

Pontiac 72  
**Firebird**

Trans Am • Formula  
Esprit • Firebird







POSITIVE PRESSURE AREA

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NEGATIVE PRESSURE AREA

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# Trans Am & Formula

Everything that Pontiac knows about enthusiast driving is standard on our Trans Am.

A front air dam, side air extractors, spoilers at each wheel and on the rear deck all work together to give incredible stability.

A shaker hood with rear-facing inlet allows cold, dense air to be rammed into the 455 CID H. O. V8. Torque is fed through a floor-mounted 4-speed Hurst-shifted, Muncie transmission.

And it is all standard, on Trans Am.

Our Formula Firebird is a triple-bill showcase for Pontiac performance know-how.

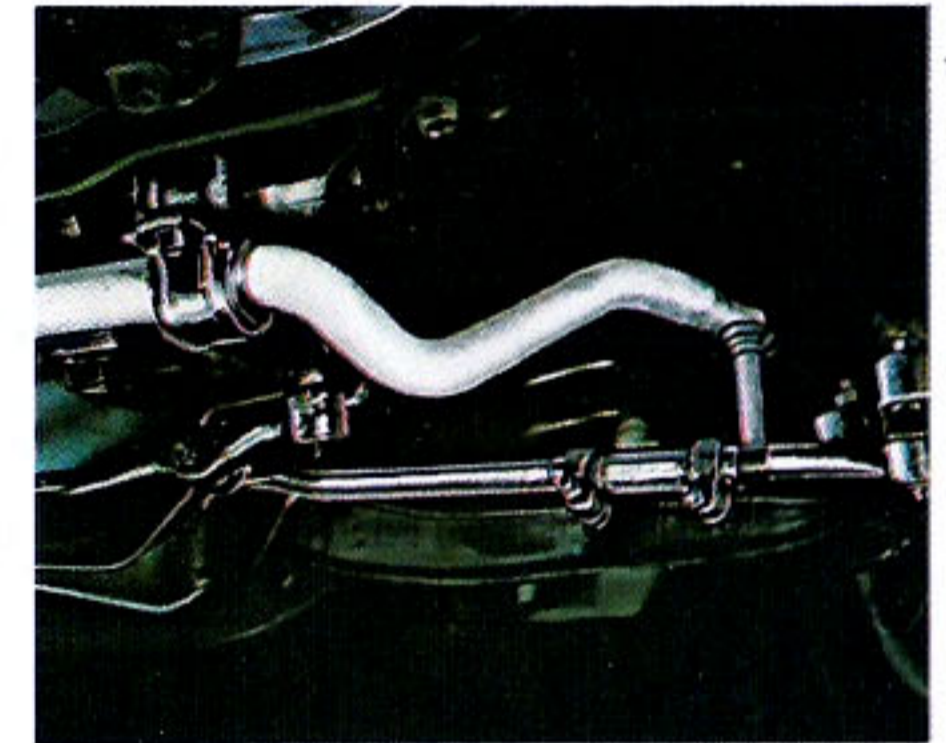
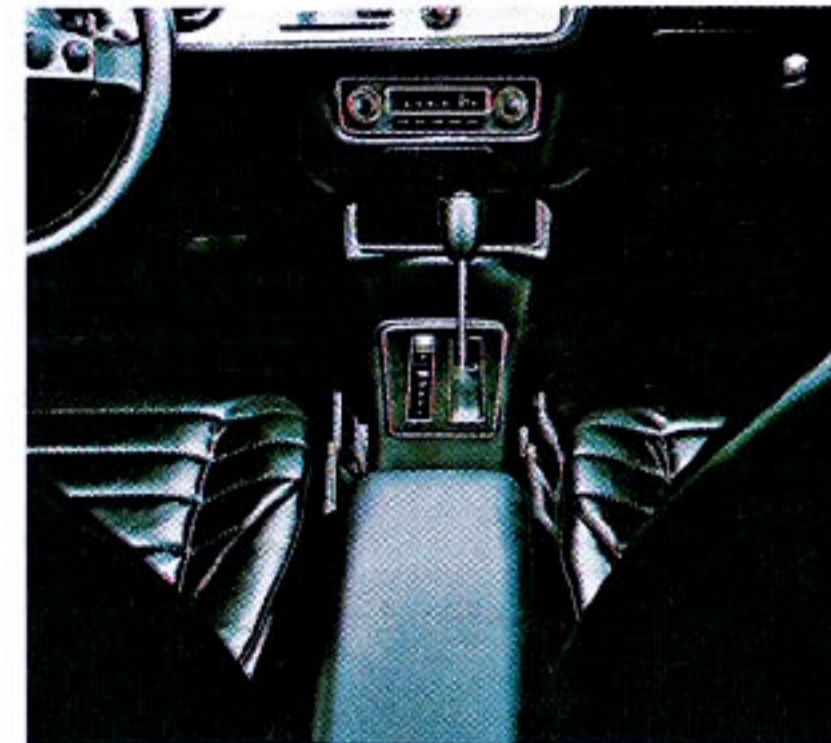
You can have the know-how of a 350 CID V8. Or a 400 V8. Or our most knowledgeable 455 V8.

Our Formulas share other ingredients.

Like a fiberglass hood with scoops. Thick front and rear stabilizer bars.

Firm springs and shocks. F70-14 wide-tread tires. Lots more.

Three Formula Firebirds. And Firebird Trans Am. When it comes to road work, they're untouchable.



*Top: Trans Am shaker hood; Above Left: optional Turbo Hydramatic transmission; Above Right: standard front stabilizer bar.*



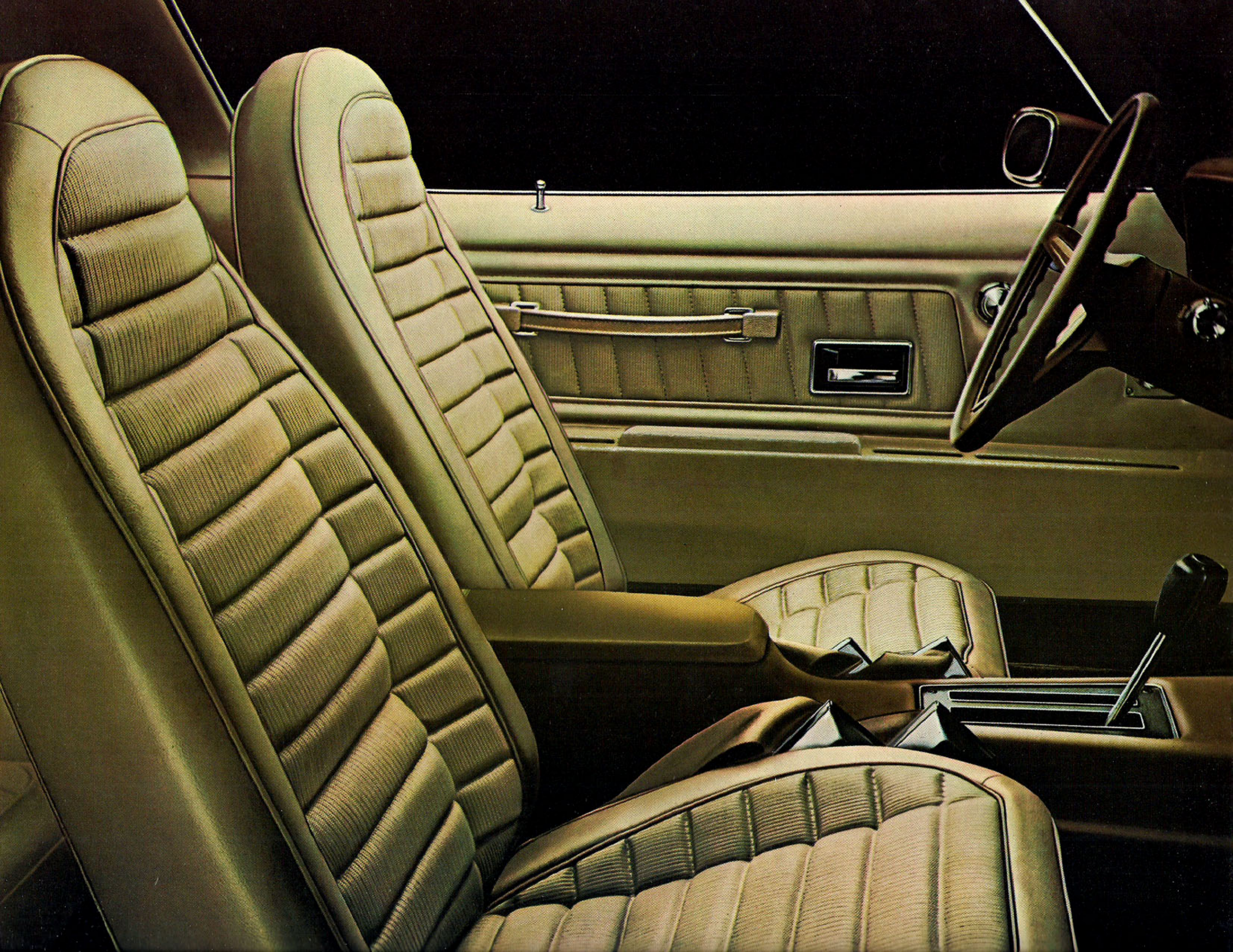
Firebird Formula 400  
Facing Page: Firebird Trans Am

*Some of the equipment illustrated or mentioned is optional at extra cost.*











# Esprit & Firebird

A very luxurious sports car at a very reasonable price. That's Esprit.

And what's wrong with getting all the luxury you want along with the sporty performance you want?

On the outside, Esprit is set apart by some pretty nice chrome accents, emblems, and bright trim rings.

Inside, there's an assist strap. Thick loop-pile carpeting. A squeezably soft Custom Cushion steering wheel. Special perforated-vinyl or cloth-and-vinyl upholstery.

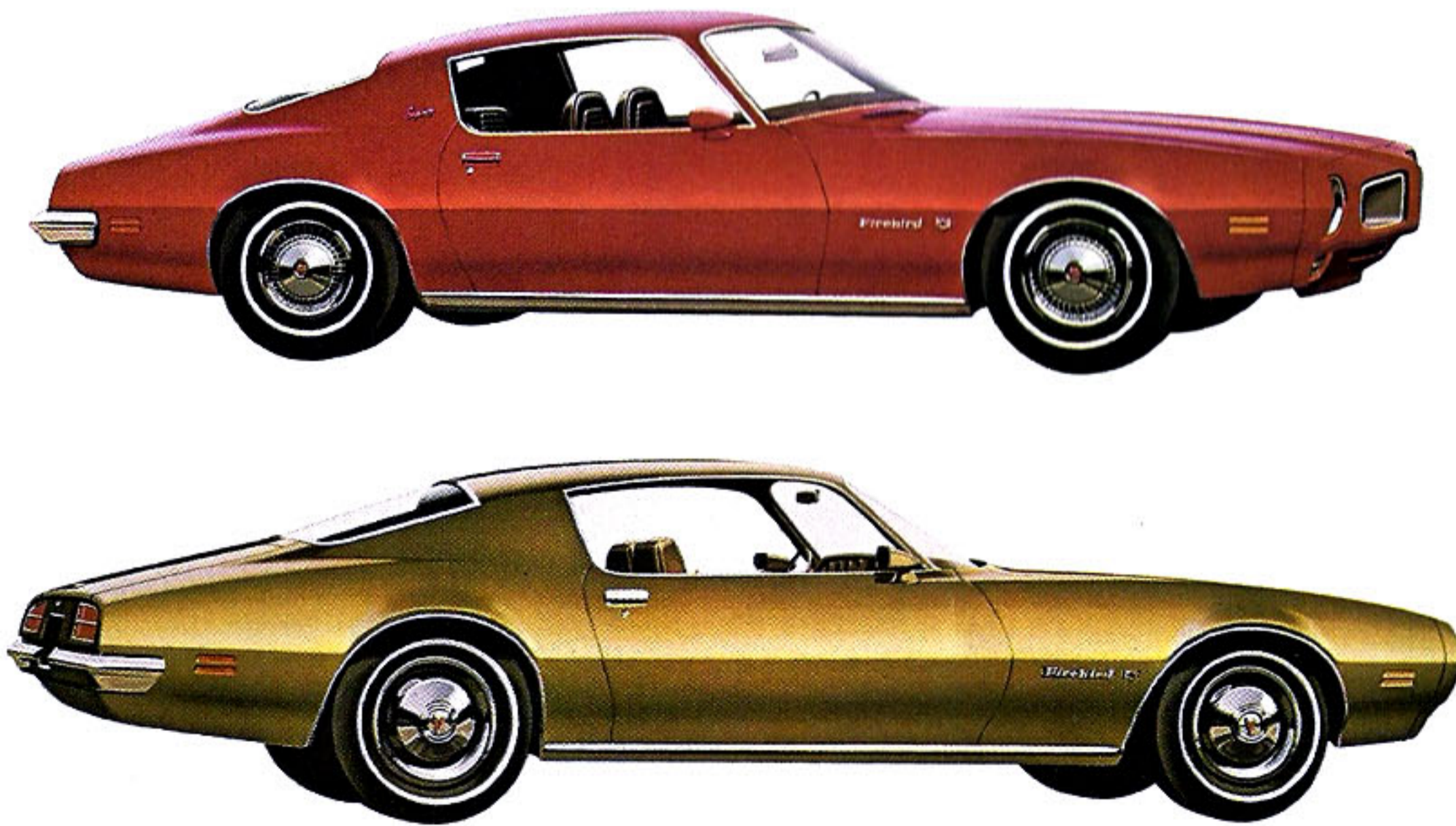
Now, about our basic Firebird. The features that make it great today will probably make it great tomorrow.

Its styling is futuristic.

The bumper doesn't even look like a bumper. Because it matches the color of the car. And it shrugs off dents and dings and won't ever rust.

And what a ride. A Wide-Track Pontiac's smoothness. Without sacrificing the handling of a sports car. And that's what our Firebird is.

A great sports car. At a Pontiac price.



*Top: Firebird Esprit; Above: Firebird  
Facing Page: Standard Esprit Interior  
(also available, Formula and Trans Am)*

*Preceding Page: Firebird Esprit, foreground, and Firebird*



*Standard Firebird interior with high-back bucket seats.*

*Some of the equipment illustrated or mentioned is optional at extra cost.*