

Firebird

Pontiac's sports cars.



LIGHTS
WIPER
WASH

OFF INSIDE A/C

ROOM FAN COOL WARM



FIREBIRD SERIES FACTS AND FIGURES

MODELS
Offered in one body style, Hardtop Coupe, under these names: Firebird, Esprit, Formula and Trans Am.

STANDARD INTERIOR FEATURES
Features Standard to Firebird
Front bucket seats and bucket-type rear seats with all-Morrokide trim. Front-seat cushions of solid foam with integral springs. Nylon-blend, loop-pile carpeting. High-Low ventilation. Ash tray lamp. Deluxe 2-spoke steering wheel.

Esprit Features Distinctive from Firebird
Custom trim of cloth-and-Morrokide or all-Morrokide. Custom Cushion steering wheel. Rear quarter ash tray. Instrument panel assist strap. Deep contour bucket-seat design. Roof insulator pad. Formed rubber trunk mat. Distinctive door trim panels.

Formula Features Distinctive from Firebird
Custom Cushion steering wheel.

Trans Am Features Distinctive from Firebird
Formula steering wheel. Rally gauges with clock and instrument panel tach. Aluminum-swirl finish instrument panel trim plate.

STANDARD EXTERIOR FEATURES
Features Standard to Firebird
Endura front bumper. Windshield radio antenna. Narrow rocker panel moldings. Moon hucaps. Small full-width air dam. Bright moldings on windshield, rear window and grille.

Esprit Features Distinctive from Firebird
Esprit identification. Right- and left-hand body-colored mirrors (left-hand remote controlled). Body-colored inserts in door handles. Concealed wipers. Bright moldings on roof gutters, belt reveals, hood rear edge, wheel openings and rocker panels. Deluxe wheel covers. Firebird emblem on fenders and rear deck lid. Dual horns.

Formula Features Distinctive from Firebird
Black-textured grille. Fiberglass hood with dual scoops. Formula "350", "400", or "455" emblem on front fenders. Dual horns. Right- and left-hand body-colored mirrors (left-hand remote controlled).

Trans Am Features Distinctive from Firebird
Black-textured grille. Full-width rear deck spoiler. Wheel opening air deflectors. Front fender air extractors. Trans Am decal on front fender and spoiler. 15-inch Rally II wheels with trim rings. 455 decal on hood. Right- and left-hand body-colored mirrors (left-hand remote controlled). Concealed wipers.



Available Trans Am hood decal.

STANDARD CHASSIS FEATURES
Features Standard to Firebird and Esprit
Front disc brakes. Coil-spring front and leaf-spring rear suspension. E78—14 black-wall tires.

Formula Features Distinctive from Firebird and Esprit
1 1/8" front stabilizer bar. 5/8" rear stabilizer bar. Firm control shocks. Performance dual exhausts with chrome extensions. High-rate rear springs. Power-Flex fan (400-cu.-in. V-8 and 455-cu.-in. V-8). F70—14 blackwall tires.

Trans Am Features Distinctive from Firebird
Fast-rate variable-ratio power steering. Power brakes with front discs/rear drums. 1 1/4" front stabilizer bar, 3/4" rear stabilizer bar. High-rate rear springs. Safe-T-Track differential. F60—15 white-lettered tires. Firm control shocks. Performance dual exhausts with chrome extensions. Power-Flex fan.

Dimensions (inches)	Esprit, Firebird	Formula	Trans Am
Overall length	192.1	192.1	192.1
Overall width	73.4	73.4	73.4
Overall height	50.4	50.4	50.4
Wheelbase	108.0	108.0	108.0
Track, front/rear	61.3/60.0	61.6/60.3	61.7/60.4
Head room, front/rear	37.5/35.9	37.5/35.9	37.5/35.9
Leg room, front/rear	43.9/28.5	43.9/28.5	43.9/28.5
Shoulder room, front/rear	56.4/54.4	56.4/54.4	56.4/54.4
Trunk capacity (cu. ft.)	8.8	8.8	8.8

Capacities	Firebird	Esprit, Formula	Trans Am
Fuel tank (gals.)	18.0	18.0	18.0
Cooling system (qts.)	12.5	22.4	20.9
Oil, less filter refill (qts.)	4.0	5.0	5.0

AVAILABLE EQUIPMENT
Luggage compartment, glove box and I.P. courtesy lamp group. Turbo Hydra-matic transmission. Whitewall tires—white-letter tires on Formula, AM, AM/FM or AM/FM stereo radio. Wheel trim rings (n/a Esprit, std. Trans Am). Power steering (std. Trans Am). Vinyl body side moldings. Door edge guards. Rear bumper guards. Large Firebird decal (width of hood) on Trans Am.



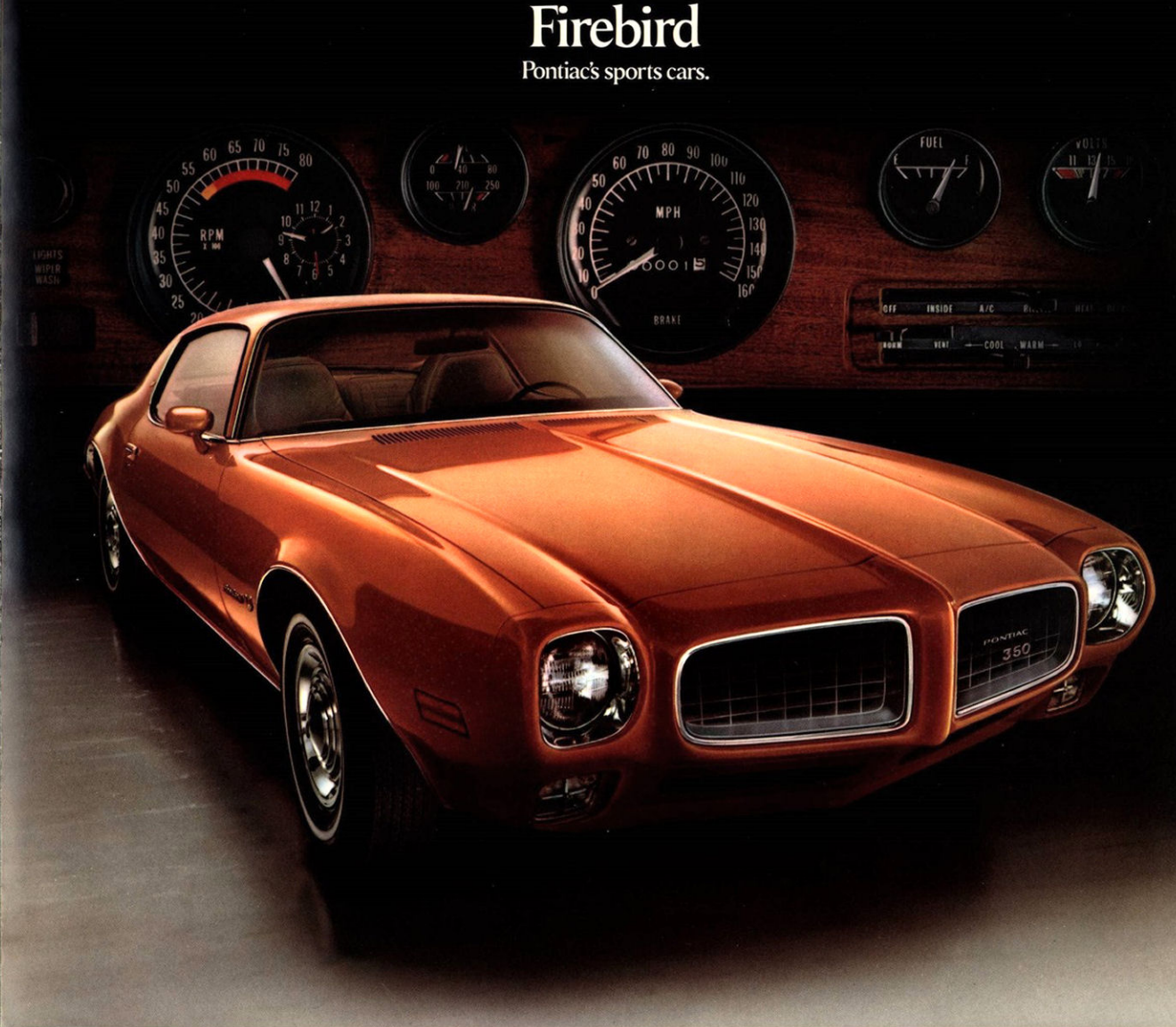
Available Honeycomb wheels.

FIREBIRD SAFETY FEATURES
OCCUPANT PROTECTION
Seat belts with pushbutton buckles for all passenger positions. Single-buckle seat and shoulder belts for driver and right front passenger (with reminder light and buzzer). 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. 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, washers and dual-speed wipers. Wide-view inside day/night mirror (vinyl edged, shatter resistant glass and deflecting support). Outside rearview 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. Inside hood latch release.

Shown on the cars and described 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, 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.
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Firebird
Pontiac's sports cars.

Exterior Colors	Cameo White	Porcelain Blue	Admiralty Blue	Regatta Blue	Desert Sand	Golden Olive	Verdant Green	Slate Green	Brewster Green	Buccaneer Red	Florentine Red	Sunlight Yellow	Navajo Orange	Ascot Silver	Valencia Gold	Burma Brown
Available interior colors.	White Beige Black Saddle Burgundy	White Black	White Beige Black Burgundy	White Black	White Beige Black Saddle	White Beige Black Saddle	White Beige Black Saddle	White Beige Black Saddle	White Beige Black Saddle	White Beige Black Saddle	White Beige Black Burgundy	White Beige Black Saddle	White Beige Black Saddle	White Beige Black Saddle	White Beige Black Saddle	White Beige Black Saddle



You obviously take the excitement of driving pretty seriously. Or you wouldn't even be considering one of our four 1973 Firebirds. The question is... just how serious do you want to get?

Trans Am is as serious as they come. A 455-cu.-in., 4-bbl. V-8 with a 4-speed manual transmission is standard. And there's a new Super Duty 455 V-8 available. Whichever engine you go with, the spoilers spoil, and the air dams dam. That's why a lot of folks rank Trans Am as the best performing American on the road.

The big bird on the hood you can order. It's a Firebird, isn't it?

Those scoops on the Formula Firebirds look tough. But the toughest part of any Firebird is the front bumper. It's been reinforced this year to make it stronger. And it's made of Endura to fight dents and dings.

The new interior is all business. So are the front disc brakes and the 455 4-bbl. V-8 you can order.

Can a sports car really be luxurious? Esprit wipes out all doubt. The new bucket seats, the new cloth or all-vinyl upholstery, the new instrument panel and door trim are as plush as you'll find in many a luxury car. The ride's almost that plush, too.

What's interesting about our basic 'Bird is how much we didn't have to sacrifice for price. You see, this is our most affordable Firebird. You still get molded foam bucket seats, loop-pile carpeting, High-Low ventilation, the Endura bumper, a double-shell roof that absorbs sound, Firebird's sensational styling and handling.

That's our way with sports cars. Now... are you ready to get serious?



Firebird Hardtop Coupe in Admiralty Blue.



Standard Firebird, Formula and Trans Am interior. Shown in black—also available in saddle and white.

TRANSMISSIONS	ENGINES					
	250-cu.-in. 1-bbl. I-6	350-cu.-in. 2-bbl. V-8	400-cu.-in. 2-bbl. V-8	400-cu.-in. 4-bbl. V-8	455-cu.-in. 4-bbl. V-8	SD 455-cu.-in. 4-bbl. V-8
3-speed Manual	Standard on FIREBIRD with 3.08:1 axle	Standard on ESPRIT and FORMULA, available on FIREBIRD, all with 3.08:1 axle (1)				
4-speed Manual		Available on FIREBIRD, ESPRIT and FORMULA, all with 3.08:1 axle (1)		Available on FORMULA with 3.42:1 axle		Available on TRANS AM and FORMULA, both with 3.42:1 axle
4-speed Close-ratio Manual			Available on FORMULA with 3.42:1 axle	Standard on TRANS AM with 3.42:1 Limited-slip axle (3)		
Turbo Hydra-matic	Available on FIREBIRD with 3.08:1 axle	Available on FIREBIRD, ESPRIT and FORMULA, all with 2.73:1 axle (2)	Available on ESPRIT with 2.73:1 axle (2)	Available on FORMULA with 3.08:1 axle (1)	Available on TRANS AM and FORMULA, both with 3.08:1 axle (1)	Available on TRANS AM and FORMULA, both with 3.42:1 axle

(1) 3.42:1 Performance ratio available

(3) Available on Formula with 3.42:1 axle

(2) 3.08:1 Performance ratio available

Shown on the cars on these pages are some of the options and accessories offered by Pontiac at extra cost.



Trans Am in Buccaneer Red.

Formula Firebird in Ascot Silver.