

# Firebird.

Pontiac's sports cars.





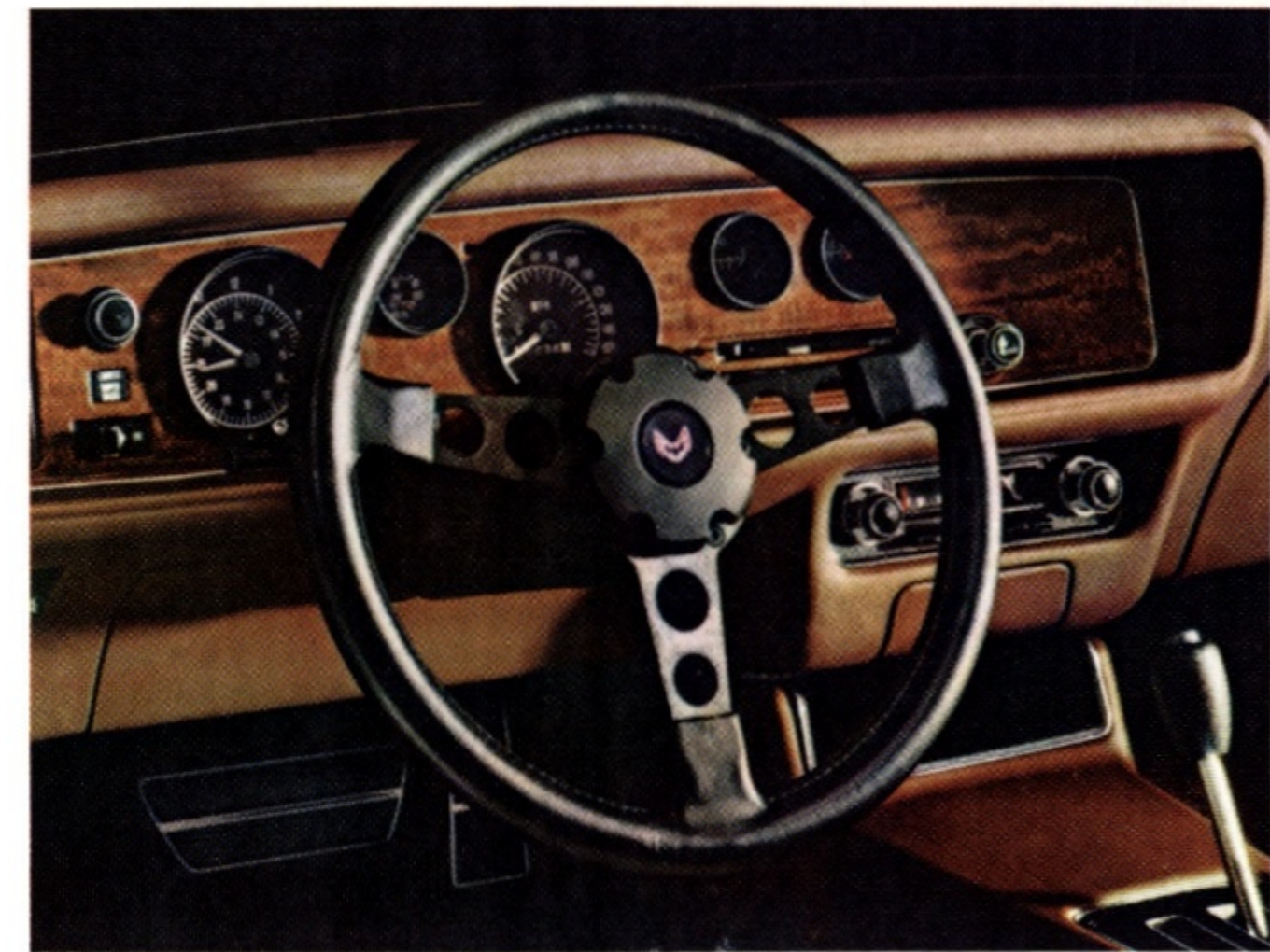
Standard Firebird, Formula Firebird and Firebird Trans Am interior. Shown in black—also available in white and saddle.

There are many tough decisions in life. You're about to make one of them. Because there are four fantastic new Pontiac Firebirds this year . . . and you can only drive one at a time.

Picture this: You're cruising down a mountain highway at the wheel of our basic 'Bird. The responsive handling comes from a tuned suspension and computer-selected springs. Pontiac's 250-cubic-inch Six provides the performance.

Inside, the contoured, molded-foam bucket seats surround you.

And the brand-new styling is a real knockout.



Firebird instrument panel with available Formula wheel and rally gauges.

It's hard to believe you're driving Pontiac's lowest priced sports car. Sound great? Wait'll you hear about our other 'Birds.

Like the '74 Firebird Esprit. It's our most luxurious Firebird, inside and out. For people who fancy driving a sporty car with a lot of luxury. Esprit's interior has custom bucket seats. New cut-pile carpeting. And a Custom Cushion steering wheel.

Firebird Esprit also has custom trim, deluxe wheel covers and a 350 V-8.

From here on out, the decision gets even tougher. And so do the Firebirds. There are three different Formula Firebirds. You can stick with the standard 350 V-8. Go for one of our available 400 V-8s. Or specify a 455 4-bbl. or our Super Duty 455.

You get a tough 3-speed\* Front disc brakes. And low-restriction, performance dual exhausts.

Easy, now. Don't make your decision yet.



Custom interior—standard on Firebird Esprit, available on Formula Firebird and Firebird Trans Am. Shown in saddle—also available in red, white, blue, green and black.

You see, last but hardly least, is the ultimate Firebird. The '74 Firebird Trans Am. We set it up with a standard 400 4-bbl. and 4-speed\* transmission. A limited-slip rear axle. Rally II wheels. And a complete entourage of functional air dams, extractors, deflectors and spoilers. Even a shaker hood.

And if that isn't enough, you can order a giant Firebird hood decal.

See what we mean by tough decisions? On the other hand, any '74 Firebird will show you Pontiac's way with sports cars.

\*Not available in California.



Formula Firebird in Denver Gold.

Firebird Trans Am in Buccaneer Red.

