

PONTIAC FIREBIRD 73

TRANS AM • FORMULA • ESPRIT • FIREBIRD



Firebird

When you choose a Firebird, you reveal a bit about yourself.

You really like to *drive*.

In comfort!

And you know a thing or two about value.

You want the zest and fun sports cars are very good at but with the pampering and smooth ride most drivers prefer if they have a choice.

Firebird offers luxurious choices, all quite affordable.

There's our standard Firebird. The luxurious Esprit. The three Formula Firebirds (350, 400 or 455, depending on the size of the engine). And Trans Am for those who take their excitement most seriously.

All have full-foam seats with the foam up to a half a foot thick for cushioned comfort.

Instrument panels on all models except Trans Am sport a new simulated woodgrain trim. Trans Am has an aluminum swirl finish instrument panel trim plate.

Body-colored Endura front bumpers are rust-proof, resist dings and dents and don't even look like bumpers. They are standard on all models.

Standard engines go from a 250 CID Six to a 455 CID V8 depending on the model you choose.

A new Super Duty 455 4-bbl. V8 is optional for the Trans Am—and available for the Formula complete with the Trans Am hood design.

Choosing your '73 Firebird is almost a sport in itself.

If you like driving. And appreciate comfort. And know what value is about.



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

The Interior Story...



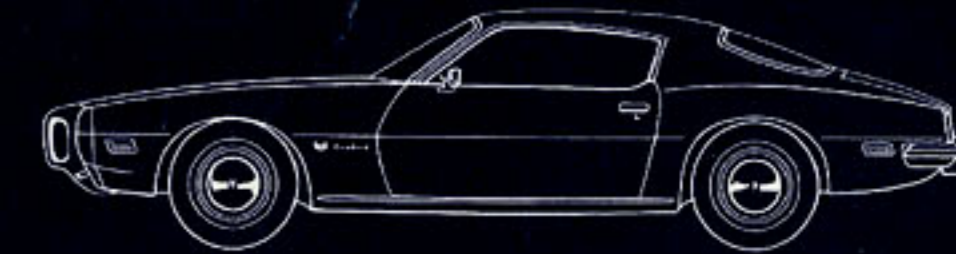
Standard Interior for Firebird, Formulas and Trans Am. All-Vinyl high-back bucket seats in front, bucket-type seats in rear. Tough and easy to care for. Choice of ivory, black or saddle.



Custom Interior. Standard for Esprit, extra cost on Formula, Trans Am. Choice of knit-vinyl Morrokide in ivory, black, saddle or burgundy or a beige cloth and vinyl. Custom package includes deep-contour front bucket seats, instrument panel assist strap, ashtrays in rear, fitted rubber mat in trunk, specific interior trim, body color insert in outside door handles.

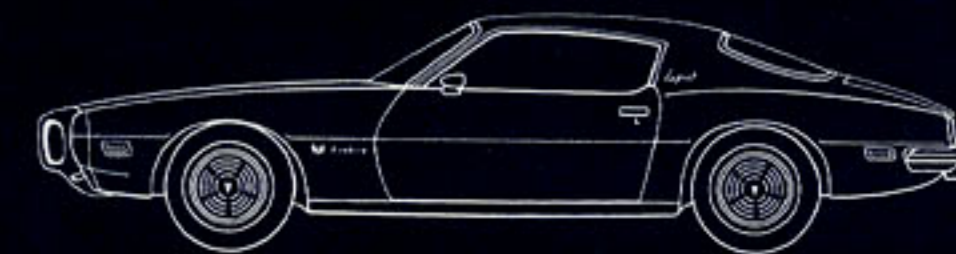
Cover: Firebird Esprit Hardtop Coupe; *Left*: Firebird; *Near Right*: Firebird Trans Am (Trans Am exterior colors: white, red or green); *Far Right*: Firebird Formula.

Standard Features



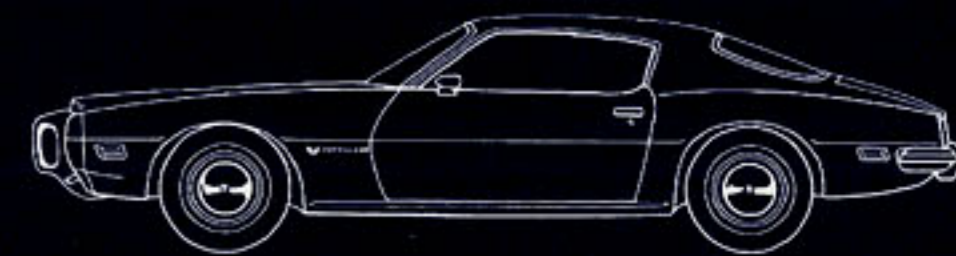
FIREBIRD

250 CID Six with 3-speed manual floor shift, nylon-blend loop-pile carpeting, High & Low ventilation, Deluxe steering wheel, manual front disc brakes, Endura front bumper, E78 x 14 blackwall tires. Rocker panel moulding, ash tray lamp.



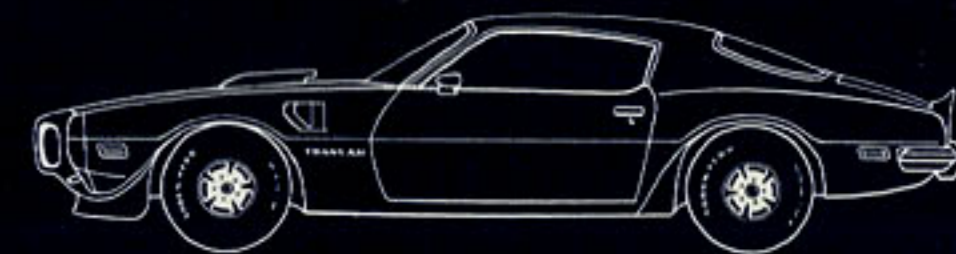
ESPRIT (distinctive features from basic Firebird)

350 CID V8, Custom Cushion Steering Wheel, Custom Interior (see Page 2), Deluxe wheel covers, dual horns, two body-colored outside mirrors, left-hand remote controlled, roof drip moldings, belt reveal and hood rear edge moldings, wide rocker panel moldings, front and rear wheel opening moldings, concealed windshield wipers.



FORMULA (distinctive features from Firebird & Esprit)

Fiberglass hood with non-functional dual air scoops, dual exhausts, heavy-duty front and rear stabilizer bars, firm control shocks, high-rate rear springs, F70 x 14 blackwall tires.



TRANS AM (distinctive Trans Am features)

455 4-bbl. V8, 4-speed transmission, fast-rate variable-ratio power steering, power brakes with front discs/rear drums, Safe-T-Track differential, front air dam, engine air extractors on sides, air spoilers at each wheel and on the rear deck, Rally II wheels, F60 x 15 white-lettered tires, Rally gauge cluster.



Options



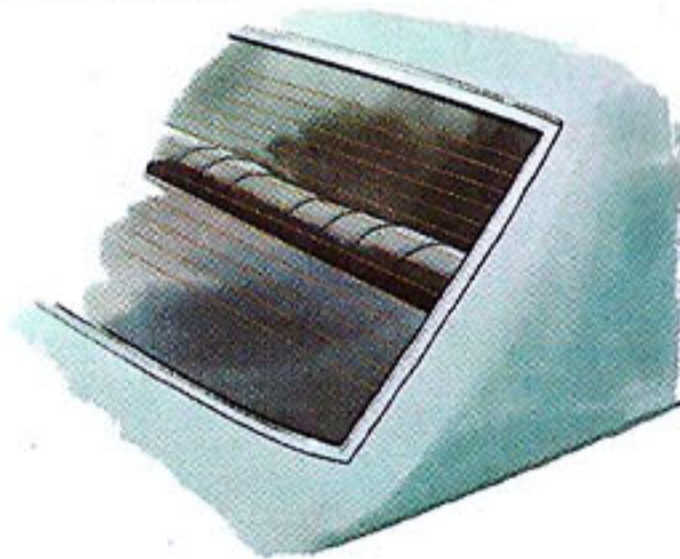
Climate Control. Pontiac air conditioning works for you all year 'round. Keeps out humidity, irritating pollen. Optional V8 must be ordered with base Firebird. Power brakes required.

Accent Carpets. (Not shown.) Dramatic new colored carpets may be ordered with a black interior. Ask your dealer.



Sound Systems. Choose from AM, AM/FM or AM/FM Stereo radios. Or our 8-track stereo tape player system (radio and floor console must be specified). Hidden windshield antenna is standard when you order a radio.

Rear Window Defogger or Defroster. Keep your rear window clear for safer driving with a forced air defogger or electric defroster. If the latter, V8 must be ordered on base Firebird.



Trans Am Decal. There is nothing subtle about Firebird's Trans Am. This is the road machine for the real enthusiast. So why not show your enthusiasm with an across-the-hood Trans Am bird decal. The bird? A Firebird, of course.



These are only some of the many options available to you. Your dealer will be delighted to go over the complete list and help in your selection.

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. Fuel tank impact security. Glove box and console door latch impact security. Smooth-contoured door and window regulator handles. Soft, low-profile window control knobs, coat hooks, dome lamp. Automatic locking seat belt retractors—front and rear outboard passengers. Shoulder belt anchorages for rear seat outboard occupants. Pressure-lock radiator cap. High-strength front seat anchorages and construction. High-strength rear seat retention. Stamped steel door hinges. Contoured fullroof inner panel.

Accident Prevention

Side marker lamps and reflectors (front side marker lamps flash with directional signal). Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lamps. 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 rear view mirror. Dual master cylinder brake system with warning lamp. Starter safety switch. Dual action safety hood latches. Improved bumper systems. Headlamp aiming access provision. Low glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces. Safety wheel rim. Uniform shift-quadrant. No winged wheel nuts, discs and caps. Self-adjusting brakes. Illumination of windshield wiper and washer, heater and defroster controls.

Anti-theft

Anti-theft ignition key warning buzzer. Anti-theft steering column lock. Multiple key combinations. Visible vehicle identification. Tamper-resistant odometer with telltale feature.

General Motors Progress Report

Convenience, comfort, pleasure and value for your money.

We try to do our best every year to offer a little more of all these qualities.

And we have other goals.

To build cars that help protect their occupants while helping to prevent accidents.

And to build cars that run cleaner.

General Motors is making significant progress in both areas.

For 1973 General Motors passenger cars, for instance, have steel side-guard beam protection in all doors. There is an alert system to warn the driver and the right front passenger to buckle up lap and shoulder belts. All new GM cars have improved front bumpers. And these features are standard equipment.

Cleaner running cars. Over the years, as a result of many engine improvements and the installation of various emission control systems, the amount of pollutants from our cars has been dramatically reduced in the areas of hydrocarbon emissions, carbon monoxide emissions and oxides of nitrogen. In 1973 we have added an Exhaust Gas Recirculation system which will further reduce oxides of nitrogen.

In addition, all our engines are able to operate efficiently on unleaded, low leaded, or any leaded regular gasolines with a research octane number of 91 or higher.

New systems are continuously being explored and tested that should help us achieve our goals.

Meanwhile you can help by maintaining your own car in good operating condition and by having it tuned regularly.

And, in the area of safer motoring, you can help by having everyone in your car wearing seat belts and by driving defensively at all times.

SPECIFICATIONS	FIREBIRD	ESPRIT	FORMULA	TRANS AM		
Body Style	Hardtop Coupe	Hardtop Coupe	Hardtop Coupe	Hardtop Coupe		
Engines Standard (6 cyl.) (8 cyl.) Optional (8 cyl.)	250-1 — 350-2 — —	— 350-2 400-2 — —	— 350-2 400-4 455-4 455 S.D.	— 455-4 455 S.D. — —		
Transmissions Standard Optional	3-spd. manual Hydra-matic	3-spd. manual 4-spd. manual Hydra-matic	3-spd. manual 4-spd. manual Hydra-matic	4-spd. manual Hydra-matic —		
Brakes Front Disc (dia.) Rear Drum (dia.)	11.0 in. 9.5 in.	11.0 in. 9.5 in.	11.0 in. 9.5 in.	11.0 in. 9.5 in.		
Turning Diameter (ft.) curb to curb	36.5	36.5	36.5	36.5		
Energizer Standard (6 cyl.) (8 cyl.) Optional	45 amp. hr. 53 amp. hr. 62 or 73 amp. hr.	— 53 amp. hr. 62 or 73 amp. hr.	— 53 amp. hr. 62 or 73 amp. hr.	— 62 amp. hr. 73 amp. hr.		
Suspension Front Rear	Coil Leaf	Coil Leaf	Coil Leaf	Coil Leaf		
Frame	Integral body/frame	Integral body/frame	Integral body/frame	Integral body/frame		
Wheelbase	108.0 in.	108.0 in.	108.0 in.	108.0 in.		
Length (overall)	192.1 in.	192.1 in.	192.1 in.	192.1 in.		
Height	50.4 in.	50.4 in.	50.4 in.	50.4 in.		
Width	73.4 in.	73.4 in.	73.4 in.	73.4 in.		
Curb Weight (app.)	3290 lbs.	3540 lbs.	3613 lbs. (400 V8)	3745 lbs.		
Tread front rear	61.3 in. 60.0 in.	61.3 in. 60.0 in.	61.6 in. 60.3 in.	61.6 in. 60.3 in.		
Tires Standard	E 78-14	E 78-14	F 70-14	F 60-14		
Wheel Size	14 x 6 in.	14 x 6 in.	14 x 7 in.	15 x 7 in.		
Road Clearance	4.4 in.	4.4 in.	4.4 in.	4.4 in.		
Headroom front rear	37.5 in. 35.9 in.	37.5 in. 35.9 in.	37.5 in. 35.9 in.	37.5 in. 35.9 in.		
Legroom front rear	43.9 in. 28.5 in.	43.9 in. 28.5 in.	43.9 in. 28.5 in.	43.9 in. 28.5 in.		
Shoulder Room front rear	56.4 in. 54.4 in.	56.4 in. 54.4 in.	56.4 in. 54.4 in.	56.4 in. 54.4 in.		
Hiproom front rear	56.7 in. 47.3 in.	56.7 in. 47.3 in.	56.7 in. 47.3 in.	56.7 in. 47.3 in.		
Fuel Tank Capacity (app.)	15 Imp. Gal.	15 Imp. Gal.	15 Imp. Gal.	15 Imp. Gal.		
Usable luggage space	8.8 cu. ft.	8.8 cu. ft.	8.8 cu. ft.	8.8 cu. ft.		
ENGINES	250-1 SIX	350-2 V8	400-2 V8	400-4 V8	455-4 V8	455 S.D.
Displacement (cu. in.)	250	350	400	400	455	455
H.P. @ rpm (net)	100 @ 3600	150 @ 4000*	170 @ 3600	230 @ 4400	250 @ 4000	310 @ 4000
Torque @ rpm (net)	175 @ 1600	270 @ 2000**	320 @ 2000	325 @ 3200	370 @ 2800	390 @ 3600
Compression Ratio	8.25:1	7.6:1	8.0:1	8.0:1	8.0:1	8.4:1
Carburetion	1 bbl.	2 bbl.	2 bbl.	4 bbl.	4 bbl.	4 bbl.
Fuel	Regular	Regular	Regular	Regular	Regular	Regular
Exhaust System	Single	Single (Dual-Formula)	Single	Dual	Dual	Dual

* Dual exhaust 175 hp @ 4400 ** Dual exhaust 280 Torque @ 2400

GENERAL MOTORS OF CANADA LIMITED OSHAWA, ONTARIO



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