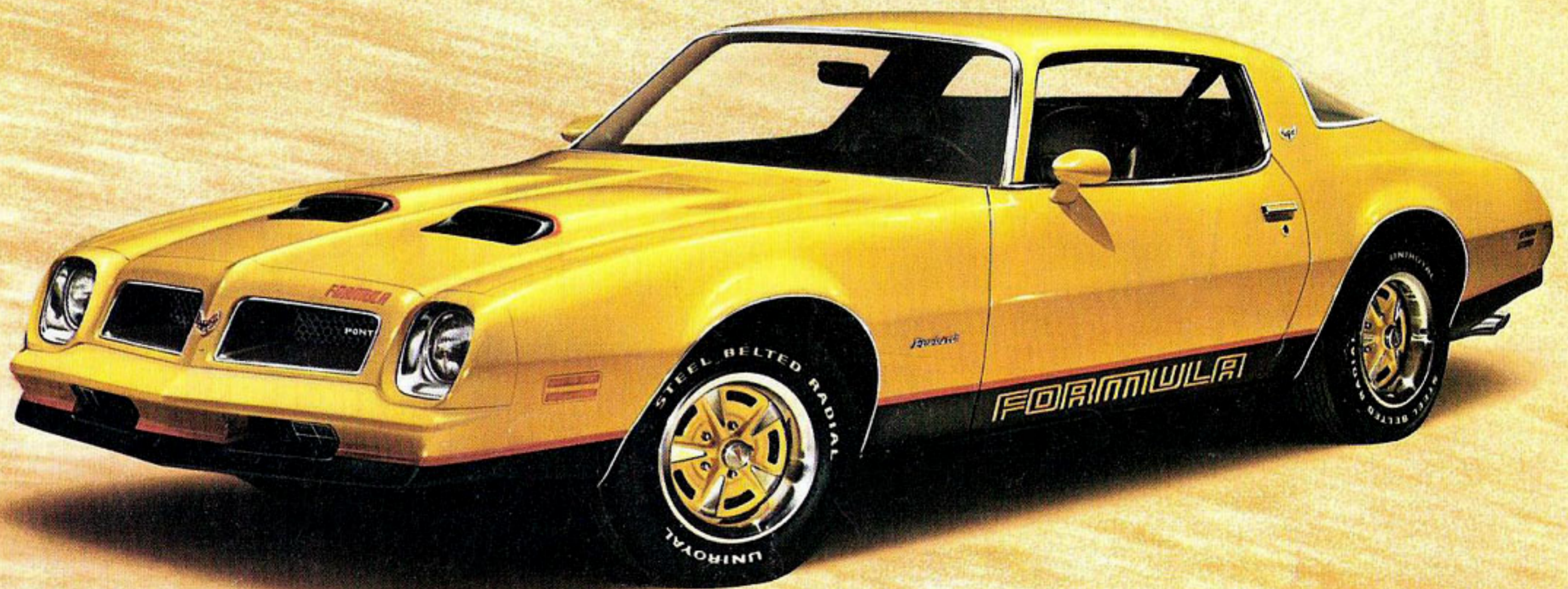




PONTIAC
The Mark of Great Cars.

**1976
FIREBIRD**
Pontiac's sports cars.



The driver's door seems to open almost eagerly.

The seat wraps around you and says "Welcome."

You insert the key, light the engine and put it into gear.

And suddenly you know something special's about to happen.

You're about to take off. In a new 1976 Pontiac Firebird.

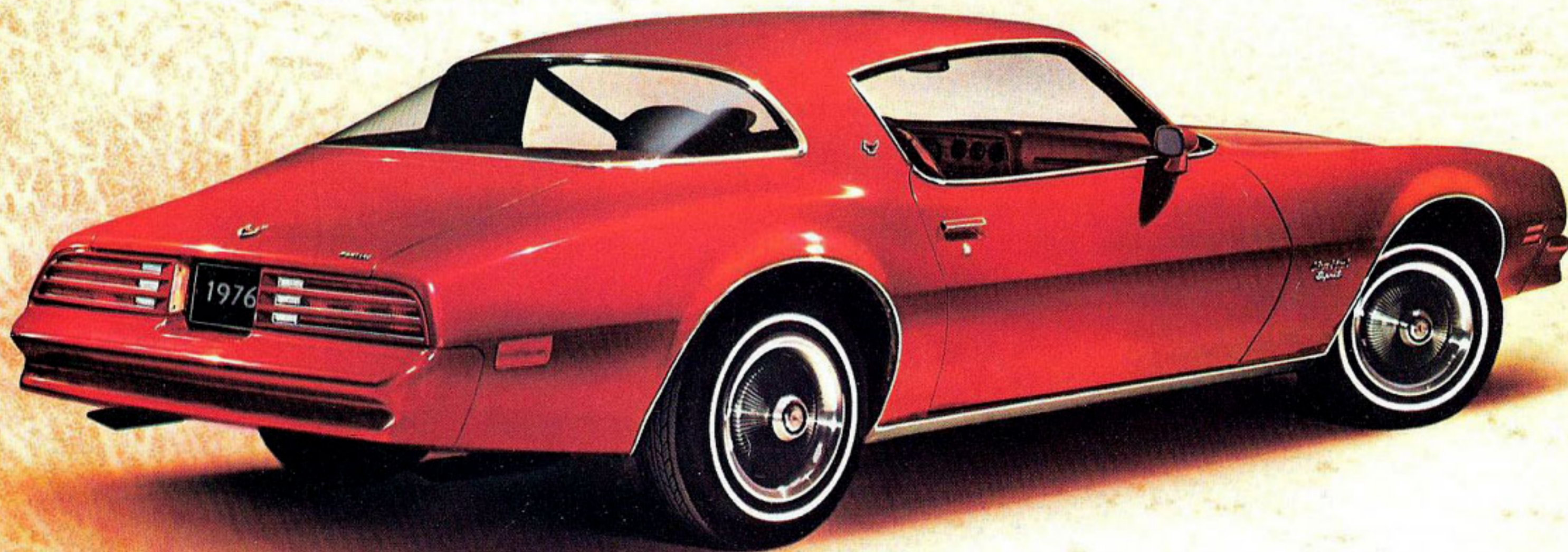
There are four ways to do it this year. Because this year, there are four different versions of Pontiac's sports machine.

They all share the same basic styling. The kind that always deserves a second glance.

They all share the same basic interior. Contoured buckets, easy-to-reach controls and a cockpit-like instrument panel.

And they all share Pontiac's own Radial Tuned Suspension. Designed for agility in corners. And a certain nonchalance over some of the nastiest roads.

So what makes these four Firebirds different? You're about to find out.



Firebird Esprit Hardtop Coupe.

If you've read this far, you're pretty serious about getting into a Firebird of your very own.

That's terrific. Because the next two Firebirds are the ones serious 'Bird watchers flock to.

Like the new 1976 Formula Firebird. It's not exactly your Driver's Training Special.

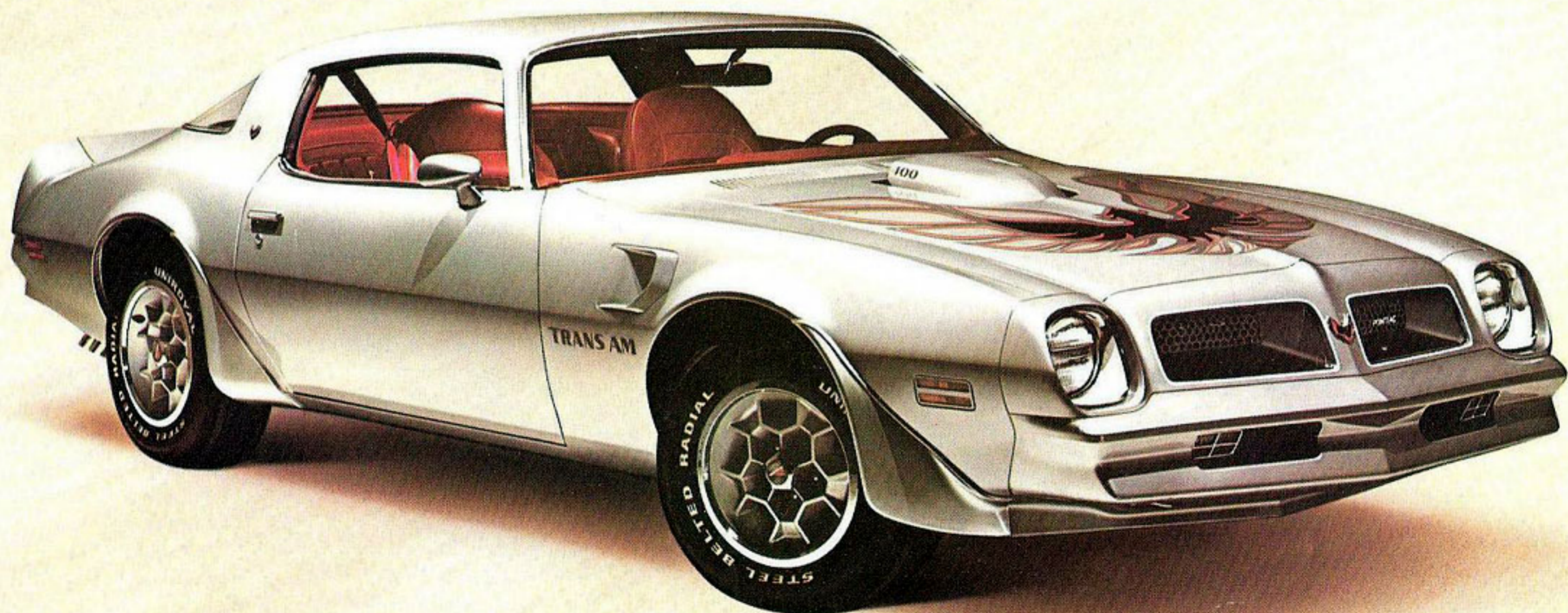
A 5.7 liter 2-bbl. V-8 and Turbo Hydra-matic are standard. Californians get four barrels and Turbo Hydra-matic.

The spent gasses are piped through new dual splitter chromed exhausts.

Variable-ratio power steering and Pontiac's own Radial Tuned Suspension will help you 'round the corners.

There's even a blacked-out grille and a new steel hood with dual scoops.

If you're really looking for attention, order the available new Formula Appearance Package.



Firebird Trans Am Hardtop Coupe.

The whole lower perimeter of the body gets blacked out, with multi-colored stripes above.

"Formula" supergraphics are emblazoned on the sides. Even the scoops get the black-with-stripes treatment.

Now imagine what you'd have if you took everything the Formula Firebird has and added a shaker hood, functional air dams, extractors, deflectors, spoilers, etc.

Stop imagining. This is it. The ultimate Firebird. Known to the world as the 1976 Trans Am.

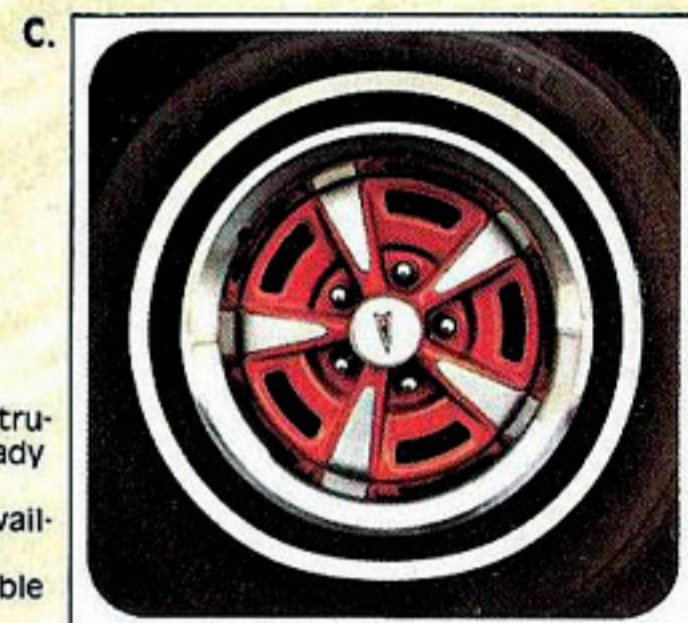
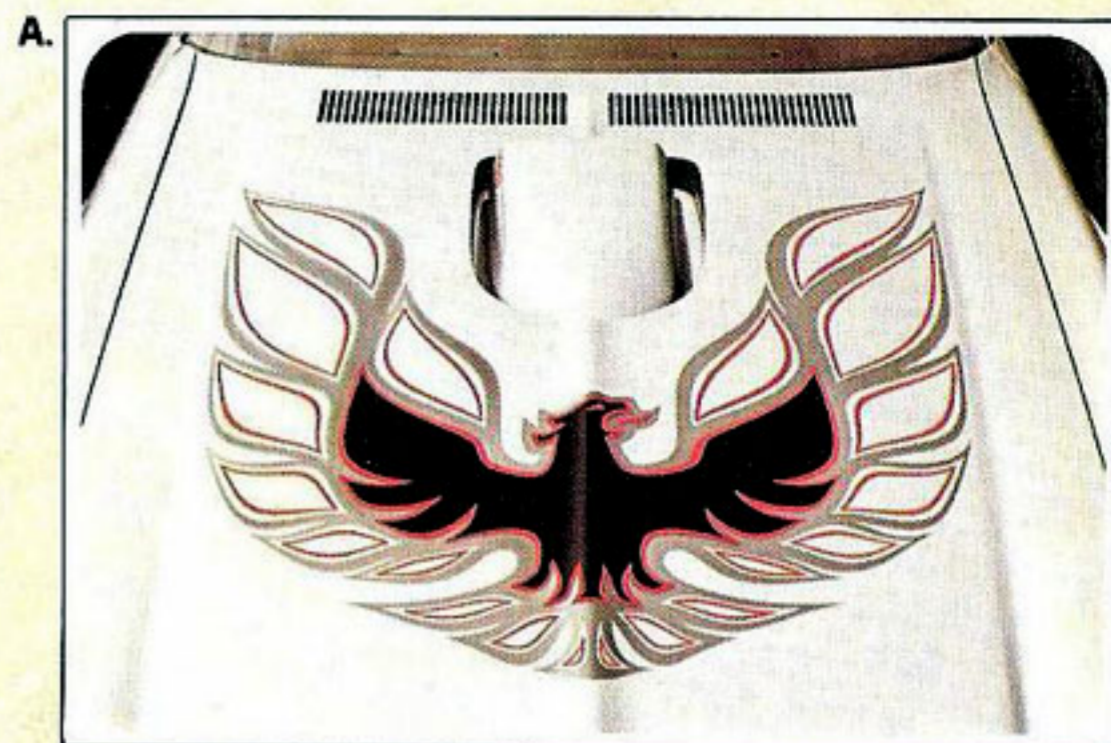
The etc. includes things like GR70-15 radials on Rally II wheels. A thickly padded 14" Formula steering wheel. And an instrument panel with tach, clock and a full set of rally gauges.

Trans Am is powered by a 6.5 liter 4-bbl. V-8 bolted to a floor-shifted 4-speed and a limited-slip differential. California Trans Ams come with Turbo Hydra-matic.

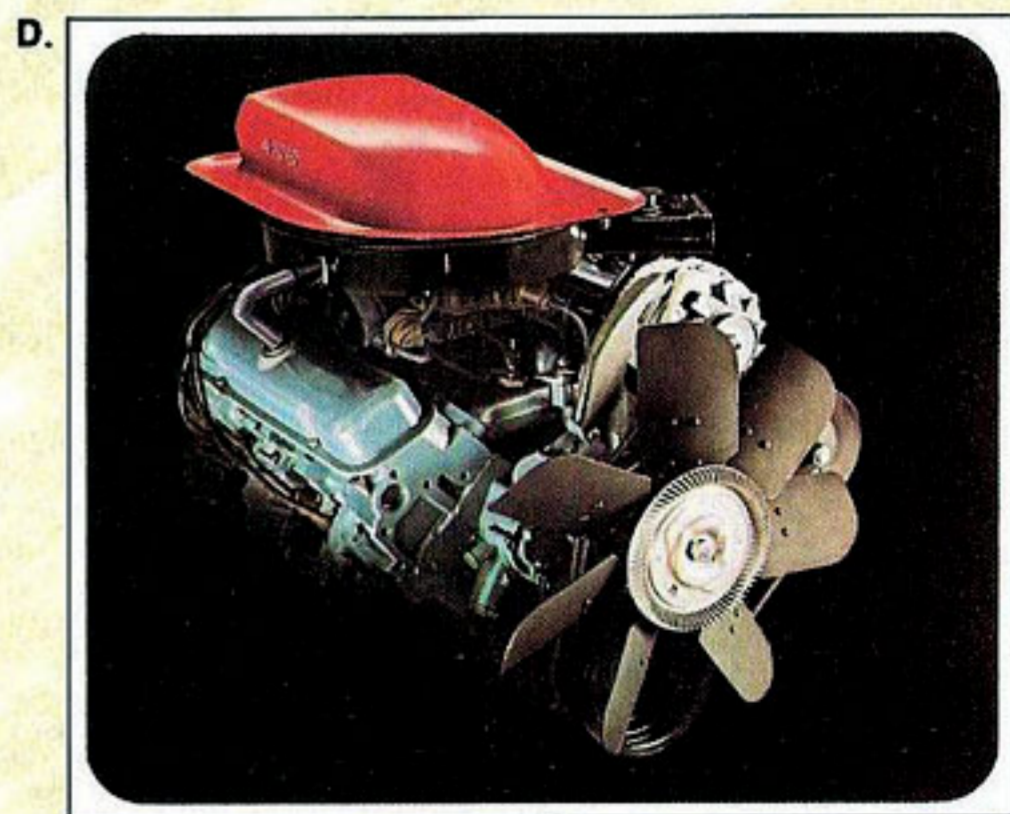
And this year, unless you live in California, you can even order an available 7.5 liter V-8 under Trans Am's hood.

For the top of Trans Am's hood, you can order the available giant Firebird decal.

Firebird. Firebird Esprit. Formula Firebird. Or Trans Am. Pick one...and drive it.



A. Trans Am's available hood decal.
B. The look of engine-turned aluminum. Full rally instrumentation. Formula steering wheel. Trans Am is ready when you are.
C. Even Firebird's wheels are colorful. If you order the available new body-colored Rally II wheels.
D. Back by popular demand. Pontiac's 455 V-8 is available on the 1976 Trans Am (except in California).



Our basic 'Bird is the easiest way to get into the Firebird family. Because it's the most affordable Firebird of them all.

Affordable driving, too. A 250-cu.-in. Six is standard. As is a 3-speed manual transmission (Turbo Hydramatic in California.)

But the new front and rear ends with their integral body-colored bumpers look so fantastic, people will think you laid out a bundle.

Slip behind the wheel and it's the same story. The cut-pile carpeting. The Morrokide upholstery. It's all very upper class.

Not as upper class as our new Firebird Esprit. Because if you really want to be coddled with luxury, Esprit is the sports car you were born to drive.

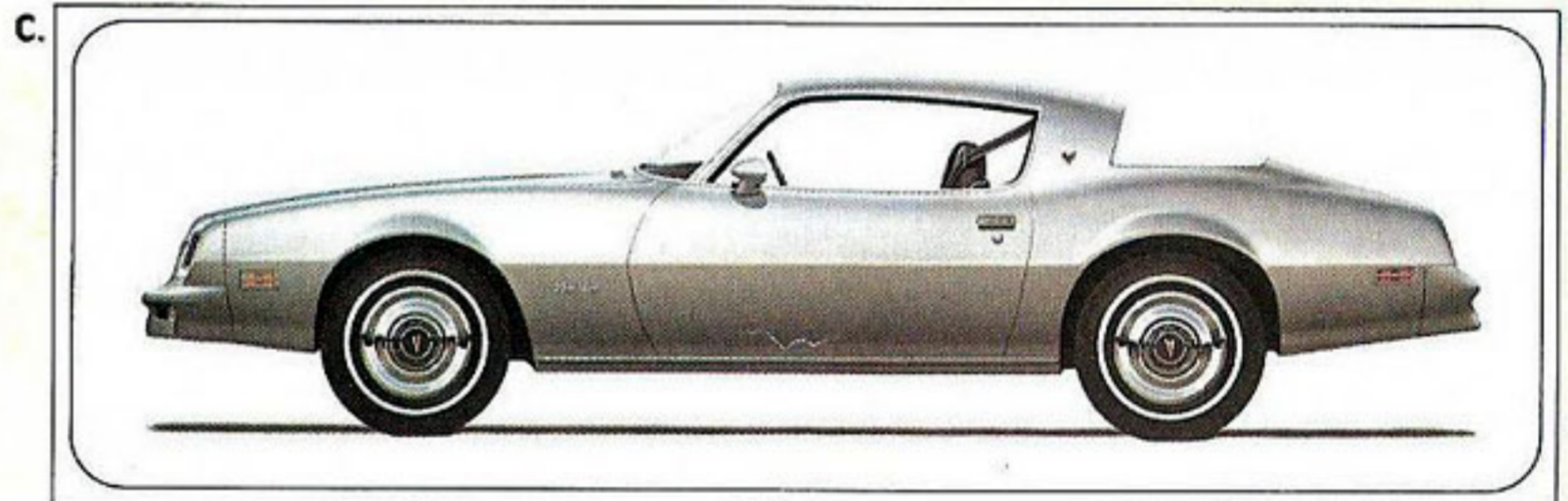
The running gear is like our basic Bird. Pontiac's High Energy Electronic Ignition and catalytic converter help you go a long time between scheduled maintenance.

Esprit has a custom interior plush enough to make a chauffeur feel at home. With added sound insulation and a custom cushion steering wheel.

Esprit gets the treatment on the outside, too. Body-colored sport mirrors. Deluxe wheel covers. And special moldings.

You can even order an available new over-the-roof stripe option and a canopy vinyl top.

Obviously, Esprit is the plushest Firebird you can buy.



- A. Information Central. Firebird's standard instrument panel with available Formula steering wheel, rally and fuel economy gauges.
- B. Sit down and let the performance begin. Standard Firebird, Formula Firebird and Firebird Trans Am interior. Shown in buckskin—also available in white and black.
- C. Firebird Hardtop Coupe.
- D. Want an even sportier Firebird? Order the available new canopy vinyl top and over-the-roof stripe job.
- E. Get ready for some grand touring. This custom interior is standard on Firebird Esprit, available on Formula and Trans Am. Shown in firethorn—also available in white, black, blue and buckskin.

FACTS AND FIGURES

FIREBIRD

MODELS

Hardtop Coupe, offered in four versions: Firebird, Firebird Esprit, Formula Firebird and Firebird Trans Am.

POWER TEAMS*

Engines: 250-cu.-in. 1-bbl. 6-cyl. standard on Firebird and Esprit. 350-cu.-in. 2-bbl. V-8 standard on Formula, available on Firebird and Esprit. 350-cu.-in. 4-bbl. V-8 available on Firebird, Esprit and Formula (Calif. only). 400-cu.-in. 4-bbl. V-8 standard on Trans Am, available on Firebird, Esprit and Formula. 455-cu.-in. 4-bbl. V-8 available on Trans Am. Transmissions: 3-speed manual standard on Firebird and Esprit. 4-speed manual standard on Trans Am, available on Firebird, Esprit and Formula. Turbo Hydra-matic standard on Formula, available on all others.

*Manual transmissions and certain engines are not available in California.

Ask your Pontiac dealer for full details on engine/transmission combinations.

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. Deluxe 2-spoke steering wheel in matching interior colors. Nylon-blend, cut-pile carpeting. Trunk floor mat. Fluid-on-demand windshield washer. Ash tray lamp.

Special Firebird Esprit Features

Custom all-Morrokide deep contour bucket seats. Distinctive door trim panels. Custom cushion steering wheel in matching interior colors. Pedal trim plates. Door and instrument panel assist straps. Rear ash tray. Added acoustical insulation.

Special Formula Firebird Features

Custom cushion steering wheel in matching interior colors. New full-length front console.

Special Firebird Trans Am Features

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

STANDARD EXTERIOR FEATURES

Standard Firebird Features

New front and rear styling with integral body-colored bumpers. Hubcaps. Bright headlight bezels and windshield, rear window and grille moldings. Firebird emblems on grille panel, sail panel and rear deck lid.

Special Firebird Esprit Features

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

Special Formula Firebird Features

Formula identification. New steel hood with twin simulated air scoops. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. Dual chrome splitter tailpipe extensions.

Special Firebird Trans Am Features

Trans Am decal on front fenders and on wraparound rear deck spoiler. New front air dam. Wheel opening air deflectors. Front fender air extractors. Body-colored sport mirrors, left-hand remote control. Concealed wipers. Blacked-out grille. 15" x 7" Rally II wheels with trim rings. Shaker hood. Dual chrome splitter tailpipe extensions.

STANDARD CHASSIS FEATURES

Standard Firebird and Esprit Features

Radial Tuned Suspension, which includes: FR78-15 GM specification steel-belted radial tires, firm shock absorbers, jounce restrictors, computer-selected springs, front stabilizer bar. Front disc brakes. Variable-ratio power steering. Coil-spring front and leaf-spring rear suspension. High Energy Electronic Ignition and catalytic converter which requires unleaded fuel.

Special Formula Firebird Features

Power-flex fan with 400 V-8. Heavy front and rear stabilizer bars.

Special Firebird Trans Am Features

Safe-T-Track limited-slip differential. Power brakes. Power-flex fan. GR70-15 steel-belted radial tires.

DIMENSIONS (Inches)	Firebird, Esprit	Formula	Trans Am
Overall length	196.8	196.8	196.8
Overall width	73.0	73.0	73.0
Wheelbase	108.1	108.1	108.1
Track, front/rear	60.9/60.0	61.3/60.4	61.2/60.3
Head room, front/rear	37.5/35.9	37.5/35.9	37.5/35.9
Leg room, front/rear	44.1/29.6	44.1/29.6	44.1/29.6
Shoulder room, front/rear	57.4/54.4	57.4/54.4	57.4/54.4
Hip room, front/rear	52.4/45.8	52.4/45.8	52.4/45.8

CAPACITIES	Firebird, Esprit	Formula, Trans Am
Fuel tank (gals.)	20.2	20.2
Cooling system (qts.)	14.6	21.3*
Oil, less filter refill (qts.)	4.0	5.0

*Trans Am—22.3 with 455 V-8.

POPULAR EQUIPMENT AVAILABLE

New Formula Appearance Package including special striping and super-graphics. New over-the-roof accent stripes. New canopy vinyl top. New body-colored Rally II wheels. Custom interior trim package (std. on Esprit). Air conditioning with new idle stop solenoid for improved fuel economy. New 455 V-8 with 4-speed manual transmission (Trans Am only). Front and rear consoles. Electric rear window defroster. Rally gauge instrument cluster. Fuel economy gauge. Turbo Hydra-matic transmission (std. on Formula) AM, AM/FM and AM/FM stereo radios. 8-track stereo tape player. Honeycomb wheels. Formula steering wheel (std. on Trans Am). Added acoustical insulation (std. on Esprit).

FIREBIRD SAFETY FEATURES

Occupant Protection

Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and inertia reel shoulder belts for driver and right front passenger (with reminder light and buzzer). Energy-absorbing steering column. Passenger-guard door locks. 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. Cargo-Guard. Contoured roof inner panel. Safety armrests.

Accident Prevention

Side marker lights and reflectors. 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.

Anti-theft

Anti-theft ignition key reminder 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.

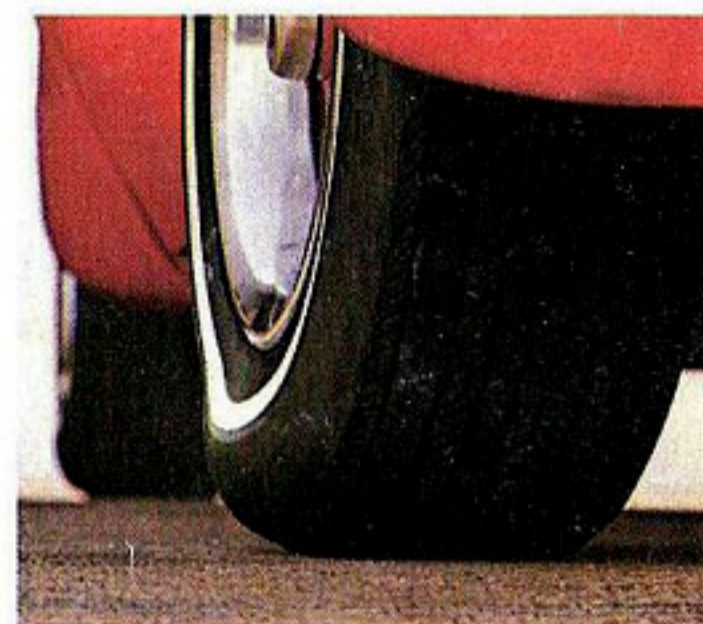
Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.



Formula and Trans Am Firebirds sport these new dual splitter chromed exhausts.



Firebird's High Energy Electronic Ignition zaps up to 35,000 volts of power to the plugs.



Pontiac's own Radial Tuned Suspension and steel-belted radials are standard on every 1976 Firebird.

