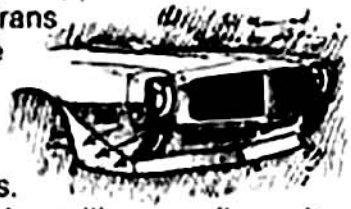
It'll never fly.

When Pontiac first introduced the Firebird Trans Am, a few self-styled automotive experts started sniping away.

Put-ons don't make it, they said. Who's Pontiac trying to kid, anyway?

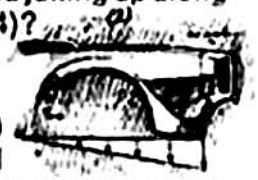
Well, we're here to tell you that those appurtenances on the 1971 Trans Am are more than mere put-ons.



Trans Am will never fly, quite simply, because they help make it one of the most aerodynamically stable production cars ever built.

To begin with, see that air dam (1) under the front bumper? It works.

See the spoilers (2) in front of the wheels and jutting up along the rear deck (4)? They work.



See the air extractor (3) just behind and above the front wheel opening? You guessed it. It works, too.

In fact, the combined effect of these additions is 50 pounds of downward pressure on the front and 50 on the rear. What's more, and we've proved it over and over in highly controlled wind-tunnel tests, we get those 50 pounds at turnpike speeds.

Of course, Trans Am gets its great stability from other sources as well.

An inch-and-a-quarter front stabilizer bar, a seven-eighths-inch rear one. Heavy-duty shocks and springs. Extra-wide-based, F60—15, bias-belted tires. Special Safe-T-Track differential.

You know, we could go on rapping about Trans Am forever. The shaker hood, 455-CID H.O. V-8 that runs beautifully on the new low-lead and no-lead fuels, Hurst-handled 4-speed Muncie and full instrumentation.

But what we really wanted to set straight was the fact that Trans Am—despite what a few know-it-alls had to say—sticks to the road like stepped-on gum.

GM

MARK OF EXCELLENCE

Pontiac Motor Division

'71 Firebird Trans Am. Pure Pontiac!