S	S	S	S	S
B Bright Chrome 16" x 8" Sport 5-spoke, cast aluminum	A	A	A	A	A	A
C High-Polished 17" x 8" 5-spoke, cast aluminum (available with WS6 Performance and Handling Package only)	-	-	A	-	A	-



A



B



C

INTERIOR FEATURES

Air bags/safety belts: Driver and front passenger*	S	S	S	S	S	S
Rear-seat lap and shoulder, all outboard positions	S	S	S	S	S	S
Air conditioning	S	S	S	S	S	S
Console, full-length	S	S	S	S	S	S
Cruise control	A	S	A	S	S	S
Defogger: Electric rear window	A	S	A	S	S	S
Side window	S	S	S	S	S	S
Door locks, power, automatic	A	S	A	S	S	S
Fabric: Cartagena cloth	S	S	S	S	S	S
Prado leather seating areas with perforated inserts	A	A	A	A	A	A
Hatch release, remote	S	S	S	S	S	S
Instrumentation: Performance-style analog speedometer, odometer, tachometer, coolant temperature, oil pressure indicator, voltmeter and trip odometer	S	S	S	S	S	S
Mats, carpeted front and rear floor	S	S	S	S	S	S
Mirrors, day/night rearview with reading lamps	S	S	S	S	S	S
Power windows with driver's "express-down" feature (requires power mirrors and power door locks)	A	S	A	S	S	S
Radios: Delco 2001 Series ETR AM/FM stereo with cassette, 7-band graphic equalizer, clock, touch control, seek up/down, search and replay, Delco TheftLock, remote CD pre-wiring and 4-speaker coaxial sound system (W52), 6-speaker coaxial sound system on convertibles (W59)	S	S	S	S	S	S
Delco 2001 Series ETR AM/FM stereo with compact disc player, 7-band graphic equalizer, clock, touch control, seek up/down, search and replay, Delco TheftLock and 4-speaker coaxial sound system (W53), 6-speaker coaxial sound system on convertibles (W73)	A	A	A	A	A	A
Delco 2001 Series ETR AM/FM stereo with auto-reverse cassette, 7-band graphic equalizer, clock, touch control, seek up/down, search and replay, Delco TheftLock, and 500-watt peak power "Monsoon™" sound system. Hi-Performance 10-speaker system. Includes remote CD pre-wiring. Requires power windows and door locks (W54)	A	-	A	-	A	-
Delco 2001 Series ETR AM/FM stereo with compact disc player, 7-band graphic equalizer, clock, touch control, seek up/down, search and replay, Delco TheftLock, and 500-watt peak power "Monsoon™" sound system. Hi-Performance 10-speaker system. Requires power windows and door locks (W55)	A	-	A	-	A	-
Remote keyless entry (requires power windows, power door locks and power mirrors)	A	A	A	A	A	S
Audible content theft-deterrent (requires remote keyless entry)	A	A	A	A	A	A
Seats: Reclining front bucket, folding rear	S	S	S	S	S	S
Leather seating areas (requires Hi-Performance Speaker System)	A	A	A	A	A	A

Interior Features (continued)	Firebird		Formula		Trans Am	
	Coupe	Conv.	Coupe	Conv.	Coupe	Conv.
4-way manual front, driver	S	S	S	S	S	S
2-way manual front, passenger	A	A	A	A	A	A
6-way power front, driver	S	S	S	S	-	-
Steering wheel: Four-spoke	-	-	-	-	S	-
Leather-wrapped	A	A	A	A	A	S
Leather-wrapped with radio controls	S	S	S	S	S	S
Tilt Wheel adjustable steering column	S	S	S	S	S	S
Theft deterrent system, PASS-Key II	S	S	S	S	S	S

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

MECHANICAL

Brakes: Anti-lock braking system (ABS), 4-wheel	S	S	S	S	S	S
Power front disc/rear drum	S	S	-	-	-	-
Power 4-wheel disc	A	A	S	S	S	S
Brake/transmission shift interlock safety feature (with automatic transmission)	S	S	S	S	S	S
California/Massachusetts/New York emissions requirements	A	A	A	A	A	A
Engines: 3.8 liter 3800 V6 with sequential-port fuel injection	S	S	-	-	-	-
5.7 liter V8 with sequential-port fuel injection	-	-	S	S	S	S
Rear axle, performance ratio, includes 3.23 axle ratio (available on Formula and Trans Am with automatic transmission only and requires QLC, QFZ or QFK tires)	-	-	A	A	A	A
Steering, power rack and pinion	S	S	S	S	S	S
Suspension: Short/long arm front, torque arm/track bar rear	S	S	S	S	S	S
Traction Control (requires P245/50ZR16 all-weather or P235/55R16 touring tires) (Not available with WS6 Performance and Handling Package on coupe models)	-	-	A	A	A	A
Transmissions: 5-speed manual	S	S	-	-	-	-
6-speed manual	-	-	A	A	A	A
4-speed automatic	A	A	S	S	S	S
Driver transmission select switch included with automatic transmissions only and features "normal" and 2nd-Gear-Start modes	A	A	-	-	-	-

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

OPTION GROUPS

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

RPO

AU3 Power door locks with retained accessory power	■	■	■	■	■	■	S	S
A31 Power windows	■	■	■	■	■	■	S	S
K34 Cruise control	■	■	■	■	■	■	S	S
DG7 Mirrors, Sport LH and RH power, blue tint	■	■	■	■	■	■	S	S
C49 Defogger, electric rear window	■	S	S	■	S	S	S	S
AU0 Remote keyless entry with illuminated entry (requires power windows, power door locks and power mirrors)			■			■		S
U75 Power antenna			■			■		S
UK3 Steering wheel radio controls with Leather Appointment Group			■			■		S
W53 Radio, ETR AM/FM stereo with compact disc player and graphic equalizer	■			■	S	S	S	S
MX0 4-speed automatic transmission	■			S	■	S	S	S

SPECIFICATIONS

Engine/drive	Front engine, rear-wheel drive
Curb weight	3,267 to 3,643 lbs.
Fuel tank capacity	15.5 gallons

ENGINES

	3.8 liter 3800 SFI V6	5.7 liter SFI V8
Firebird	S	-
Formula/Trans Am	-	S
Horsepower	200 @ 5,200 rpm	285 @ 5,000 rpm*
Torque	225 ft-lbs @ 4,000 rpm	325 ft-lbs @ 2,400 rpm
5-speed manual	S	-
6-speed manual	-	A
4-speed automatic	A	S

* 305 horsepower with WS6 Performance and Handling Package/Ram Air Performance Package.

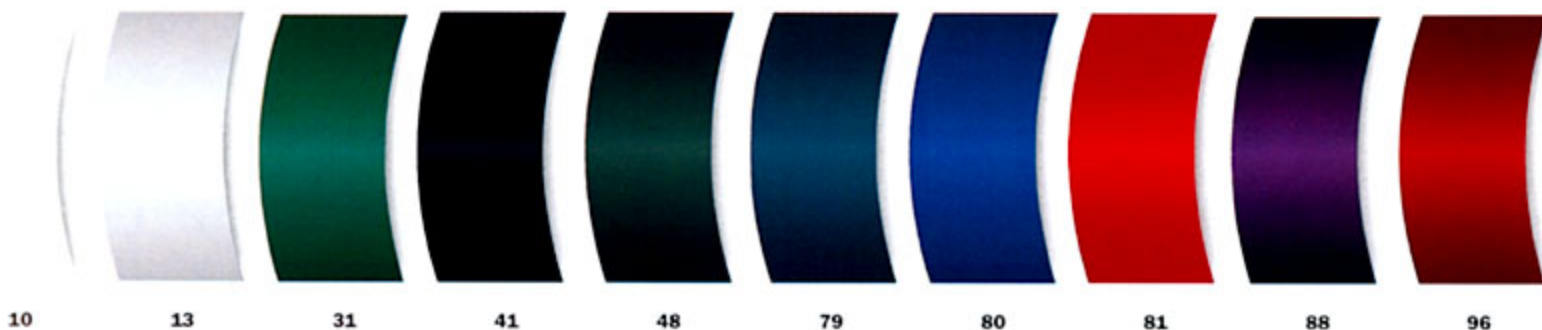
DIMENSIONS

		Firebird/Formula	Trans Am
Interior	Headroom, f/r	37.2/35.3*	37.2/35.3*
	Legroom, f/r	43.0/28.9*	43.0/28.9*
	Shoulder room, f/r	57.4/55.8*	57.4/55.8*
	Hip room, f/r	52.8/44.4*	52.8/44.4*
	Cargo w/ rear seat up	12.9 cu. ft.	12.9 cu. ft.
Exterior	Cargo w/ rear seat down	33.7 cu. ft.	33.7 cu. ft.
	Wheelbase	101.1"	101.1"
	Overall length	195.6"	197.0"
	Width	74.5"	74.5"
	Overall height	52.0"	51.7"
	Tread, f/r	60.7/60.6"	60.7/60.6"

EXTERIOR COLORS

10 Bright White	79 Blue-Green Chameleon
13 Bright Silver Metallic	80 Bright Blue Metallic
31 Bright Green Metallic	81 Bright Red
41 Black	88 Bright Purple Metallic (midyear availability)
48 Dark Green Metallic	96 Red-Orange Metallic

These simulated body panels represent the range of exterior colors available on new Firebirds for 1997.



Firebird Occupant Protection and Crash

Avoidance Features

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

Occupant Protection

- ▶ Manual lap/shoulder safety belts for all outboard positions.
- ▶ Driver and front passenger air bags.
- ▶ Automatic power door locks (standard on convertible and Trans Am models, available on all others).
- ▶ Illuminated entry (available with remote keyless entry).
- ▶ Energy-absorbing steering column.
- ▶ Energy-absorbing instrument panel.
- ▶ Folding front seatback locks, inertia type/manual, two-door models.
- ▶ 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.
- ▶ Brake/transmission shift interlock.
- ▶ Available Traction Control and 2nd-Gear Start.
- ▶ 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.
- ▶ Theft-deterrent steering column lock.
- ▶ Theft-deterrent key locking system.
- ▶ PASS-Key II theft-deterrent system.
- ▶ Remote inside hood release.
- ▶ Available audible 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:

Firebird 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 these bulletins too. Ask your dealer. To obtain ordering information, call toll-free 1-800-551-4123.

The Assembly of Firebird:

Firebird is assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Firebird 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 Firebirds with different or differently sourced components than originally scheduled. All such components have been approved for use in Firebirds 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:

Firebird'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:

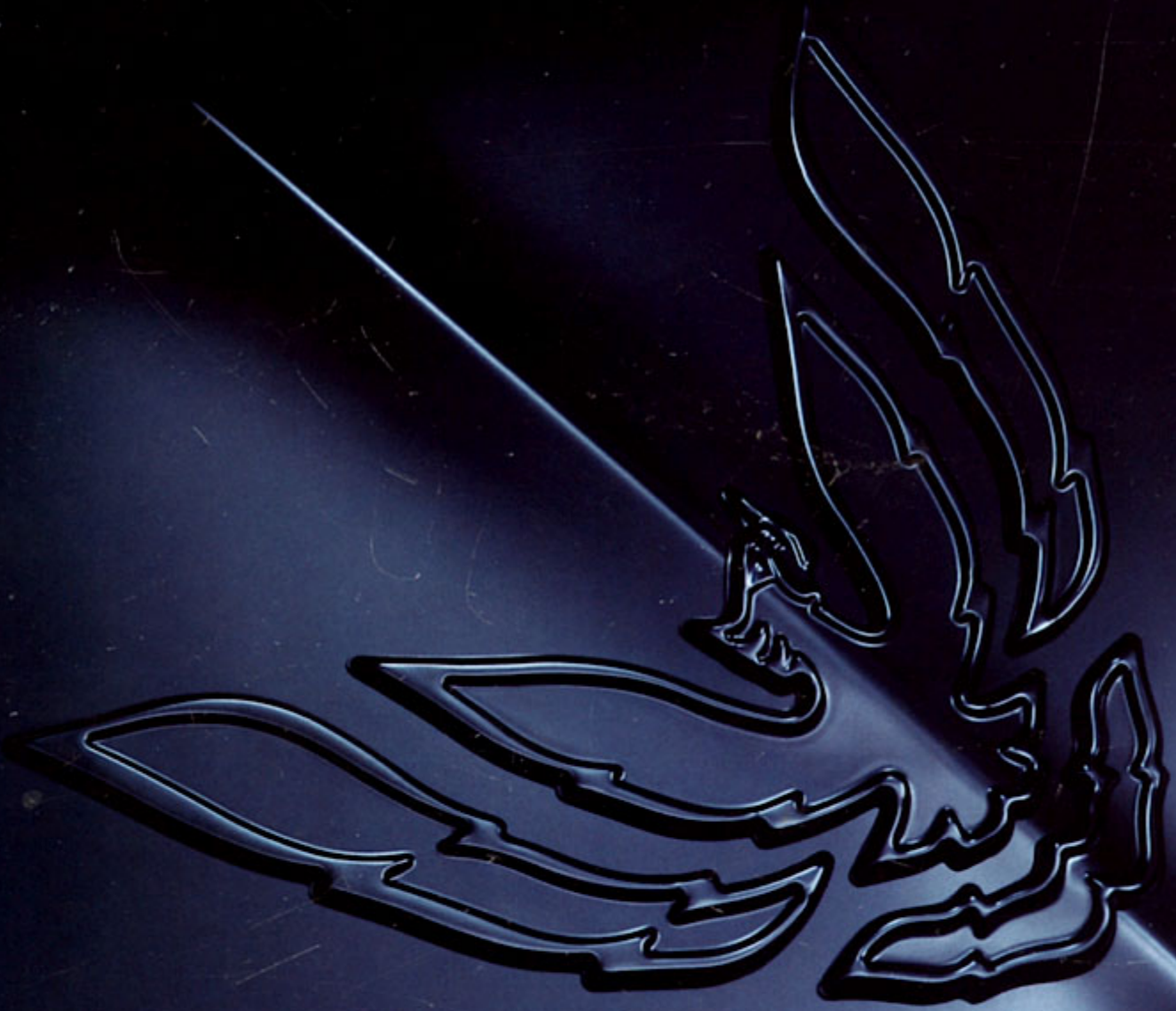
Firebird is designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for 6 years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended.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

PONTIAC, THE PONTIAC EMBLEM, GENERAL MOTORS, THE GM EMBLEM, ETR, WE ARE DRIVING EXCITEMENT and FIREBIRD are registered trademarks and WS6 is a trademark of the General Motors Corporation. PASS-Key, TheftLock and Monsoon are registered trademarks of the Delco Electronics Corporation.



ALWAYS WEAR SAFETY BELTS, EVEN IN VEHICLES EQUIPPED WITH AIR BAGS. © 1996 GENERAL MOTORS CORPORATION

ALL RIGHTS RESERVED. LITHO IN U.S.A.



PONTIAC
WE ARE DRIVING EXCITEMENT