



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 computerselected 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.



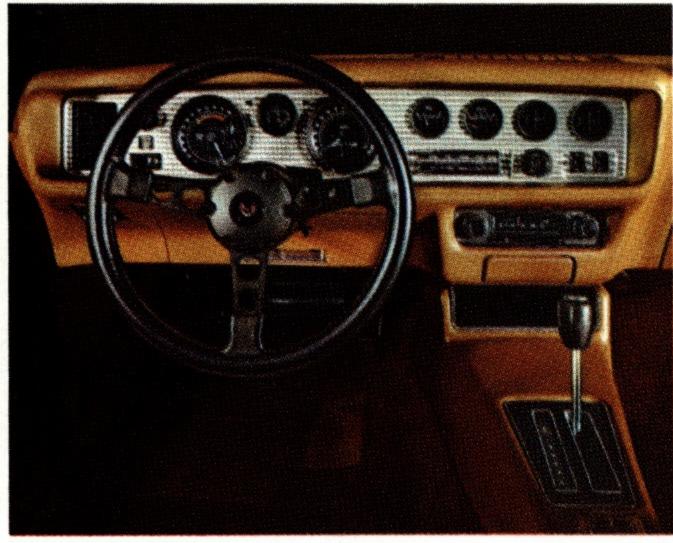
Custom interior—standard on Firebird Esprit, available on Formula Firebird and Firebird Trans Am. Shown in saddle—also available in red, white, blue, green and black.

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.

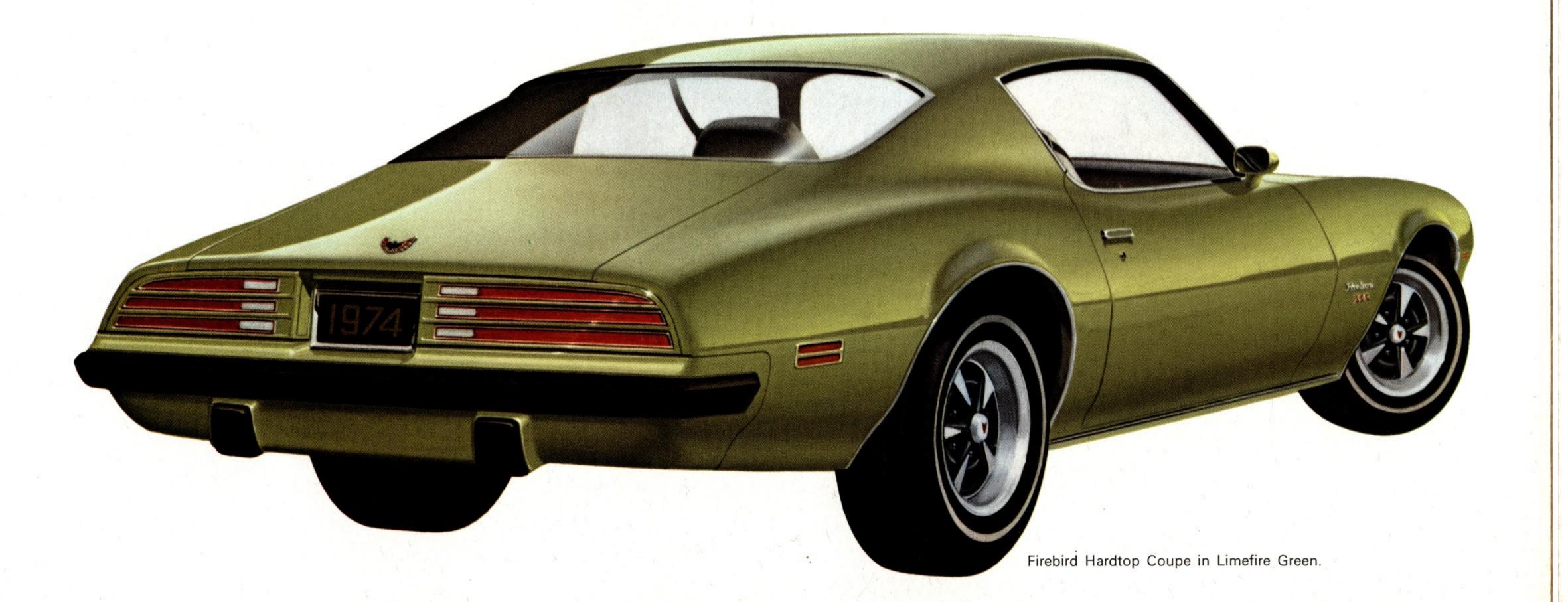
See what we mean by tough decisions? On the other hand, any '74 Firebird will show you Pontiac's way with sports cars. *Not available in California.





Firebird Trans Am aluminum swirl-finish instrument panel.

		3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	ENGINES			
Transmissions	250-cuin. 1-bbl. L6	350-cuin. 2-bbl. V-8	400-cuin. 2-bbl. V-8	400-cuin. 4-bbl. V-8	455-cuin. 4-bbl. V-8	SD 455-cuin. 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)		•	•	
4-speed Manual		Available on FIREBIRD, ESPRIT and FORMULA, all with 3.08:1 axle(1) (4)		Standard on TRANS AM with 3.42:1 axle, available on FORMULA with 3.42:1 axle(4) (5)		Available on FORMULA and TRANS AM with 3.42:1 axle(5)
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 and FORMULA, with 3,08:1 axle	Available on FORMULA and TRANS AM with 3.08:1 axle(5)	Available on FORMULA and TRANS AM with 3.08:1 axle(5)	Available on FORMULA and TRANS AM with 3.42:1 axle(3)(5



(5) Limited-slip axle standard on Trans Am

FIREBIRD SERIES FACTS AND FIGURES

Hardtop Coupe, offered under four names: Firebird, Firebird Esprit, Formula Firebird and Firebird Trans Am.

POWER TEAMS (SEE CHART INSIDE) STANDARD INTERIOR FEATURES

Standard Firebird Features Front bucket seats and bucket-type rear seats with all-Morrokide trim. Front seat cushions of solid foam with integral springs. Black Deluxe 2-spoke steering wheel. Nylonblend, cut-pile carpeting. High-Low ventilation. Ash tray lamp.

Special Firebird Esprit Features

Custom trim of cloth and Morrokide or perforated Morrokide on deep contour bucket seats. Distinctive door trim panels. Custom Cushion steering wheel. Pedal trim plates. Door and instrument panel assist straps. Rear quarter ash tray. Formed rubber trunk mat.

Special Formula Firebird Features

Color-coordinated Custom Cushion steering

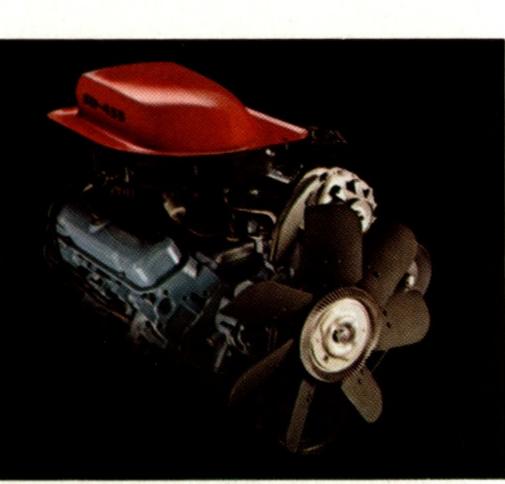
Special Firebird Trans Am Features

14" Formula steering wheel. Rally gauges electric clock and instrument panel tach Aluminum swirl-finish instrument panel trim

STANDARD EXTERIOR FEATURES

Endura front and rear bumpers with integral bumper guards. Windshield radio antenna. Moon hubcaps. Narrow rocker panel moldings. Bright headlight bezels and windshield, rear window and grille moldings. Firebird emblems on grille panel and rear deck lid.

Special Firebird Esprit Features Esprit identification. Body-colored sport



Available Super Duty 455-cubic-inch 4-bbl. V-8.

mirrors, left-hand remote control. Concealed wipers. Body-colored door handle inserts. Deluxe wheel covers. Bright moldings on roof, windowsills, hood, rocker panels and wheel openings.

Special Formula Firebird Features Formula "350", "400", or "455" emblem on

front fender. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. Fiberglass hood with twin simulated air

Special Firebird Trans Am Features
Trans Am decal on front fenders and on wrap-around rear deck spoiler. Front air dam. Wheel opening air deflectors. Front fender air extractors. Body-colored sport mirrors, left-hand remote control. Concealed wipers. Blacked-out grille. 15x7" Rally II wheels with trim rings. Shaker hood.

Available Firebird Trans Am hood decal.

STANDARD CHASSIS FEATURES Standard Firebird and Firebird Esprit Features

Front disc brakes. Coil-spring front and leafspring rear suspension. E78—14 belted blackwall tires.

Special Formula Firebird Features

Front and rear stabilizer bars. Computerselected springs. Lower restriction, performance dual exhausts (in California, available only with 455 V-8). Power-flex fan (400, 455 and SD-455 V-8s).

Special Firebird Trans Am Features

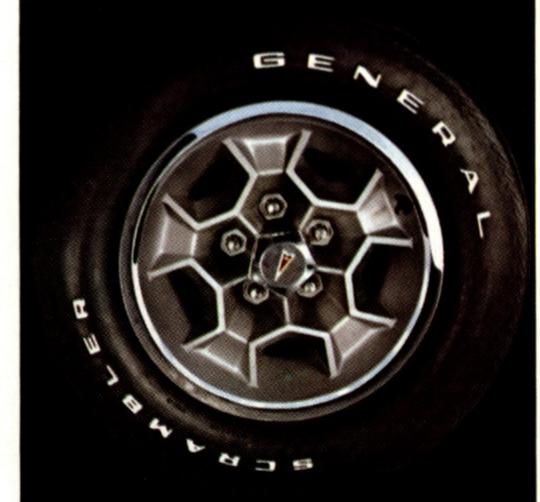
Fast-rate, variable-ratio power steering Power brakes with front discs and rear drums. 1.25" front and .812" rear stabilizer bars. Computer-selected springs. Safe-T-Track limited-slip differential. Lower restriction, performance dual exhausts. Power-Flex

Dimensions (inches)	Firebird, Esprit	Formula	Trans Am 196.0	
Overall length	196.0	196.0		
Overall width	73.4*	73.0	73.2	
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	43.9/29.6	43.9/29.6	43.9/29.6	
Shoulder room, front/rear	57.4/54.4	57.4/54.4	57.4/54.4	
Hip room, front/rear	56.7/47.3	56.7/47.3	56.7/47.3	
	-			

Capacities	Firebird	Esprit, Formula	Trans Am
Fuel tank (gals.)	20.2	20.2	
Cooling system (qts.)	13.2	22.1	21.9
Oil, less filter refill (qts.)	4.0	5.0	5.0

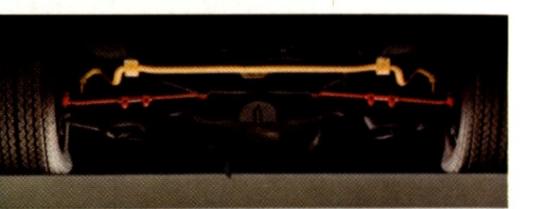
POPULAR EQUIPMENT AVAILABLE

Super Duty 455-cu.-in. 4-bbl. V-8 (Formula and Trans Am only). Turbo Hydra-matic transmission. Radial Tuned Suspension which includes: steel-belted radial tires, Pliacell shock absorbers, jounce restrictors and more. Honeycomb wheels. Custom interior trim (std. on Esprit, available on Formula and Trans Am). Front and rear consoles



Available Honeycomb wheels.

Rally gauge instrument cluster (V-8s only) 8-track stereo tape player. Wrap-around rear deck spoiler on Firebird and Formula Firebird. Hood ram air for Formula Firebird. Dual exhausts for Firebird and Firebird





Radial Tuned Suspension-available on Firebird, Firebird Esprit, Formula Firebird and Firebird Trans

FIREBIRD SAFETY 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, inertia reel and starter interlock). Two front-seat head restraints. Energyabsorbing steering column. Passenger-guard door locks. Safety door latches and hinges. Folding seatback 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 direction 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.

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.

Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.





