

**Pontiac
announces the
beginning of
tomorrow.**

The all-new Firebirds are here.



(We take the fun of driving seriously.)

Gauges that gauge, spoilers that spoil, and scoops that scoop.



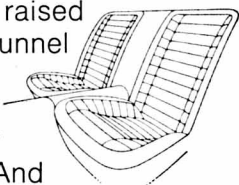
What's this? Detroit pushing functional styling? Wouldn't you know who. Pontiac.

We decided to give our designers and engineers their heads. And what they came up with is styling that works. Aerodynamically. In four totally new Firebirds. Two of which you just might find particularly stirring.

Firebird Formula 400 (the blue beauty shown left). We asked ourselves how many passengers we might seat comfortably. The answer was four. So Formula 400 has bucket seats front and rear.

Then, we raised the drive line tunnel between the seats to get more room for spring travel. And the result is a decided lack of the typical sports car jolts.

Formula 400 also has a bigger stabilizer bar up front. A brand-new stabilizer bar in the rear. And standard front disc brakes. For those roads that feature curves. The



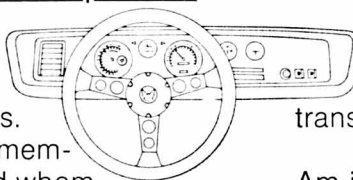
fastest variable-ratio power steering around is available for such conditions, too.

The standard 330-hp, 400-cubic-inch V-8 should be enough for about anyone. Just in case somebody disagrees, however, there's a 400 Ram Air V-8 you can order.

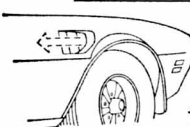
Should you do so, the scoops perched on that fiberglass hood will scoop. Really scoop. Take a glance at the available full complement of honest-to-gosh gauges if you doubt us.

Just remember who told whom about functional styling.

Firebird Trans Am (the one shown right that isn't blue). Ah, what a little road testing can do. What it can do is help you develop a front air dam



and side air extractors that



put a 50-lb. downward pressure on the front end. At

turnpike speeds. It can show you how effective air dams are at the wheel wells. It can lead you into developing a rear spoiler that puts 50 lbs. of pressure on the rear end.



Also at turnpike speeds. And it can convince you that a shaker hood with a rear-facing inlet is effective for providing air to a 345-hp, 400-cubic-inch Ram Air V-8.

It can also tell you how it all works with the Hurst-shifted wide- or close-ratio 4-speed transmission you can order.

Now you know why Trans Am is our most sophisticated Firebird. In fact, the only thing that doesn't function is the unsubtle stripe running the length of the car. But maybe it does something for you.



MARK OF EXCELLENCE

Pontiac Motor Division

New, even for Pontiac.