### PONTIAC FIREBIRD



BUILT FOR DRIVERS"

Get ready to rumble. It's time to get your pulse racing.

It's time to realize all your performance aspirations. It's time you assumed your position in the 1998 Pontiac Firebird.

## ARE YOU READY TO FEEL THE EARTH MOVE?

Sure, its pure sports car form, with its sleek wind-cutting lines, makes as bold and powerful a statement as you'll see anywhere on the road. But Firebird Trans Am Ram Air doesn't just look powerful it screams power the moment you fire up the massive powerplant and hear the throaty roar. You will be roaring approval as soon as you put it into gear.



You'd expect a sports car with Firebird's looks to be just as brazen under the hood.

And Formula and Trans Am exceed your already high expectations

with the mammoth power of the new 5.7 litre V8 engine

and an available Ram Air package.

This engine swallows oxygen more efficiently than a world-class sprinter.

And its off-the-line acceleration will leave even a world champion in its wake.

## FIREBIRD'S TECHNOLOGY IS JUST AS BRASH AS ITS STYLING.

It scoops air through its flared nostrils and breathes fire – to the tune of 320 horsepower.

That power is best appreciated in concert

with the available Borg Warner 6-speed manual transmission.

Precise control is provided by the Ram Air package's higher spring rates, tighter valved shocks, stiffer bushings and meaty 17" tires.

It all adds up to a pretty mean package.



Firebird stands for an unlimited brand of performance.

About the only thing limited about this sports car is the

limited slip differential that comes with all Firebird V8s

and gives you even more grip while accelerating out of corners.

And with Firebird, the styling is uncompromised, just like the performance.

## EVEN THE HEAD ROOM IS UNLIMITED.

If you really want to open it up, there's nothing

like a Firebird Convertible.

Bring the top down and even the head room becomes unlimited.



True high performance driving requires much more than out of this world horsepower. It requires passionate engineering that squeezes every ounce of performance out of every component.

With Firebird Formula and Trans Am,

the new 305-horsepower 5.7 litre LS1 V8 gets things off to the right start.

This powerhouse of an engine incorporates an aluminum block and aluminum cylinder heads to reduce weight and elevate performance.

# THERE IS A FORMULA FOR HIGH PERFORMANCE. YOU'RE LOOKING AT IT.

The engine is more powerful, more efficient and quieter than the LT1 V8 that preceded it. Matched with the performance ride and handling suspension, this package adds up to a very exacting formula for high performance.



If you're looking for something understated, may we suggest a family van. If you're looking to shout, not whisper performance, then Firebird is built for you. You can even turn the volume up a notch with the Sport Appearance Package. Just when you thought Firebird couldn't get any sportier, this package adds special aero mouldings and dual exhaust outlets. But with Firebird, performance isn't cosmetic. Under that wonderfully sculpted skin is an exceptionally rigid, unitized body structure

## WHEN YOU'VE GOT IT, FLAUNT IT.

that provides superior torsional rigidity for more precise suspension tuning. So strap yourself into a Firebird. Rev up the 3800 Series II V6 and let the world know you like your driving a little bit nasty.



## FOR A REAL HANDS-ON DRIVING EXPERIENCE.

This is where the real performance begins, with hands firmly gripping the steering wheel as Firebird firmly grips the road.

This is where all the promise of power and nimble handling are expressed in its simplest form.

Gauges are clear and backlit to keep you informed yet absolutely undistracted from your driving mission.

The same is true of the standard stooring whool

The same is true of the standard steering wheel sound system controls. And a tremendous amount of attention went into the most intuitive arrangement of other controls. That keeps your attention where it should be – on the road you are about to conquer.

Now that you've done your instrument check, you're ready to fly.

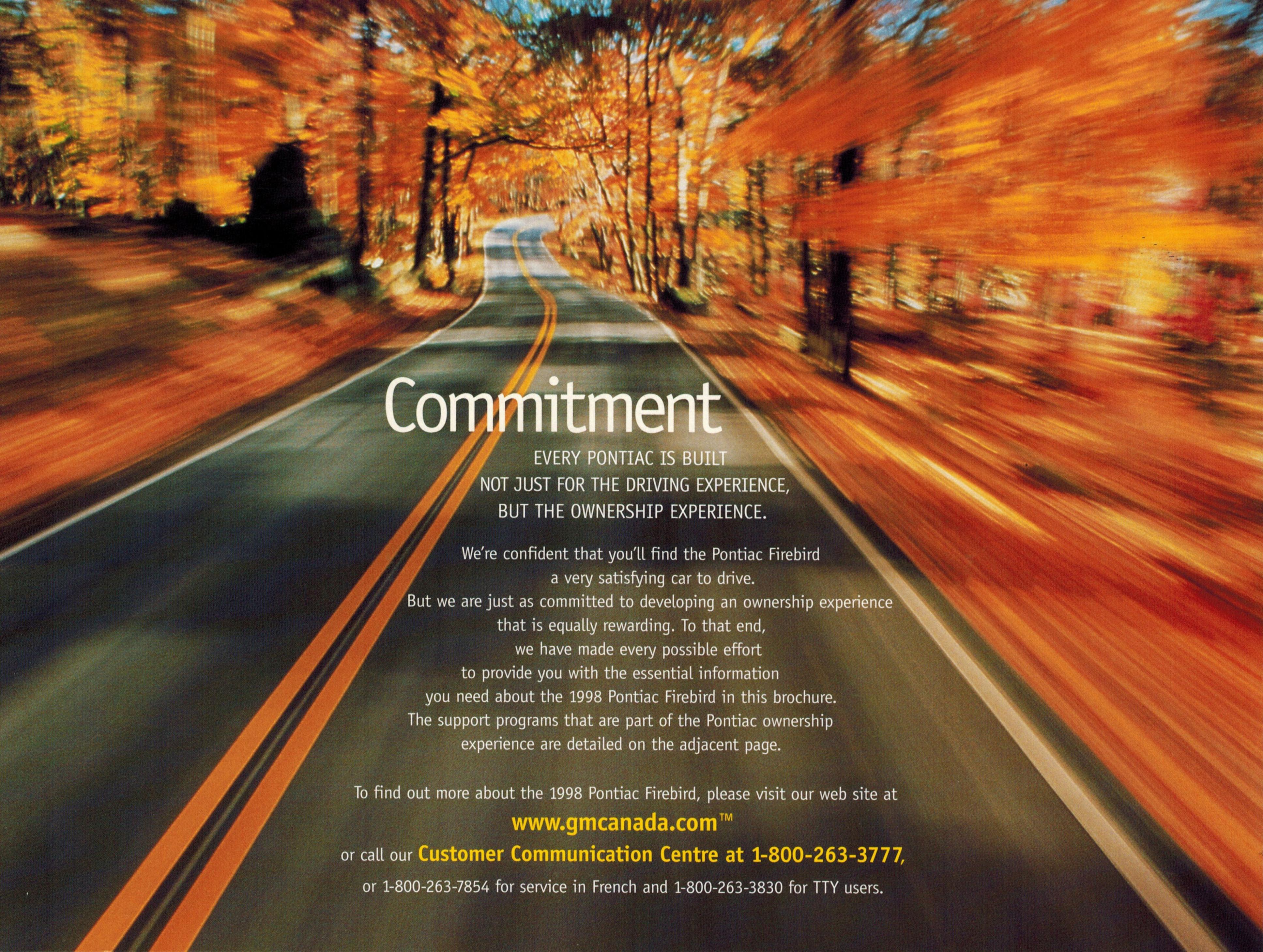


It's not hard to pinpoint the inspiration for this cockpit. Just as a supersonic jet is designed to give its pilots total control of their machinery and environment, so is Firebird.

## WHERE PILOTS GO FOR A LITTLE R & R.

This cockpit is designed for drivers who take their driving very seriously. If you found Firebird's performance engineering compelling, wait till you slip into the body-contoured performance bucket seating. And although this Firebird is a pure driver-oriented environment if there ever was one, there are still a few amenities that can be shared by driver and passenger alike. A centre console provides a cupholder for each of you, plus an auxiliary power outlet. It's perfect for a passenger with a laptop to keep a log of your flight or we should say - drive.







Every new GM car and light-duty truck is backed by the GM TOTAL™ Warranty ARRANTY 3 years/60,000 km (whichever comes first) which covers complete vehicle repairs,

including parts and labour, to correct any defects in material or workmanship occurring during the warranty period. The GM TOTAL™ Warranty requires no deductible. Tires are included. Warranty features include towing, no-charge warranty transfer, 6-year/160,000 km (whichever comes first) corrosion perforation coverage and 8-year/130,000 km (whichever comes first) coverage on catalytic convertors and powertrain control modules (PCM). Regular maintenance is not included. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your dealer for terms of this limited warranty.



GM car or light-duty truck, the security and convenience of round-the-clock Roadside

Assistance is available via a toll-free number usable anywhere in Canada or the United States. During the warranty period, whenever a problem may occur, your Roadside Service Advisor is just a phone call away. Whether it's lock-out assistance, a jump start, a flat tire change, fuel delivery or towing assistance, simply call 1-800-268-6800 and we'll be there to assist you without charge. See your dealer for details.





Your GM dealer may offer courtesy transportation while your 1998 GM vehicle is serviced at your GM dealership for

repairs covered under the 3 year/60,000 km GM TOTAL™ Warranty. See your GM dealer for full details.



General Motors Acceptance Corporation of Canada Limited (GMAC for short) is a General Motors division that was created

specifically to assist GM Dealers in marketing new vehicles to qualified GM customers. You can arrange GMAC financing right in your GM dealer's showroom, and the terms of your arrangement can be tailored to fit your particular needs. It's a convenient, flexible alternative to a conventional bank loan.



SMARTLEASE GM SMARTLEASE is administered by GMAC as an alternative to traditional financing.

Qualified SmartLease customers pay for the portion of the vehicle that is used, rather than paying for the entire vehicle as with traditional financing. Consider these SMARTLEASE benefits: Affordable monthly payments, drive more vehicle for your money, drive a new vehicle more often, limited maintenance and repair expense, no resale risks or trade-in hassles and a guaranteed option-to-purchase price when your lease ends. Most importantly, there are no surprises with SMARTLEASE. Leasing doesn't have to be a mystery. See your GM dealer about the benefits of SMARTLEASE. Or call 1-800-32-SMART.



#### Start your dream rolling with The GM Card®.

With the GM Visa\* Card, your dream of owning a new GM car or truck can quickly

become a reality. Every time you make a purchase using The GM Card, you earn 5% of that purchase which you can apply towards the purchase price or lease down payment of your next eligible new GM vehicle\*\*. Earn up to \$3,500<sup>†</sup> without having to do anything other than charge your usual purchases to your GM Visa Card.

What's more, there is no annual fee. To receive an application or for full terms and conditions, please see your local GM Dealer, TD Bank branch or call 1-800-GM-DRIVE.

®Registered Trademark of General Motors Corporation, TD Bank licensed user. \*TD and GM are licensed users of Marks. \*\*See the GM Card Program Rules for limitations and details. See your dealer for vehicle eligibility.

† Earn up to \$500 per Cardholder Year, for a maximum of \$3,500 over 7 years.



If you or your passenger(s) have a physical disability which prevents you from driving or riding in a factory-equipped vehicle, find

out about the GM Mobility Program for Persons with Disabilities. You may be eligible for reimbursement of up to \$1000 (GST included) for adaptive equipment you may require for your 1998 GM vehicle. Your GM dealer can also set up complete GMAC financing for you. (SmartLease not eligible.) Beyond that, your GM dealer can provide you with lists of qualified driver assessment centres and mobility equipment installers. Call this toll-free number for more information: 1-800-GM-DRIVE (TTY users, 1-800-263-3830).



Get \$750 (GST included) off. If you're a recent graduate from a recognized college or university, you may qualify for \$750

(GST included) off on the purchase or lease down payment of the new GM vehicle of your choice. Anyone graduating from a 3-year university degree program, a 2-year college program or, in Quebec, a 3-year CEGEP D.E.C. (Technique) program between May 1, 1995 and December 31, 1998 can take part. To get credit for your degree, see your GM dealer for full details.



If you want more than factory-installed options for your vehicle, ask your Sales Consultant about GM Accessories. Your GM dealer can supply and

install quality parts and accessories engineered for all GM vehicles at competitive prices. When installed at the time of purchase, GM provides GM TOTAL™ Warranty coverage for all dealer-installed GM Accessories.



GMPP coverage provides you with "Peace of Mind" protection from repair costs (parts and labour), as well as many

associated expenses that may occur to your vehicle beyond the GM Total™ Warranty period. Whether you're purchasing or leasing your GM vehicle, there's a GMPP coverage level and plan term to suit your budget and driving needs. Be sure to ask your GM dealer about the many benefits you receive through your purchase of the General Motors Protection Plan. There are other extended service plans in the marketplace, but GMPP is the only Extended Service Plan backed by the resources and commitment of General Motors.



Buying a new vehicle is one of the most important decisions you can make. Naturally, you want to get the best possible value from your purchase. That's why regular

maintenance is essential. It helps your vehicle last longer, run better and safer, with better fuel economy. What is more important it also enhances your resale or trade-in value. So you end up getting a greater return on your investment.

Fitting routine maintenance into your busy schedule need not be difficult. Now, GM Goodwrench Service makes it easier, with one-stop shopping for all your routine maintenance needs. You need no appointment for a lube, oil and filter, done in 29 minutes or the next one is free. As well, GM trained technicians will efficiently take care of everything from brakes, exhaust, shocks and struts to tire rotation and tune-ups using only quality GM parts. The job is done right the first time with up front competitive prices.

Whenever you see the GM Goodwrench Service sign, you know you've come to a convenient place you can trust for all your routine maintenance service. GM Goodwrench Service is available at authorized participating GM Dealers.



It's good to know, when you travel long Customer distances, that there are hundreds of GM dealers in Canada, each one ready to

provide you with professional service and genuine GM parts. You can phone the GM Customer Communication Centre toll-free at 1-800-263-3777 (English) or 1-800-263-7854 (French) (TTY users, 1-800-263-3830) to talk with trained representatives regarding any General Motors product or service. The Centre is open Monday through Friday, 7:30 a.m. to 11:30 p.m., EST.



SAFETY AND SECURITY	FIREBIRD	FORMULA	TRANS AM
Air bags - driver and front passenger, frontal	S	S	S
Brakes – anti-lock braking system (ABS), 4-wheel	S	S	S
Brake/transmission shift interlock feature (automatic transmission only)	S	S	S
Daytime Running Lamps	S	S	S
Headlamps – automatic light control	S	S	S
Keyless entry system – remote*	0	0	S
Theft-deterrent system – alarm, audible and visual*	0	0	S
Theft-deterrent system - PASS-Key® II	S	S	S
*Standard on convertible models.			

	1000	STATE OF THE PARTY	The second secon
MECHANICAL	FIREBIRD	FORMULA	TRANS AM
Axle – limited slip differential	0	S	S
Axle ratio – 3.23 rear axle ratio	-	0	0
Battery – Delco Freedom II with run-down protection system	S	S	S
Brakes - power, 4-wheel disc	S	S	S
Drive – rear-wheel	S	S	S
Engine – 3.8L 3800 Series II V6 with SFI Horsepower – 200 @ 5200 rpm, Torque – 225 lbft. @ 4000 rpm	S	-	-
Engine – 5.7L V8 with SFI Horsepower – 305 @ 5200 rpm, Torque – 335 lbft. @ 4000 rpm		S	S
Engine block heater	S	S	S
Exhaust system – aluminized stainless steel	S	S	S
Exhaust system – split with dual outlets	0	S	S
Steering – power, rack-and-pinion	S	S	S

MECHANICAL (CONT'D)	FIREBIRD	FORMULA	TRANS AM
Suspension – front independent Short/			
Long Arm – rear live axle	S	S	S
Suspension – firm ride and handling	S	-	-
Suspension – performance ride and handling	-	S	S
Traction control – electronic		0	0
Transmission – 5-speed manual with overdrive	S	-	-
Transmission – 4-speed electronically-controlle automatic (features "normal" and "performance" shift programs on V8 engine	1		
"normal" and "2nd gear" start - snow mode			
on V6 engine)	0	S	S
Transmission – 6-speed manual with overdrive 1-4 skip shift with instrument panel indicate		0	0
Performance Handling Package – includes P235/55R16 touring tires, painted or chromed cast-aluminum wheels, uplevel steering ratio, dual exhaust outlets and limited slip differential	0		
Performance Suspension Package – includes Special Handling Suspension Package, large stabilizer bars, stiffer shock absorbers and bushings – intended for Serious Performance Enthusiasts (requires Ram Air Package)		0	
Ram Air Performance and Handling Package† includes specific badging, single chrome exhaust outlet, Ram Air Induction System, functional hood scoops, 320 hp, P275/40Z performance tires, 17" high-polish castaluminum wheels (D), specific front and rear suspension with higher front and rear spring rates, unique shock valving and stiffer Panhard bushings		0	0
† - See your dealer for specific details and availability.			

#### WHEEL EQUIPMENT



A – 16" 5-Spoke Aluminum wheel



B – 16" Styled 5-Spoke Aluminum wheel



C – 16" Chromed 5-Spoke Aluminum wheel



D – 17" High-Polished 5-Spoke Aluminum wheel

EXTERIOR	REBIRD	FORMULA	TRANS AM
Antenna – power	0	S	S
Body panels – polymer composite doors, front fenders, rear deck-lid, spoiler and roof	S	S	S
Body panels – 2-sided galvanized steel rear fenders and hood	S	S	S
Convertible top – power operation, glass rear window, full headliner and tonneau cover	S		S
(Convertible only) Fog lamps	S	S	S
Glass – Solar-control, tinted	S	S	S
Headlamps – dual-quad, concealed (electrically-operated)	S	S	S
Mirrors – dual, left remote, right manual	S	_	-
Mirrors – dual, left and right power remote, blue tint (standard on Convertibles)	0	S	S
Mouldings - bodyside, body-colour	S	S	S
Mouldings – lower rocker panel (Trans Am features specific design)	S	S	S
Roof panels – removable, tinted with locks and removable sunshades (Coupe only)	0	0	S
Spoiler – rear deck-lid (Trans Am Coupe features specific spoiler)	S	S	S
Tires - P215/60R16, all-season touring blackwall	S		<b>1-1</b>
Tires – P235/55R16, all-season touring blackwall (standard on Trans Am Coupe) <sup>†</sup>	0	S	S
Tires – P245/50ZR16, Goodyear Eagle RS-A all-season performance blackwall			
(standard on Trans Am Convertible)††	-	0	0
Tires – P245/50ZR16 Goodyear Eagle GS-C performance blackwalls <sup>††</sup>	-	0	0
Wheels – 16" x 8" 5-Spoke cast-aluminum (A)	S	State of the	-
Wheels – 16" x 8" Styled 5-Spoke cast-aluminum (B)	-	S	S
Wheels – 16" x 8" Chromed 5-Spoke cast-aluminum (C)	0	0	0
Sport Appearance Package – includes Special aero mouldings, and dual exhaust outlets	0	-	-
† Restricted speed rating. †† Maximum speed rating.			

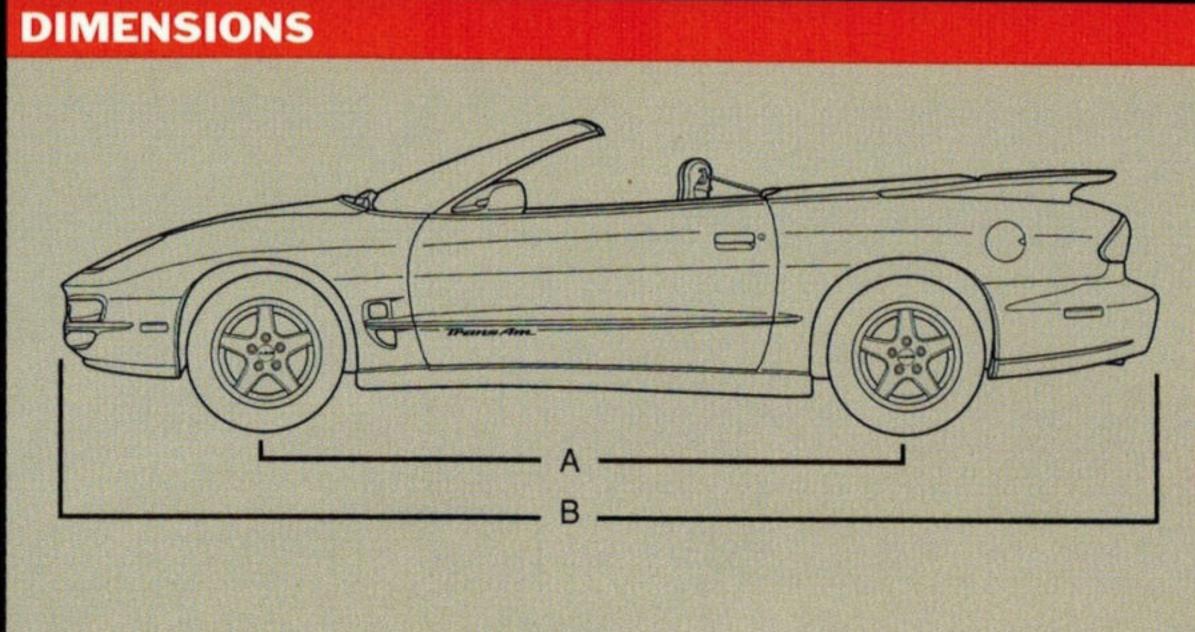
#### TOWING

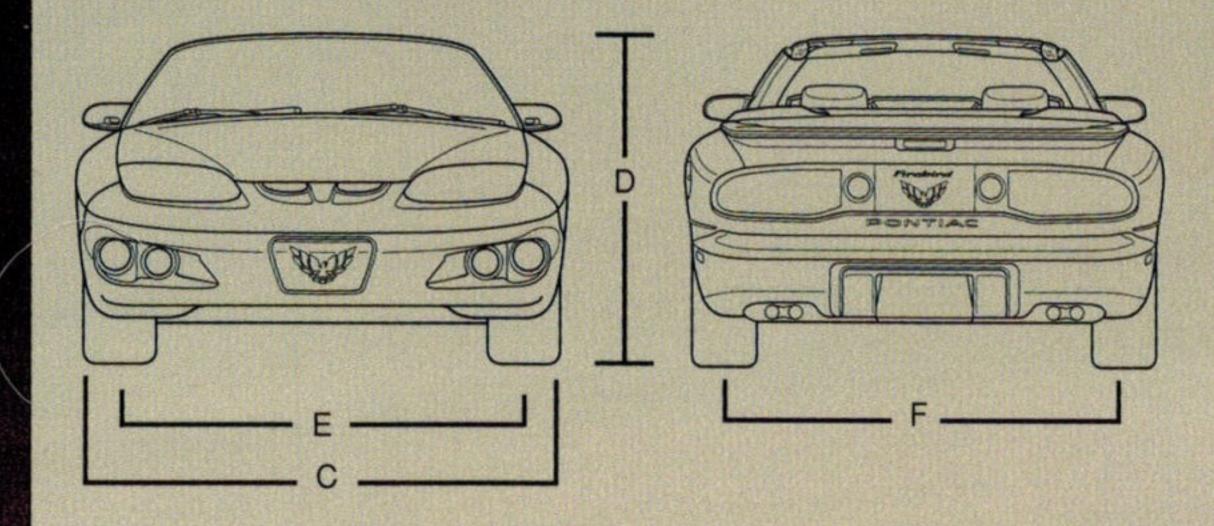
3.8L 3800 Series II V6; 3.42 final drive ratio; 454 kg (1000 lb.) maximum gross trailer weight 1,2

5.7L V8; 2.73 or 3.23 final drive ratio; 454 kg (1000 lb.) maximum gross trailer weight 1,2

- 1 With automatic transmission only. Trailer towing is not recommended with manual transmission.
- When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Check with your dealer for the latest information. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination.

11	NTERIOR	FIREBIRD	FORMULA	TRANS AM
Ai	r conditioning – manual	S	S	S
Co	onsole - full front floor with armrest, storage	·,		
	auxiliary power outlets and cupholders	S	S	S
100	ruise control - electronic with resume, coast			
	and decelerate/accelerate features	S	S	S
100	efogger – electric rear window	S	S	S
Do	oor locks - power (standard on Convertible)	0	S	S
24	oor mats – front and rear, carpeted	S	S	S
Ha	atch/Trunk - release, power remote	S	S	S
	strumentation – analogue cluster (includes 200 km/h (125 mph) speedomete tachometer, coolant temperature, oil pressulow oil level indicator, battery voltage and fuel gauges)		S	S
In	strumentation – 240 km/h (150 mph)		C	c
or designation of	speedometer* and low coolant indicator	- hlo)	S	S
	imps – front ashtray, dome (except Convertible) rear courtesy (Convertible), rear luggage compartment and glove compartment	s S	S	S
THE REAL PROPERTY.	irrors – inside, rearview with dual reading lamps	S	S	S
Mi	irrors - visor vanity, left and right covered			
1	with map straps	S	S	S
Re	etained accessory power	S	S	S
Se	eat – 6-way power driver adjuster	0	S	S
100000	eats – cloth reclining bucket seats with 4-way manual driver adjuster and full floor console	<b>公司等的证明的证明</b>	S	
Se	eats - reclining bucket seats with perforated			
	leather seating areas	0	0	S
155101	eats – articulating bucket seats with perforational leather seating areas	ted -		0
Se	eatback – rear, full-folding	S	S	S
	eering column - Tilt-Wheel™, adjustable	S	S	S
St	eering wheel – leather-wrapped, with sound system controls (includes leather-wrapped parking brake handle and shift knob)	S	S	S
159510	indows – power, driver's express-down feature (standard on Convertibles)	re O	S	S
Wi	indshield wipers – 2-speed with variable dela (intermittent)	ay S	S	S
*N	lote: Vehicle speed limited to speed rating of tires.			





EXTERIOR, M	IM (IN.) COUPE	CONVERTIBLE
Wheelbase (A)	2566 (101.1)	2566 (101.1)
Length (B)	4911 (193.3)*	4911 (193.3)*
Width (C)	1890 (74.4)	1890 (74.4)
Height (D)	1321 (52.0)	1340 (52.7)**
Front tread (E)	1542 (60.7)	1542 (60.7)
Rear tread (F)	1540 (60.6)	1540 (60.6)

INTERIOR, MM (IN.) FRONT/REAR						
Head room	944/896	(37.2/35.3)	944/896	(37.2/35.3)		
Leg room	1092/733	(43.0/28.9)	1092/733	(43.0/28.9)		
Shoulder room	1458/1417	(57.4/55.8)	1458/1417	(57.4/55.8)		
Hip room	1340/1129	(52.8/44.4)	1340/1129	(52.8/44.4)		
		THE RESERVE OF THE PARTY OF THE	AND RESIDENCE OF THE PARTY OF T	STREET, STREET		

CAPACITIES/W	/EIGHT			
Cargo, L (cu. ft.)	366	(12.9)†	215	(7.6)
Fuel tank, L (gal.)	59	(12.9)	59	(12.9)
Curb weight (est.),				
kg (lb.)	1501	(3309) Firebird	1577	(3478) Firebird
	1566	(3431) Formula		
	1584	(3493) Trans Am	1639	(3613) Trans Am

- \* Trans Am 4919 (193.7).
- \*\* Trans Am Convertible is 1331 (52.4).
- † With rear seatback down 953 (33.7).

PREFERRED EQUIPMENT GROUPS	FIREBIRD 1SB	COUPE 1SC
Antenna – power		
Mirrors – dual, left and right power remote		
Windows – power, driver's express-down feature (includes power door locks)		
Keyless entry system – remote		
Roof panels – removable, tinted with locks and removable sunshades		•
Seat – 6-way power driver adjuster		
Sound system speakers – 10-speaker Monsoon extended range sound system		•
Theft-deterrent system – alarm, audible and visual		

SOUND SYSTEMS	FIREBIRD	FORMULA	TRANS AM
All Firebird sound systems include an electro stereo with seek up/down and digital clock	A STATE OF THE STA	ned Delco /	AM/FM
AM/FM stereo, compact disc player, 7-band graphic equalizer and Delco TheftLock™	S	S	S
AM/FM stereo, cassette tape player, 7-band graphic equalizer and Delco TheftLock™†	0	0	0
4-speaker coaxial sound system	S	-	
6-speaker extended range sound system (Convertible only)	S	-	S
10-speaker Monsoon extended range sound system (Coupe only)	0	S	S
Trunk-mounted remote 12-disc CD changer	0	0	0
† - Includes 10-speaker Hi-performance sound system	on Coupes	;	

6-speaker extended range sound system on Convertibles.

#### interior fabrics

#### **CLOTH TRIM**

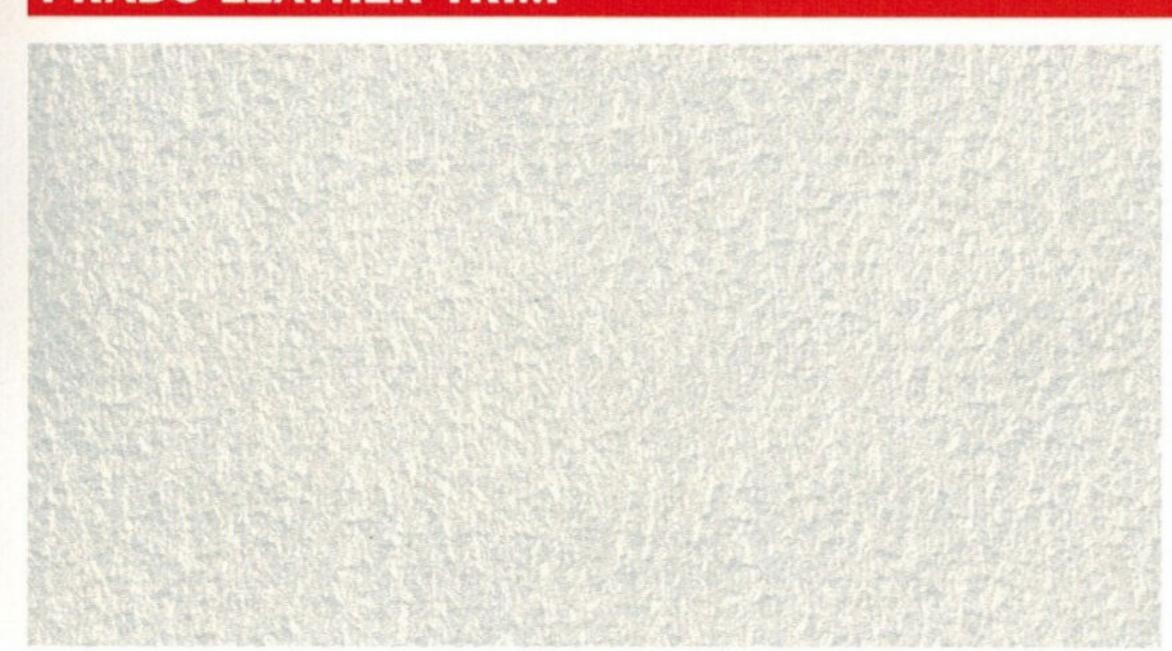




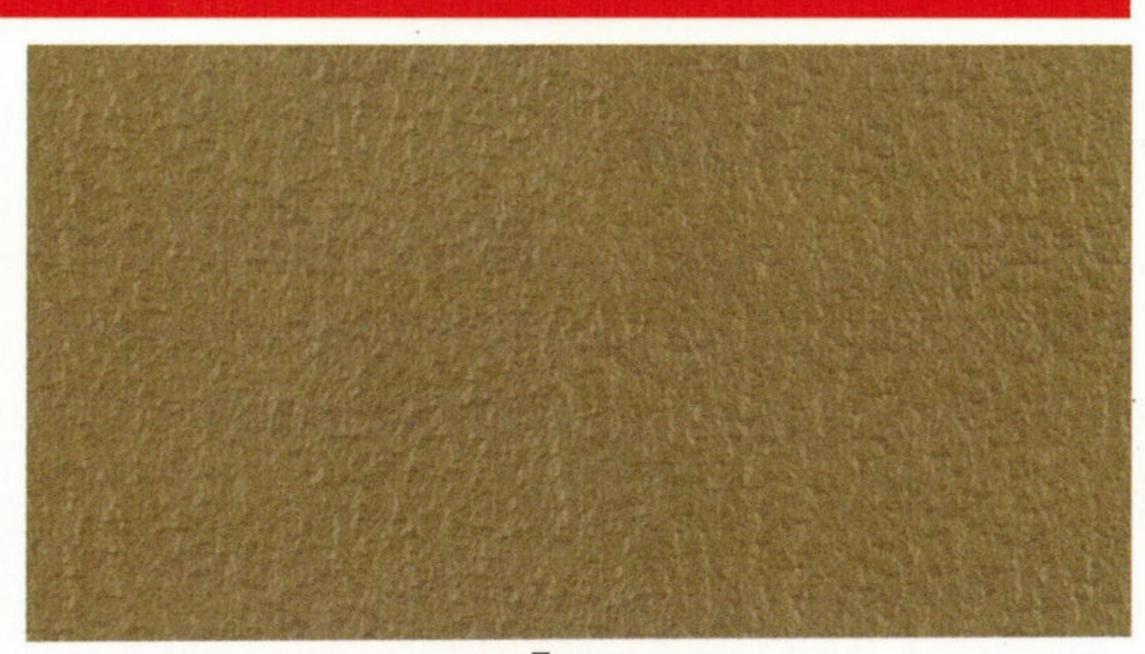
Dark Pewter

Taupe

#### PRADO LEATHER TRIM







Arctic White\*

**EXTERIOR/INTERIOR COLOUR COMPATIBILITY** 

Dark Pewter

Dark

Arctic

Taupe

#### ▼ Exterior (Solid Tone) Interior ➤ White\* Pewter Taupe 10 - Arctic White 13 – Silver Metallic 28 - Navy Blue Metallic 31 – Bright Green Metallic 41 - Black 63 – Sport Gold Metallic 79 - Blue Green Chameleon Metallic

\* Available on Convertible only.

88 – Bright Purple Metallic

96 – Red Orange Metallic

81 - Bright Red

A Word About This Brochure

This brochure is based on the latest information at the time of printing. General Motors of Canada Limited reserves the right to make changes at any time, without notice, to specifications, equipment, colours, models, availability, programs and services. Your Pontiac dealer is the best source for up-to-date information.

A Word About Assembly

Pontiacs are equipped with engines and components produced and assembled by different operating units of General Motors, its subsidiaries and suppliers and these engines and components may change or be obtained from different sources from time to time. All such engines and components are approved for use in Pontiacs. Certain equipment ordered may be unavailable at the time of assembly and we suggest that you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

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Printed in Canada, October 1997.

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88 - Bright Purple Metallic



96 - Red Orange Metallic

