



FIREBIRD '69

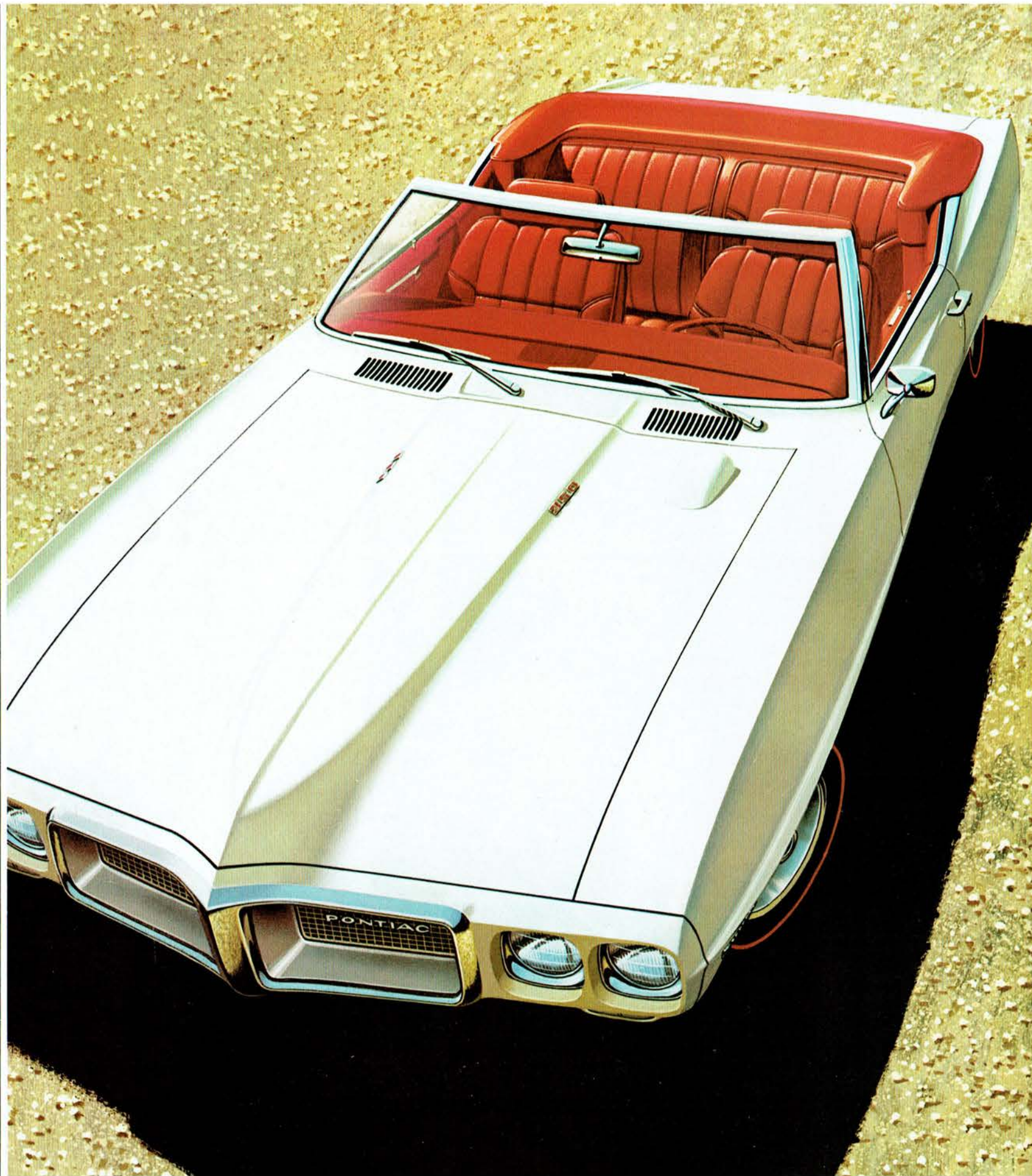


**Say hello to Big Daddy.**

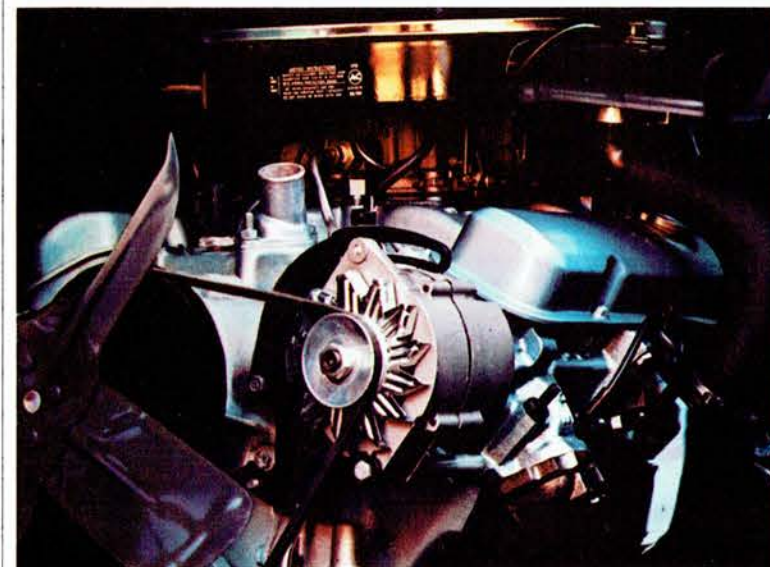
It doesn't take much figuring to understand why we call this year's 400 the Big Daddy of the Firebird series. 400 cubic inches of V-8. 330 hp at 4800 rpm. 430 lb-ft torque at 3300 rpm. 10.75:1 compression ratio. 4-barrel carburetion. Heavy-duty, fully synchronized, 3-speed transmission with a Hurst shifter. Dual exhausts. Redline wide-ovals. And an extra-firm suspension with Firebird's new composite U-joints for a quieter, smoother ride. You sure wouldn't name a machine like that "mom." Frankly, we don't know what you'd call our 400 after you've opted for a 400 H.O. with its high-output cam and free-flowing exhaust. Maybe even with a Ram Air package.

Our 400 Ram Air IV is a different breed altogether. High-output cam and springs. Oversize valves. Flat-top pistons with valve indents. Developing 345 horses. Ram Air IV promotes free breathing through two functional hood scoops which can be closed from the driver's seat in case the weatherman misses on a "sunny day" prediction. Other nifties you might want to order include mag-type Rally II wheels. A hood-mounted tach. Single-piston front power disc brakes. A rear-mounted power radio antenna. Variable-ratio power steering. (The farther you turn, the faster you turn.) A newly designed custom air conditioner. Stereo tape. Custom, wide-tread fiberglass cord tires. A close-ratio synchronized 4-speed. Or our 3-speed Turbo Hydra-matic which comes with a rally sports shifter when you order a console.

Big Daddy? Big Daddy!



Firebird H.O.



**That H.O. definitely doesn't stand for hands off.**

No sir. The H.O. means high output.

The kind you get when you take a 325-horse, 350-cubic-inch V-8, in league with a fully synchronized 3-speed, and add Quadra-jet 4-barrel carburetion, high-lift cam, new cylinder heads, overhead valves, heavy-rated front and rear springs, heavy-duty clutch and dual exhaust. Who would suspect we'd give Firebird that kind of action?

But maybe you think you can do better. Be our guest. Tell the nice Pontiac dealer you want to order a close-ratio 4-speed. Or a heavy-duty 3-speed. Or a 3-speed Turbo Hydra-matic. Or a limited-slip differential. Or Koni shocks. Or a heavy-duty battery. Or a heavy-duty radiator. Or . . . or . . . or . . .

A hood-mounted tachometer and a special rally gauge cluster will tell you just how well you're doing. (Specify both.) Along with Firebird's newly designed instrument panel, of course.

In case you get carried away leering down the sweep of Firebird's long hood, or testing the sticky wide-oval boots on our new 7"-wide wheel rims, we'd like to point out a couple of other goodies. Like the heavy-duty springs. Very un-mushy at railroad crossings. And the new embossing on the seat backs, doors and quarter panels. You may have to stop for a few minutes to appreciate it. But it's there for looks. So please do. Then hurry back to the road. Firebird H.O. was never meant to stand still for any length of time.



### **Firebird 350**

#### **The sport that lives with the stork.**

It used to be that when dad passed out cigars he had to pass up sports cars.

That day ended when we came up with our Firebird 350.

Our '69 version takes to kids like kids take to tadpoles.

Take budgeting. This baby runs on regular. Precious little, thanks to a 2-barrel carburetor. Yet with 265 horsepower, it moves when told.

Our smooth, synchronized 3-speed stick is standard. But you can go even smoother by specifying Turbo Hydra-matic. Order it with a console, and a rally sports speed shifter is standard. (You can shift. Your wife doesn't have to.)

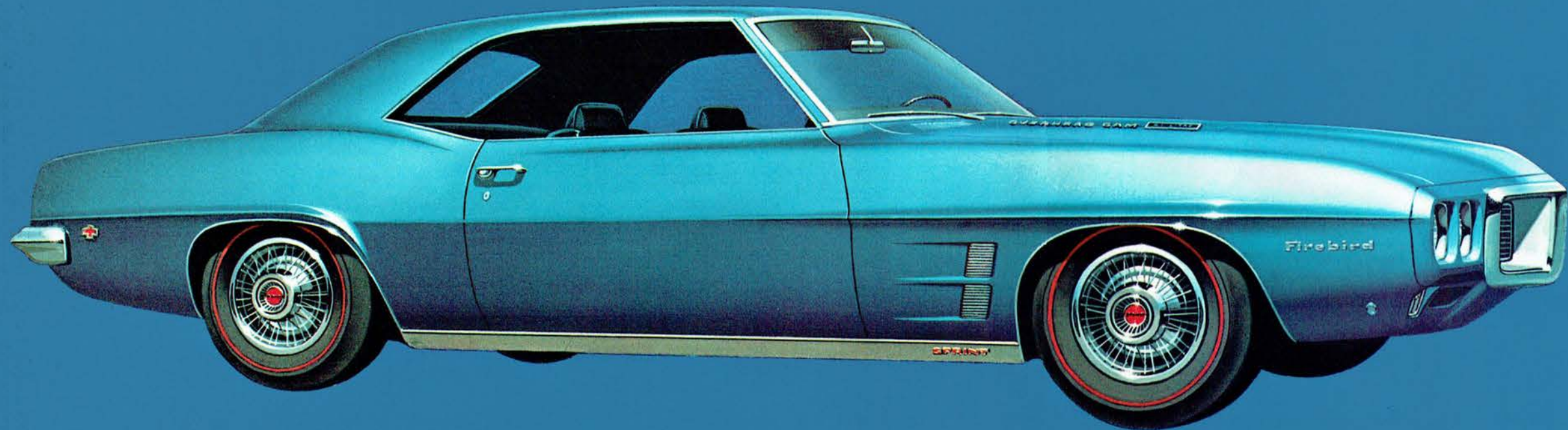
Versatility? We thought of that, too. The seats are upholstered in soft, expanded Morrokide. A swipe with a sponge and they're clean. That goes for the fold-down rear seat and the front bench seat with the fold-down center armrest you can order, too.

In the trunk, a "Space-Saver Spare" tire leaves some pretty amazing space for luggage. It comes complete with its own aerosol inflater.

All other tires are easy to inflate (so are beachballs) when you order our portable air pump that works off the engine.

OK. 350 is sensible. But don't forget it's still a sporty car. Which is why we offer options like an AM/FM radio, AM/FM with stereo multiplex, a ski rack and a Cordova top.

So when No. 2 comes along, you just might want to celebrate by buying a Firebird 350. Instead of passing out cigars.



### **Firebird Sprint**

#### **With due apologies to our friends across the sea.**

Sometimes it's just plain great to be American. Especially when a car like our 1969 Firebird Sprint comes along.

Sprint does a great job of combining continental and yankee virtues.

We get economy from a 250-cubic-inch, Overhead Cam Six. Which just happens to have a high-output cam, 4-barrel carb, low-restriction exhaust system, low-restriction air cleaner (chrome cover, no less). And 215 horses with automatic—230 with manual transmission.

So we get performance, too.

Controlled with a floor-mounted, fully synchronized 3-speed transmission, heavy-duty clutch and an extra-firm, yet smooth and quiet, suspension.

(A new 3-speed Turbo Hydra-matic is available, too.)

Now here's where we really get all-American.

You see, the European cars have never been known for their sheer comfort. We redid our slimline buckets this year, just to be sure we would be. They're wider. And they have more padding.

Order the custom trim, and those buckets will be done up in knit-vinyl upholstery that breathes. (So you won't lose your cool.) The package also includes bright roof rail side interior moldings, wood-grain vinyl instrument panel trim, molded trunk mat, integral front armrests, padded interior door panels, assist grip and assorted interior and exterior trim.

Order again, and you'll get a console, a tilt steering wheel, walnut shift knob or a custom steering wheel with the look of walnut.

Nice going, America.



## Firebird

### It's hard to believe this is a basic anything.

It just goes to show you how much we think of our Firebird.

Obviously our designers do, too. They swung into action and came up with totally new lines. Everything from the front end and the bumper stabilizers to the cleaner rear end is N-E-W.

The word's the same underneath it all. New camera-case-grain instrument panel. New easy-to-reach door locks. New wider, softer front buckets. New ignition lock on the steering column. (Wheel, transmission and ignition are locked when you remove the key.) New gas tank venting system. (Much easier to "fill 'er up.")

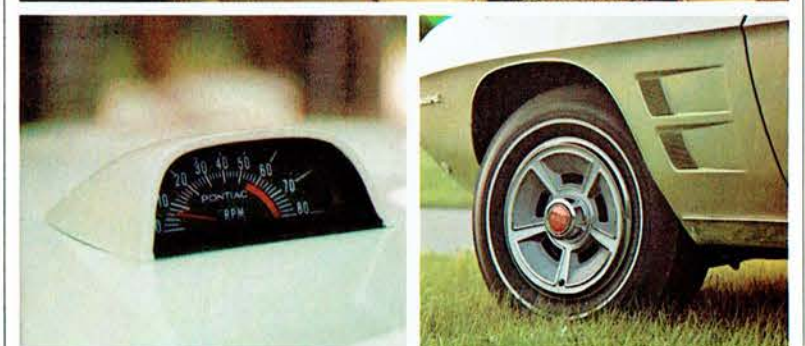
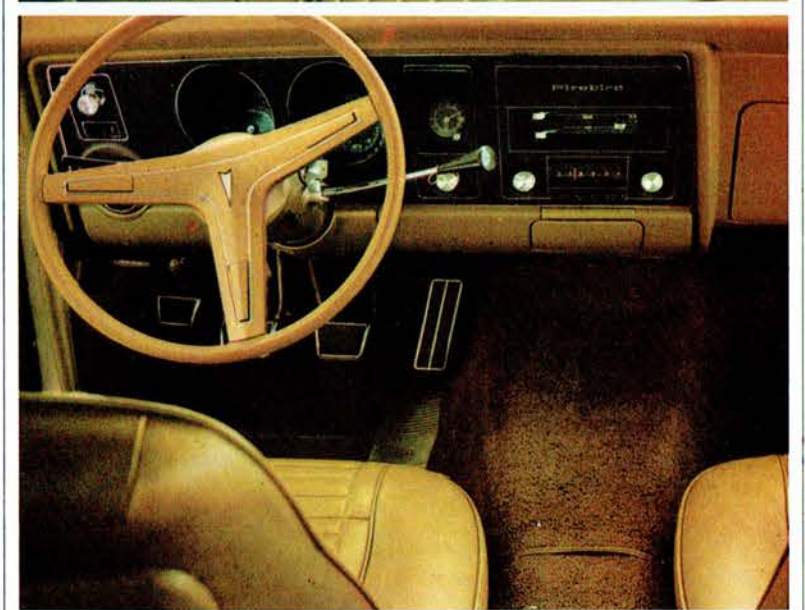
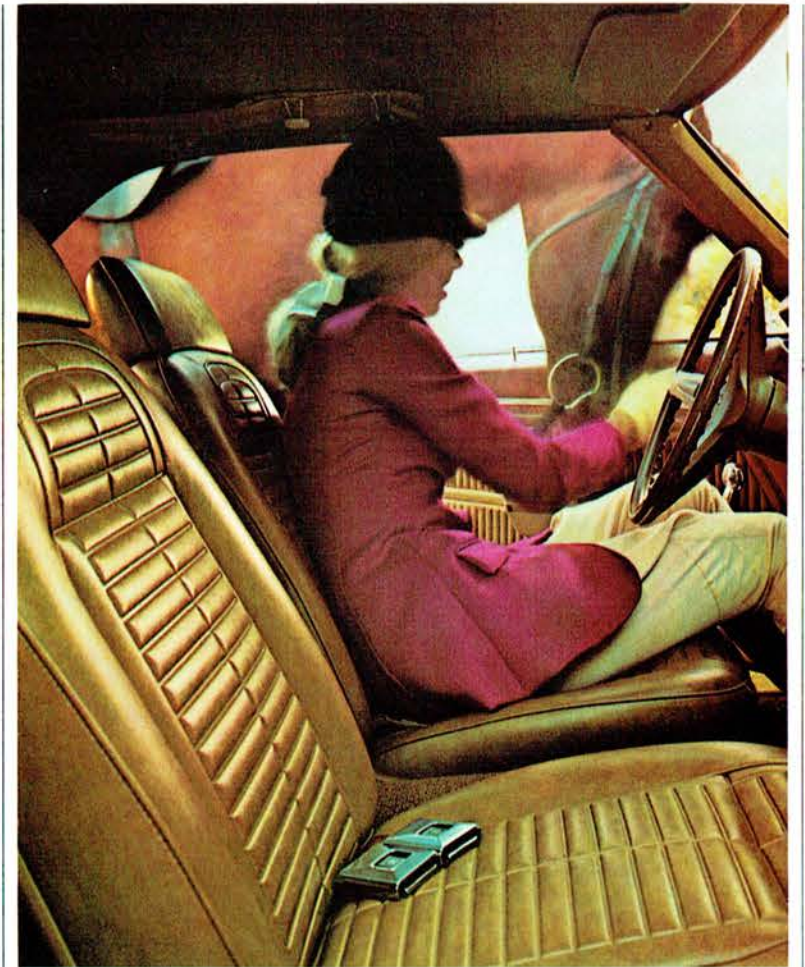
Whew!

Now, before you start thinking you can't afford Firebird, we'd better explain how we cut costs. You see, some things were so great they didn't need changing. Like the "Space-Saver Spare" tire. Plush nylon-blend carpeting. Upper-level ventilation that eliminates vent windows. And except for new composite U-joints, our multileaf rear suspension.

Our trusty Overhead Cam Six is still standard, too. While it develops 175 horsepower, it runs, not walks, on regular. A fully synchronized 3-speed goes along. But you can also order a new (oops!) 3-speed Turbo Hydraulic.

That's what we call basic. But we also have a volume of options and accessories.

So build, buster, build.



## Firebird Specs.

Every Firebird we make this year will be outfitted with the following safety, anti-theft and convenience equipment:

Energy absorbing steering column

Seat belts with pushbutton buckle releases for *all* passenger positions

Shoulder belts with pushbutton buckle releases and special storage convenience provision for driver and right front passenger (except convertibles)

Two front-seat head restraints

Passenger-guard door locks—with forward-mounted lock buttons

Four-way hazard warning flasher

Dual master cylinder brake system, with warning light and corrosion-resistant brake lines

Folding seat back latches

Dual-speed windshield wipers and washers

Dual-action safety hood latches

Outside rearview mirror

Backup lights

Side marker lights and parking lamps that illuminate with headlamps

Energy absorbing instrument panel, padded sun visors

Reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub and windshield wiper arms and blades

Wide, inside day-night mirror with deflecting base

Lane-change feature in direction signal control

Safety armrests

Thick laminate windshield

Soft, low-profile window control knobs, coat hooks, dome lamp

Padded front seat back tops

Smooth contoured door and window regulator handles

Anti-theft ignition key warning buzzer

Anti-theft ignition, steering and transmission lock

Starter safety switch on all transmissions

Safety rim wheels

Safety door latches and hinges

Uniform automatic transmission quadrant (P R N D L and P R N D S L)

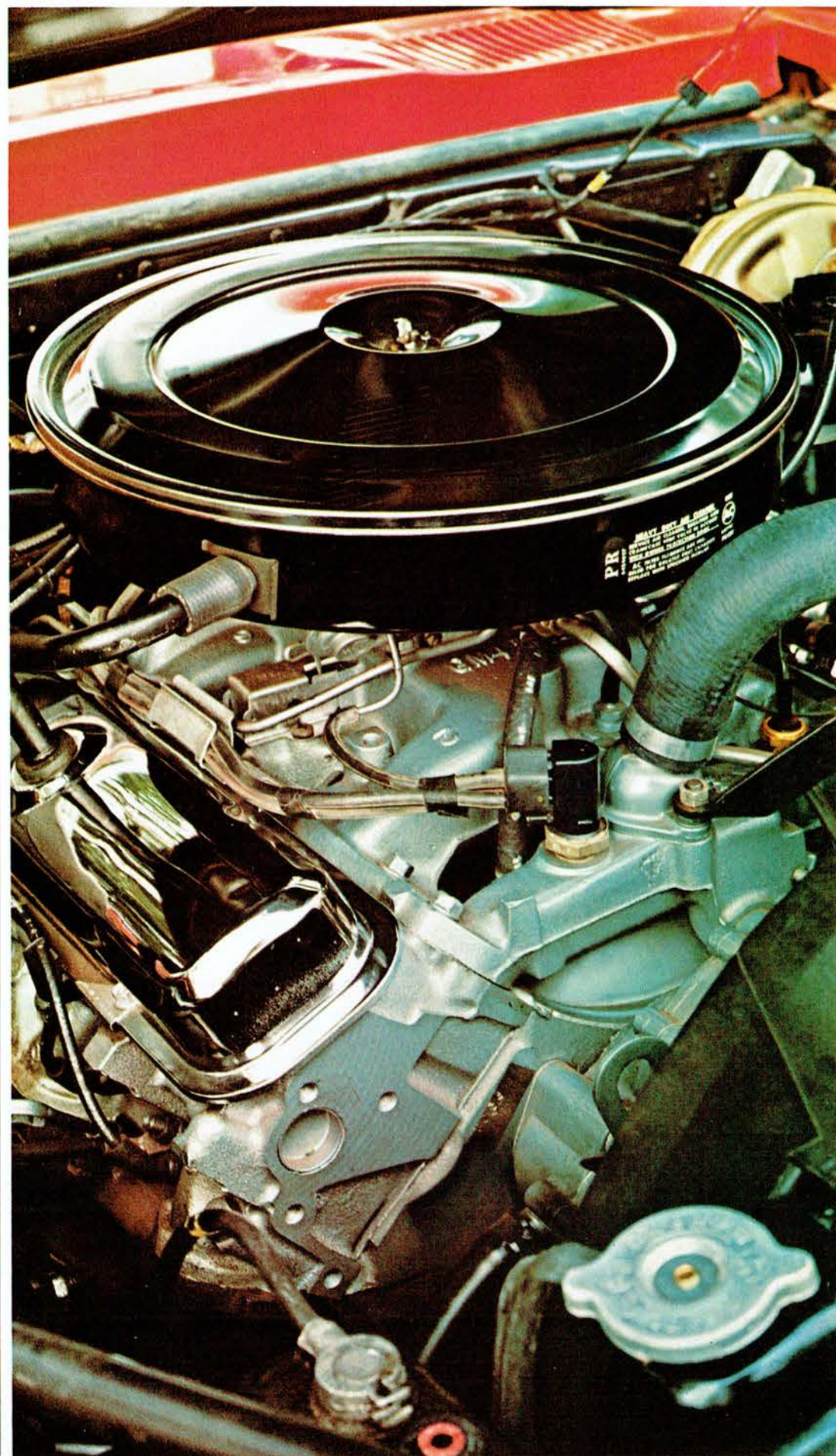
Snag-resistant steering wheel hardware

Door hinges, stamped steel (at least one assembly per door)

Nonprojecting wheel nuts, discs and caps

Improved fuel tank retention

Improved glove box door latches



	Firebird	Firebird Sprint	Firebird 350	Firebird H.O.	400	400 H.O.	400 Ram Air IV
<b>Engine size</b> (cu. in.)	250	250	350	350	400	400 H.O.	400 Ram Air IV
<b>Engine type</b>	DHC 6, 1-BBL Regular fuel	DHC 6, 4-BBL Premium fuel	V-8, 2-BBL Regular fuel	V-8, 4-BBL Premium fuel	V-8, 4-BBL Premium fuel	V-8, 4-BBL Premium fuel	V-8, 4-BBL Premium fuel
<b>Std. transmission</b>	3-speed Man. (column)	3-speed Man. (floor)	3-speed Man. (column)	3-speed Man. (column)	Heavy-duty 3-speed (floor)	Heavy-duty 3-speed (floor)	Heavy-duty 4-speed Man. (floor)
<b>Opt. transmissions</b> (extra cost)	4-speed Man., 2-speed Auto., or Turbo Hydra-matic	4-speed Man., or Turbo Hydra-matic	H.D. 3-speed Man., 4-speed Man., Auto., or Turbo Hydra-matic	H.D. 3-speed Man., 4-speed Man., or Turbo Hydra-matic	4-speed Man. or 3-speed Turbo Hydra-matic	4-speed Man. or 3-speed Turbo Hydra-matic	4-speed Man. or 3-speed Turbo Hydra-matic
<b>Bore &amp; stroke</b> (inches)	3.88 x 3.53	3.88 x 3.53	3.88 x 3.75	3.88 x 3.75	4.12 x 3.75	4.12 x 3.75	4.12 x 3.75
<b>Horsepower</b>	175 @ 4800 rpm	215 @ 5200 rpm	265 @ 4600 rpm	325 @ 5100 rpm	330 @ 4800 rpm	335 @ 5000 rpm	345 @ 5400 rpm
<b>Torque</b> (lb.-ft.)	240 @ 2600 rpm	255 @ 3800 rpm	355 @ 2800 rpm	380 @ 3200 rpm	430 @ 3300 rpm	430 @ 3400 rpm	430 @ 3700 rpm
<b>Compression ratio</b>	9.0:1	10.5:1	9.2:1	10.5:1	10.75:1	10.75:1	10.75:1
<b>Oil capacity</b> (less filter)	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts
<b>Camshaft duration,</b> <b>degrees—intake</b>	240	244	269	288	273	228 (Man.) 273 (Auto.)	301 (Man.) 288 (Auto.)
<b>exhaust</b>	240	244	277	302	289	302 (Man.) 289 (Auto.)	313 (Man.) 302 (Auto.)
<b>overlap</b>	28	26	47	63	54	63 (Man.) 54 (Auto.)	76 (Man.) 63 (Auto.)
<b>Camshaft lift @</b> <b>zero lash—intake</b>	.400	.438	.376	.414	.410	.414 (Man.) .410 (Auto.)	.414 (Man.) .410 (Auto.)
<b>exhaust</b>	.400	.438	.412	.413	.413	.413	.413
<b>Valve head</b> <b>diameter—intake</b>	1.92	1.92	1.96	2.11	2.11	2.11	2.11
<b>exhaust</b>	1.60	1.60	1.66	1.77	1.77	1.77	1.77
<b>Carburetor,</b> <b>bore dia.—primary</b>	1.69	1.38	1.69	1.38	1.38	1.38	1.38
<b>secondary</b>		2.25		2.25	2.25	2.25	2.25
<b>Spring rates, (lbs./in.)</b> <b>deflection, front wheel (a)</b>	73 (92)	73 (92)	85 (92)	85 (92)	85 (92)	85 (92)	85 (92)
<b>rear wheel (a)</b>	83 (119)	90 (119)	90 (119)	90 (119)	90 (119)	90 (119)	90 (119)
<b>Shipping weight</b> (est.) (lbs./hp.) <b>coupe</b>	3084 (17.6)	3137 (14.6)	3239 (12.2)	3280 (10.1)	3319 (10.1)	3319 (9.9)	3319 (9.6)
<b>convertible</b>	3367 (19.2)	3420 (15.9)	3522 (13.3)	3563 (10.9)	3602 (10.9)	3602 (10.8)	3602 (10.4)
<b>with 4-spd. trans.</b>	+9.0	+9.0	+6.0	+6.0	-13.0	-13.0	-13.0
<b>with auto. trans.</b>	-10.0	-10.0	-4.0	-4.0	+32.0	+32.0	+45.0
<b>Radiator cap., (qts.)</b>	12.1	12.1	18.6	18.6	17.8	17.8	17.8
<b>Axle ratio<sup>#</sup>,</b> <b>(00)—mph/1000 rpm in high gear</b> <b>manual trans.</b>	3.55:1 (20.9)	3.55:1 (21.4)	3.23:1 (23.5)	3.36:1 (22.6)	3.36:1 (22.1) (22.6)	3.36:1 (22.6)	3.90:1* (19.5)
<b>auto. trans.</b>	3.23:1 (23.0)	3.23:1 (23.5)	2.56:1 (29.7)	3.23:1 (23.5)	3.08:1 (24.1) (24.7)	3.08:1 (24.7)	3.90:1* (19.5)
<b>optional ratios</b>	3.08:1 (24.1) 3.23:1* (23.0) Spec. ord. 3.55:1* (20.9)	2.78:1* (27.3) 3.55:1* (21.4)	3.08:1 (24.7) 2.93:1* (25.9) 2.78:1* (27.3)	2.78:1* (27.3) Spec. ord. 3.55:1* (21.4) Spec. ord. 3.90:1 (19.5)	3.55:1 (21.4) 3.23:1* (23.5) Spec. ord. 3.90:1* (19.5) Spec. ord. 4.33:1 (17.5)	3.55:1* (21.4) Spec. ord. 3.90:1* (19.5) Spec. ord. 4.33:1* (17.5)	

<sup>#</sup>Some ratios require extra-cost items like a heavy-duty cooling package, limited slip differential, etc. Special 4.11:1 ratio available, dealer-installed.

\*w/automatic 1w/air conditioning (a) Figure in ( ) indicates rate with firm ride and handling option—rate for rear spring on convertibles is increased to 123.

\*Not available w/air conditioning (automatic transmission only).

### Firebird General Specifications

<b>Wheelbase</b>	108.1
<b>Tread:</b> Front	60
Rear	60
<b>Tire size*</b>	E70 x 14, wide-oval (a)
<b>Luggage compartment</b>	9.9 cubic feet, usable
<b>Length, overall</b>	191.1
<b>Width, overall</b>	73.9
<b>Height, overall</b> Coupe	49.6
Convertible	49.5
<b>Headroom:</b> front Coupe	37.0
Convertible	37.5
rear Coupe	36.7
Convertible	36.8

All options noted herein are extra-cost equipment unless otherwise specified. Ask your dealer for all price information on any model or special equipment you desire. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time in colors, materials, equipment, specifications, prices and models. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan 48053. Printed in U.S.A. 9-68. 1MM.

<b>Leg room:</b> front Coupe	42.5
Convertible	42.5
rear Coupe	29.5
Convertible	29.5

**Fuel tank capacity** 18.5 gallons

**Steering gear ratio:** manual 24:1 w/6-cyl.; 28:1 w/V-8  
power fast ratio 16.2:1

**Brakes,** diameter: drums 9.5 inches; 269.2 sq. in. swept area (total, std. system)  
front, disc 11.12 inches; 323.6 sq. in. swept area (total, optional system)

\*"Space-Saver Spare" is standard, conventional spare tire is a no-extra-cost option.

(a) F70 x 14 std. with Firebird Sprint, 350, H.O. & 400 options.

**In addition to the options and accessories noted on the previous pages, you can personalize your Firebird with these:** Cruise control; Electric clock; Underhood lamp; Variable-pitch, heavy-duty, 7-blade fan; Self-regulated 55-amp alternator; Spare wheel and tire cover package; Integrated rear-speaker control; Power convertible top; Luggage carriers; Power windows; Power brakes; Power steering; Safeguard speedometer; Soft-Ray glass (all around or windshield only); Walnut shift knob and much, much more. Your Pontiac dealer will be happy to show you our entire accessory encyclopedia.

Shown on the cars 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.



MARK OF EXCELLENCE  
Pontiac Motor Division