

**The beginning of tomorrow.**



**Pontiac's all-new Firebirds.**

- 1. The Basic Firebird.**
- 2. The Firebird Esprit.**
- 3. The Firebird Formula 400.**
- 4. The Firebird Trans Am.**

Four separate and distinct automobiles. Each is endowed with its own personality. Each offers its own special set of advantages. Each makes its own special contribution to the future of driving.

But for all their individuality, there is something they all share. Call it honesty. Or practicality. Or any one of a hundred words. What it amounts to is a new approach to building the American automobile. An approach that stresses function over decoration. An approach that stresses the beauty of practicality and simplicity.

It came about simply because we take the fun of driving seriously.



## 1. The Basic Firebird.

Economy is what the basic Firebird is all about. But the beauty of the car is that the same economy that keeps its price down, also makes it a better sports car. That kind of beauty isn't easily accomplished. Even for Pontiac. But remember, we promised the beginning of tomorrow. And it starts here.





No stamped-on styling for Firebird. The lines are so clean, there isn't even a plain old outside radio antenna to get in the way. (It's in the windshield.)

That goes to show you what experts can do with the way economy looks. The significant achievement, however, is that our experts were able to put those looks to work.

Take the Endura front bumper for instance. It not only looks better... it is better. Because it's a hard rubber-like material that resists dings, pings and dents. And it won't rust, either.

The longer, sleeker doors enabled us to eliminate the rear quarter windows. So one long window covers the entire side area. This reduces noise and makes getting in and out of the rear seat a whole lot easier. That's pretty amazing in itself.

The taillights, too. Nice looking. But we spent considerable time and effort developing them to do a better job. So they produce an even, intense light free of "hot spots."

Too many people still cling to the notion that the inside of a sports car—especially a low-budget sports car—is a wind-in-the-face, knees-in-the-chest, pain-in-the-neck. Things will change. And this car will have a lot to do with it.

We took a long hard look at the problem of noise. And then turned the

interior panel of the roof into a remarkably effective accoustical ceiling, by making the inner panel one solid piece and filling it with thousands of holes.

We also cut out a lot of noise by molding several body panels in the rear-seat area into one large panel. And by reducing the number of bolt-holes under the floor.

There used to be a lot of muttering about rear seats in sports cars. Three has always been a crowd. We decided it was better to make two people comfortable than to squeeze in three. So we put two bucket-type seats in the back.

Funny, that move ended up solving a rear-suspension problem. The space between the seats enabled us to increase the height of the drive tunnel, giving the suspension more room for vertical travel. This cushions the ride without sacrificing cornering ability. (Of course, it helps that there's a new front stabilizer bar to assist with the cornering chores.)

We weren't about to sink all that hard work with just any instrument panel. So we covered the panel face with a rich wood-grain vinyl. And we included handy toggle switches for the accessories.

But the clincher is the supreme common sense with which we designed the instrument panel as a whole.

The gauges are utter simplicity. Every switch and control is right *there* when you need it. And we engineered the panel so that any bulb in the instrument cluster can be replaced in 60 seconds. Usually less. Without your lying on the floor.

By now, you should have a pretty good idea of how we tackled everything else in the car. Using common sense to make Firebird work better, so we could keep the price down.

How far down that price stays is pretty much up to you. The standard 250-cubic-inch engine comes with a 3-speed manual transmission.

The standard brakes are manual front discs and rear drums.

Other standard equipment includes a pair of large-diameter, high-intensity single headlamps, long-wearing bias-belted tires, a front stabilizer bar and a stance that's wider this year. A wider Wide-Track. More than enough sports car look and feel to satisfy most people.

The rest might want to order a 350-cubic-inch, 255-hp V-8. With a wide-ratio, Hurst-shifted 4-speed. A vinyl-covered console. Variable-ratio power steering. Sports-styled mirrors. And any number of other adventurous options available.

Whether you add anything or not, you'll have a head start on tomorrow.

Because the things that make the basic Firebird such a revolutionary American car are all there to begin with.

#### WEIGHTS & MEASURES

Overall Length	191.6"	
Overall Width	73.4"	
Overall Height	50.4"	
Wheelbase	108.0"	
Front Track	61.3"	
Rear Track	60.0"	
Est. Curb Weight (Lbs.)	3276	
	STANDARD	AVAILABLE
Engine Size (Cu.-In.)	250	350
Engine Type	Inline 6 OHV	V-8 OHV
Bore & Stroke (inches)	3.875 x 3.53	3.875 x 3.75
Horsepower	155 @ 4200	255 @ 4600
Torque (Lb.-Ft.)	235 @ 1600	355 @ 2800
Compression Ratio	8.5:1	8.8:1
Oil Capacity (Less Filter)	4 quarts	5 quarts
Camshaft Duration		
Degrees— Intake	244	269
Exhaust	244	277
Overlap	33.5	47
Camshaft Lift @		
Zero Lash— Intake	.388	.376 @ .011
Exhaust	.388	.412 @ .011
Valve Head		
Diameter— Intake	1.72	1.86
Exhaust	1.50	1.66
Carburetor Bore		
Diameter— Primary	1.69 (1-89L)	1.69 (2-89L)
Secondary	—	—
Spring Rates, (Lbs./In.)		
Deflection— Front	300	300
Rear	89	89
Stabilizer Bar (Front)	.936	.936
Tire Size (Rim Width)	E78-14 (6")	F78 or F78-14 (7")
Auto Ratios (Std. Engine)		
Manual Transmissions	3.08:1*	3.36:1*
Automatic	3.08:1*	2.73:1, 3.36:1*
Turbo Hydro-matic	3.08:1*	2.73:1, 3.36:1*

\*—Air conditioning not available.  
 †—Same ratios with air conditioning.



Exclusive soft-rimmed Formula wheel is available.



Vinyl-covered buckets are part of the deal.



Two bucket-type rear seats instead of one bench.

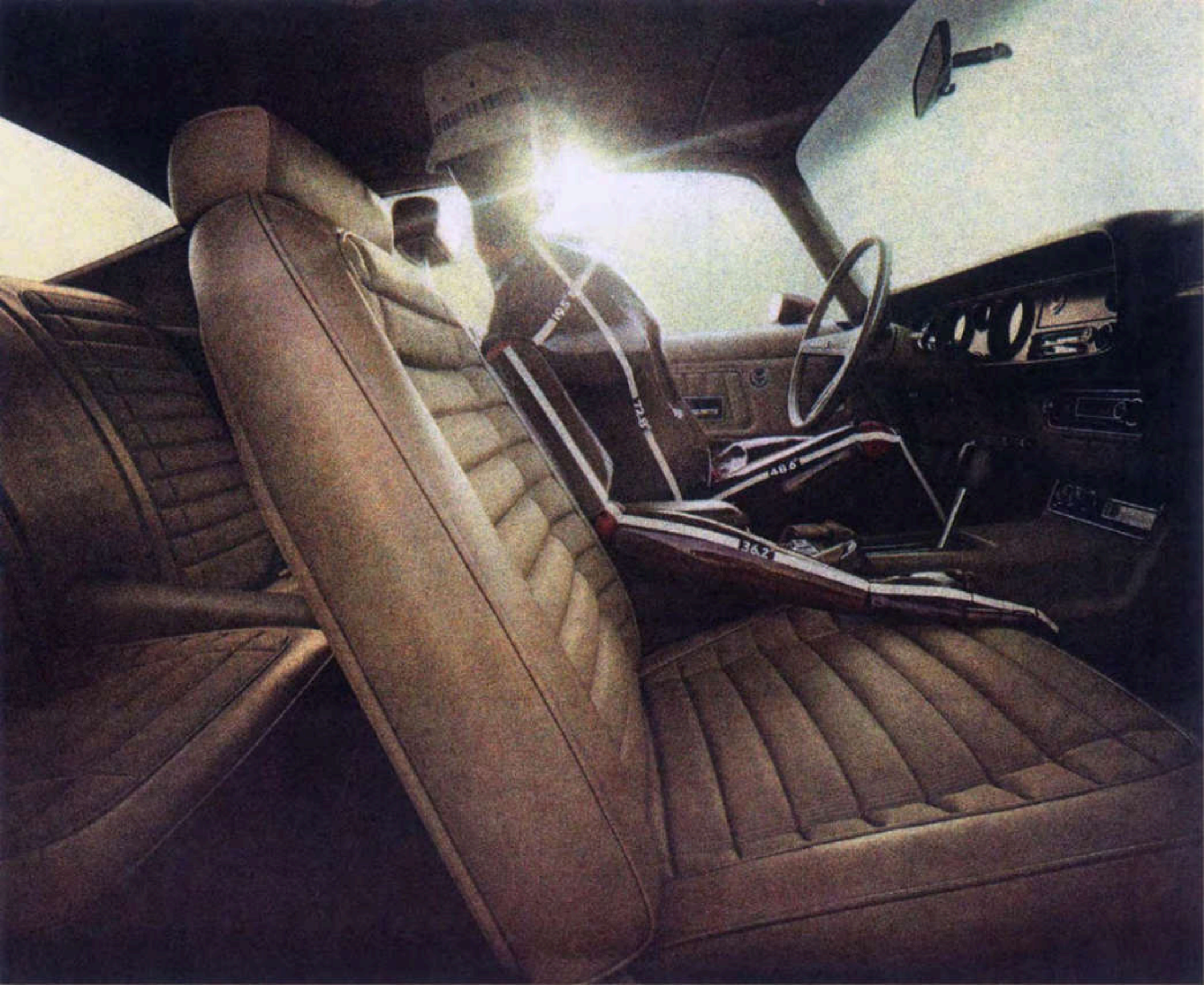


New longer doors have handy storage pockets.



## 2. The Firebird Esprit.

We've taken a great sports car. Made it luxurious. And managed to make it an even greater sports car in the process. Because we never let "luxury" get in the way of sport. We've stuck to the idea that how Esprit works is as important as how beautiful it looks. And feels. So you won't find anything frivolous or wasteful about Esprit's kind of luxury. Which is what makes Esprit tomorrow's kind of luxury sports car.



An honest luxury sports car should consist of a lot more than foam, chrome and gadgetry. So we took some basic measures.

Like a new method for constructing Firebird seats. Under the old method, a set of springs was tied together, padded with cloth and covered with a separate foam cushion.

We molded everything into one integral unit. So the wires are completely surrounded by foam padding.

The result is a seat that's much more uniformly comfortable. And because it's one solid and durable unit, it will stay more uniformly comfortable for the life of the car.

Esprit's upholstery is something special, too. Something called "knit vinyl." Since it "breathes," it doesn't feel hot and cold the way regular vinyl does. Cloth and vinyl is also available.

Esprit, like all Firebirds, seats four. But the driver's seat got most of our attention. Simply because this is where all the action takes place in a sports car, luxury or otherwise.

The instrument panel really looks like wood. And it was designed so that every switch and control is right at the driver's fingertips.

The available vinyl-covered console has two roomy storage compart-

ments. The rear one is a glove compartment that opens, appropriately enough, toward the driver.

There's no groping for the shifter. It's positioned so that it seems to find your hand.

Same goes for the recessed, pull-type door handles. Below which are handy storage pockets built into each door.

The upper-level ventilation system is more comfortable this year because it moves more air.

Even the steering wheel adds comfort. It's covered with soft, squeezeable vinyl.

And there's a lot more comfort you can order. Variable-ratio power steering. Air conditioning. An exclusive new 14" Formula steering wheel with a very heavily padded rim. Power front disc brakes (manual front discs are standard).

Outside, Esprit shows the same attention to detail. Thin silvery strips of chrome along the roof edge. And around the twin scoop-like openings of the grille, as well as the wheel wells. The rocker panel moldings are cleanly executed. There's a distinctive wheel trim and Esprit nameplates.

There's nothing impractical about making concealed windshield wipers

standard. So we did.

And those two outside mirrors are functional indeed. Because they're aerodynamically styled and endowed with a very broad field of view. Something more than good looks is going on here.

But that typifies the kind of "luxury" you'll find on Esprit. The standard engine is a special 350-cubic-inch V-8 that develops 255 hp and 355 lb.-ft. of torque.

The standard transmission is a floor-mounted, fully synchronized 3-speed.

And the standard suspension is a beautifully engineered blend of performance and comfort. It boasts a new front stabilizer bar to keep Esprit from leaning through corners. Which means the springs and shocks could be kept softer and more comfortable.

That, plus the increased suspension travel made possible by the rear seats, results in a ride you just don't expect from a tough-in-the-corners sports car.

In short, it looks like Firebird Esprit is going to change a lot of ideas about what a luxury sports car should be. But we kind of had to expect that. Because with Esprit, tomorrow begins today.

#### WEIGHTS & MEASURES

Overall Length	191.6"	
Overall Width	73.4"	
Overall Height	56.4"	
Wheelbase	108.0"	
Front Track	61.3"	
Rear Track	60.0"	
Est. Curb Weight (Lbs.)	2510	
	STANDARD	AVAILABLE
Engine Size (Cu.-In.)	350	400
Engine Type	V-8 OHV	V-8 OHV
Bore & Stroke (Inches)	3.875 x 3.75	4.12 x 3.75
Horsepower	255 @ 4800	265 @ 4800
Torque (Lb.-Ft.)	355 @ 2900	397 @ 2400
Compression Ratio	8.8:1	8.8:1
Oil Capacity (Less Filter)	5 quarts	5 quarts
Cams/Shaft Duration, Degrees—		
Intake	260	260
Exhaust	277	277
Overlap	47	47
Cams/Shaft Lift @		
Zero Lash—Intake	.378 @ .011	.378 @ .011
Exhaust	.412 @ .011	.412 @ .011
Valve Head Diameter—		
Intake	1.86	1.86
Exhaust	1.86	1.86
Carburetor Bars		
Diameter—Primary	1.59 (2-BBL)	1.59 (2-BBL)
Secondary	--	--
Spring Rates, (Lbs./In.)		
Deflection—Front	300	300
Rear	89	103
Stabilizer Bar (Front)	.938	.938
Tire Size (Rim Width)	E78-14 (6")	F78 or F70-14 (7")
Axle Ratios (Std. Engine)		
Manual Transmissions	3.36:1 <sup>a</sup>	N.A.
Automatic	2.73:1, 3.36:1 <sup>a</sup>	N.A.
Turbo Hydra-matic	2.73:1, 3.36:1 <sup>a</sup>	3.07:1

<sup>a</sup>—Some ratios with air conditioning.



A new soft-vinyl console is available.



Tactful external trim sets Esprit apart.



Esprit's new 15/16" front stabilizer bar.

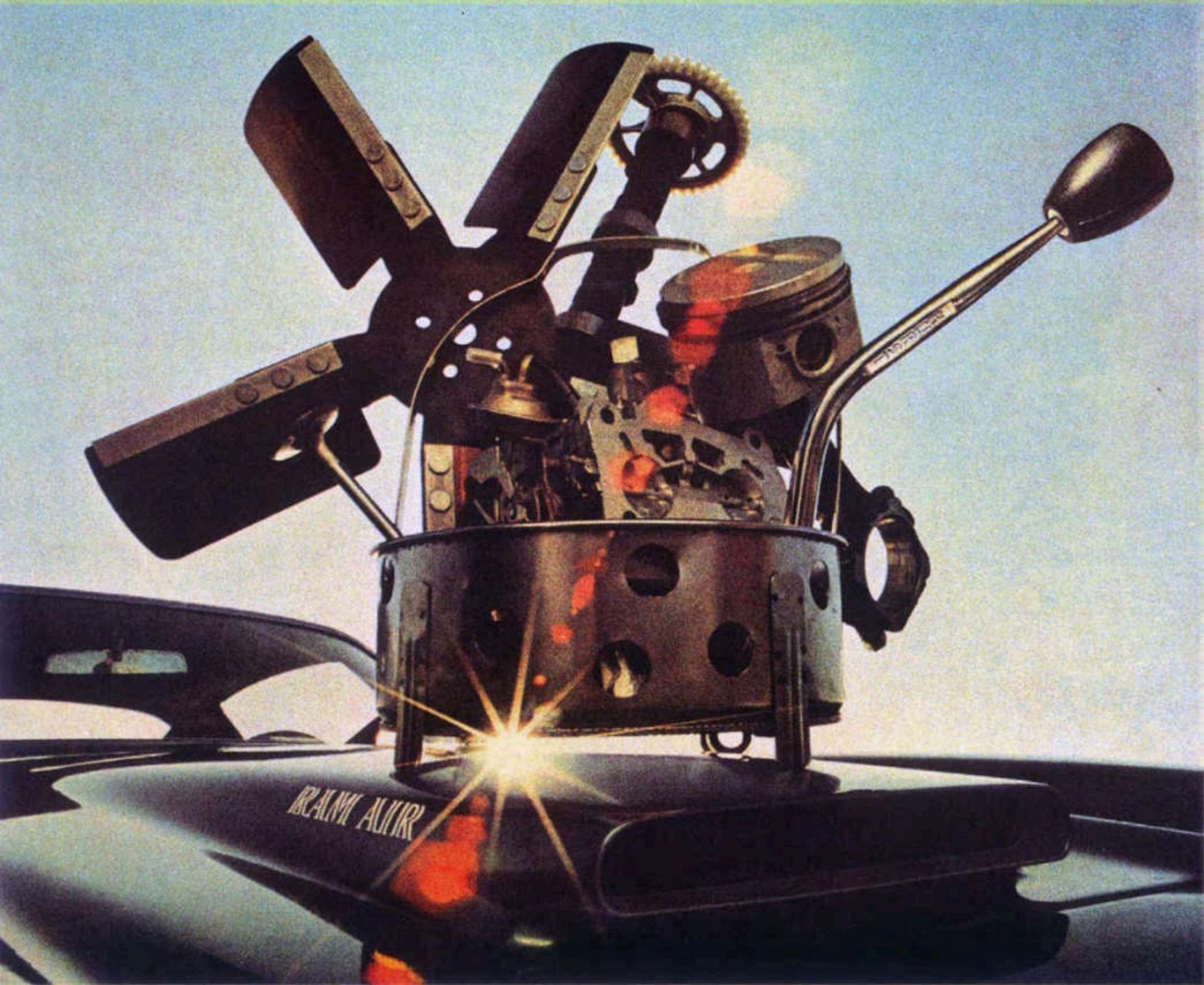


A pair of sports-type mirrors is standard.



### **3. The Firebird Formula 400.**

Formula 400 is a special breed of road car. What makes it special is the genuine practicality of its design . . . the appropriateness of its equipment . . . and the totality with which it performs. Formula 400 is a step apart. A step ahead. Which is why we rightfully declare it to be tomorrow's breed of road car.



RACINE AIR

Anybody can tell you that a road car needs a big engine under the hood. So Formula 400 has a 400-cubic-inch, 330-hp V-8 with 4-barrel carburetion. It turns out 430 lb.-ft. of torque at 3000 rpm. A heavy-duty, floor-mounted, Hurst-shifted 3-speed transmission is standard. A Hurst-shifted 4-speed is also available.

The fact is, however, that anybody can drop a power team like that into any car. What counts is what we did to make it efficient.

Take the simple matter of breathing. An engine that breathes better can work harder with less strain. So the air cleaner on our 400 V-8 has two snorkles instead of one.

Should you decide to order our 400 Ram Air V-8, you'll get another lesson on breathing. The scoops on that fiberglass hood are in a high-pressure area. So when the car is moving, cold air is literally rammed into the carburetor.

In keeping with the efficiency philosophy, Formula 400's 5-blade flex fan flattens out at high fan rpm to reduce drag on the engine. And the low-restriction dual exhaust removes gasses from the combustion cham-

bers quickly to make way for incoming combustibles.

Our basic Firebird and our Esprit can boast of a big-car ride. Formula 400 doesn't have it quite as soft. But what with the rear-seat configuration, the raised drive line tunnel and the resulting room for increased suspension travel, the ride's a whole lot smoother than what you're used to in a sports car.

And we didn't give up one iota of handling and cornering to get that ride.

Not one iota. In fact, handling and cornering are improved. Formula 400 has stabilizer bars front and rear (1-1/8" and 5/8" respectively). Special high-rate springs and a special wind-up control for the rear axle. Road-hugging F70—14 bias-belted tires. Front disc brakes. (A power assist is available.) And, of course, Pontiac's well-known Wide-Track.

We make variable-ratio power steering available, too. The steering gets faster the farther you turn the wheel. Ratio—16.0:1 to 12.1:1.

It should be obvious by now that Formula 400's styling is almost stark. No elaborate decoration. This auto-

mobile is all-business outside.

And inside. The instrument panel is most functional. If you order the gauge package (not a bad idea for a car of this sort), here's what you'll find staring back at you. A tachometer that red-lines straight up. A speedometer and oil and water gauges squarely in front of you. A fuel gauge and voltmeter off to one side.

Makes sense doesn't it?

So does the console you can order. It blends into the instrument panel, is covered with soft vinyl, has storage compartments and provides a place to hang seat belts when the car's bedded down for the night.

There's one piece of equipment you can order that we really can't explain in terms of function. The padded, vinyl-covered Formula steering wheel. It actually doesn't perform any better than our standard wheel. But our hats are off to anyone who can see it, grip it and not buy it.

Think of it this way. If Pontiac went to all the trouble to bring out tomorrow's road car so you can buy it a few years early, what's the harm in spending a few extra dollars to complete your image?

#### WEIGHTS & MEASURES

Overall Length	101.8"	
Overall Width	73.4"	
Overall Height	50.4"	
Wheelbase	109.0"	
Front Track	61.8"	
Rear Track	60.3"	
Est. Curb Weight (Lbs.)	3585	
	STANDARD	AVAILABLE
Engine Size (Cu.-In.)	400	400
Engine Type	V-8 OHV Premium fuel	V-8 OHV Premium fuel
Bore & Stroke (Inches)	4.12 x 3.75	4.12 x 3.75
Horsepower	330 @ 4000	345 @ 5000
Torque (Lb.-ft.)	430 @ 3000	430 @ 3400
Compression Ratio	10.25:1	10.5:1
Oil Capacity (Less Filter)	5 quarts	5 quarts
Camshaft Duration, Degrees—		
Intake	273	288
Exhaust	289	302
Overlap	54	63
Camshaft Lift @ Zero Lash—		
Intake	.410 @ .011	.414 @ .011
Exhaust	.413 @ .011	.413 @ .011
Valve Head Diameter—		
Intake	2.11	2.11
Exhaust	1.77	1.77
Carburetor Bore Diameter—		
Primary	1.38	1.38
Secondary	2.25	2.25
Spring Rates (Lbs./In.)		
Deflection—Front	300	300
Rear	103	103
Stabilizer Bar—		
Front	1.125	1.125
Rear	.620	.620
Tire Size (Rim Width)	F70-14 (7")	F60-15 (7")
Axle Ratios (Std. Engine)		
Manual Transmissions	3.55:1, 3.73:1 <sup>a</sup>	3.55:1, 3.73:1 <sup>b</sup>
Turbo Hydro-matic	3.07:1, 3.21:1 <sup>b</sup>	3.55:1, 3.73:1 <sup>b</sup>

<sup>a</sup>—3.31:1 with air conditioning. <sup>b</sup>—Same ratios with air conditioning.



A Hurst shifter is standard equipment.



Chrome exhaust extensions liven things up.



New rear stabilizer bar (5/8" diameter).

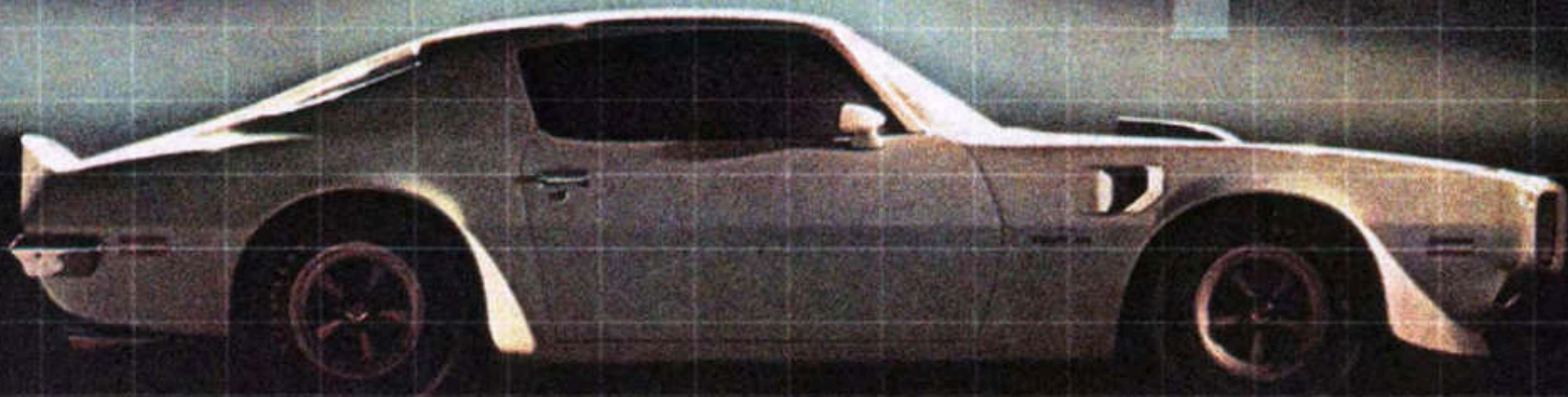


Rally II wheels and white-letter tires are available.

## 4. The Firebird Trans Am.

The ultimate Firebird. Like the other Firebirds, Trans Am is unique. And like the other Firebirds, it's not unique just because of the way it looks. You see, all the equipment that makes it look like something from the next decade is also making a definite contribution to performance. *That's* the ultimate achievement of Trans Am.





We've always suspected that a sports car could be as aerodynamic as it looked. Trans Am shows just how badly we wanted to prove it.

Look at the front end. There's an air dam under the bumper. A spoiler at each front wheel. Air extractors on each side of the engine compartment. And a shaker hood.

All that equipment works. *Really* works. In fact, the combination of the front air dam and the side air extractors is responsible for creating 50 pounds of downward pressure on the front end at expressway speeds. The spoilers at the wheels keep air pressure from building up in the wheel wells. Also at turnpike speeds.

The total effect is great front-end stability.

The shaker hood uses air differently, but just as effectively. Its rear-facing inlet is smack at the base of the windshield. Precisely where air-flow over the hood creates a maximum amount of pressure to feed Trans Am's standard Ram Air engine (more about the engine later).

Now look at the rear end. Another spoiler at each wheel. They function like the ones up front. And a rather

spectacular spoiler in the rear. It creates a downward pressure of 50 pounds. Again, at expressway speeds. Again, more stability.

In keeping with Trans Am's aerodynamic integrity, the two outside mirrors are encased in aerodynamically styled shells (remote-controlled on the driver's side).

Naturally, part of Trans Am's stability comes from the suspension.

We beefed up the front stabilizer bar to 1-1/4". And we added a 7/8" rear stabilizer bar. Springs and shocks are heavy-duty. And the standard tires are white-letter, bias-belted F60-15's.

Here's the more we promised on the engine. It's a 400-cubic-inch Ram Air V-8. It has 4-barrel carburetion. A 10.5:1 compression ratio. And it develops 345 horsepower with 430 lb.-ft. of torque. For emphasis it comes with chrome accents. A most impressive piece of equipment.

Complemented by some equally impressive equipment. Like a wide-ratio 4-speed that's floor-mounted and Hurst-shifted. (Order a close-ratio if you prefer it.) Variable-ratio power steering with an extra-quick ratio. A special Safe-T-Track differential. Steel

Rally II wheels. And Pontiac's exclusive new 14" Formula steering wheel.

That wheel is one reason Trans Am's interior is as exciting as the exterior. There are others.

The instrumentation is beautifully simple, accurate and appropriately set in a no-nonsense, engine-turned aluminum panel. Instruments include a voltmeter instead of an ammeter. An oil pressure gauge. A water-temperature gauge. And a tachometer that's turned on its side so it red-lines at 12 o'clock.

The available console makes just as much sense. It's integral with the dashboard this year, making tape decks or radios mounted in it a lot harder to "borrow." And it's covered with padded vinyl instead of molded plastic.

The all-new Firebird Trans Am is, in the final analysis, a brilliantly executed motor car. We're proud of it because we didn't build it the easy way. The right way is rarely easy.

Making all the right choices took inspiration as well as perspiration. But it brought about the beginning of a trend. The beginning of tomorrow.

Now you know what took so long.

#### WEIGHTS & MEASURES

Overall Length	191.6"
Overall Width	73.4"
Overall Height	53.4"
Wheelbase	108.0"
Front Track	61.7"
Rear Track	63.4"
Est. Curb Weight (Lbs.)	3668
	STANDARD
Engine Size (Cu. In.)	400
Engine Type	V-8 OHV, 4-BBL Premium Fuel
Bore & Stroke (Inches)	41.2 x 3.75
Horsepower	345 @ 5000
Torque (Lb.-ft.)	430 @ 3400
Compression Ratio	10.5:1
Oil Capacity (Less Filter)	5 quarts
Camshaft Duration, Degrees—	
Intake	288
Exhaust	302
Overlap	63
Camshaft Lift @ Zero Lash—	
Intake	.414 + .011
Exhaust	.413 + .011
Valve Head Diameter—	
Intake	2.11
Exhaust	1.77
Carburetor Bore Diameter—	
Primary	1.38
Secondary	2.25
Spring Rates, (Lbs./In.) Deflection—	
Front	300
Rear	126
Stabilizer Bar—	
Front	1.250
Rear	.875
Tire Size (Rim Width)	F80-15 (7")
Axle Ratios (Std. Engine) Manual Transmission	3.55:1, 3.73:1
Turbo Hydro-matic	3.55:1



Gauges are set in an engine-turned aluminum panel.



A front air dam that really works.



The shaker hood's rear-facing inlet literally "rams" air.



Our rear spoiler works at turnpike speeds.

## 1970 Firebird Safety 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
- Side-guard beam
- 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

### Accident Prevention

- Side marker lights and reflectors
- Parking lamps that illuminate with headlamps
- Four-way hazard warning flasher
- Backup lights
- Lane-change feature in direction signal control
- Windshield defrosters, washers and dual-speed wipers
- Wide-view, inside day/night mirror (vinyl-edged, shatter-resistant glass & deflecting support)
- Outside, rearview mirror
- Bias-belted tires with tread-wear indicators
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual-action safety hood latches

### Anti-theft

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

## New, even for Pontiac

Shown on the cars in this catalog are some of the many options and accessories offered by Pontiac. They're available at extra cost, and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts, or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan 48053. Litho in U.S.A. 2-70 1MM. DM-27291



MARK OF EXCELLENCE