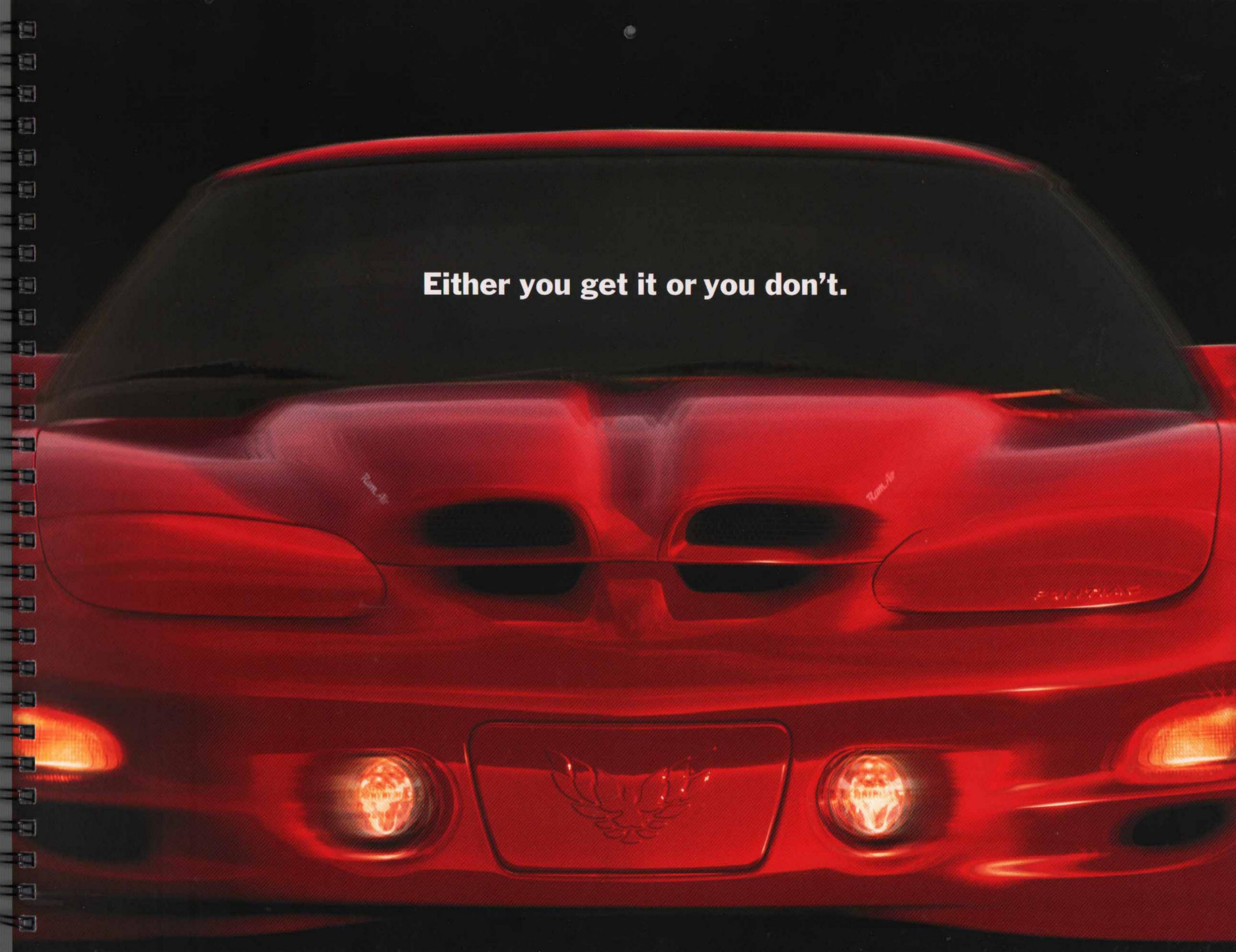
10,

107)

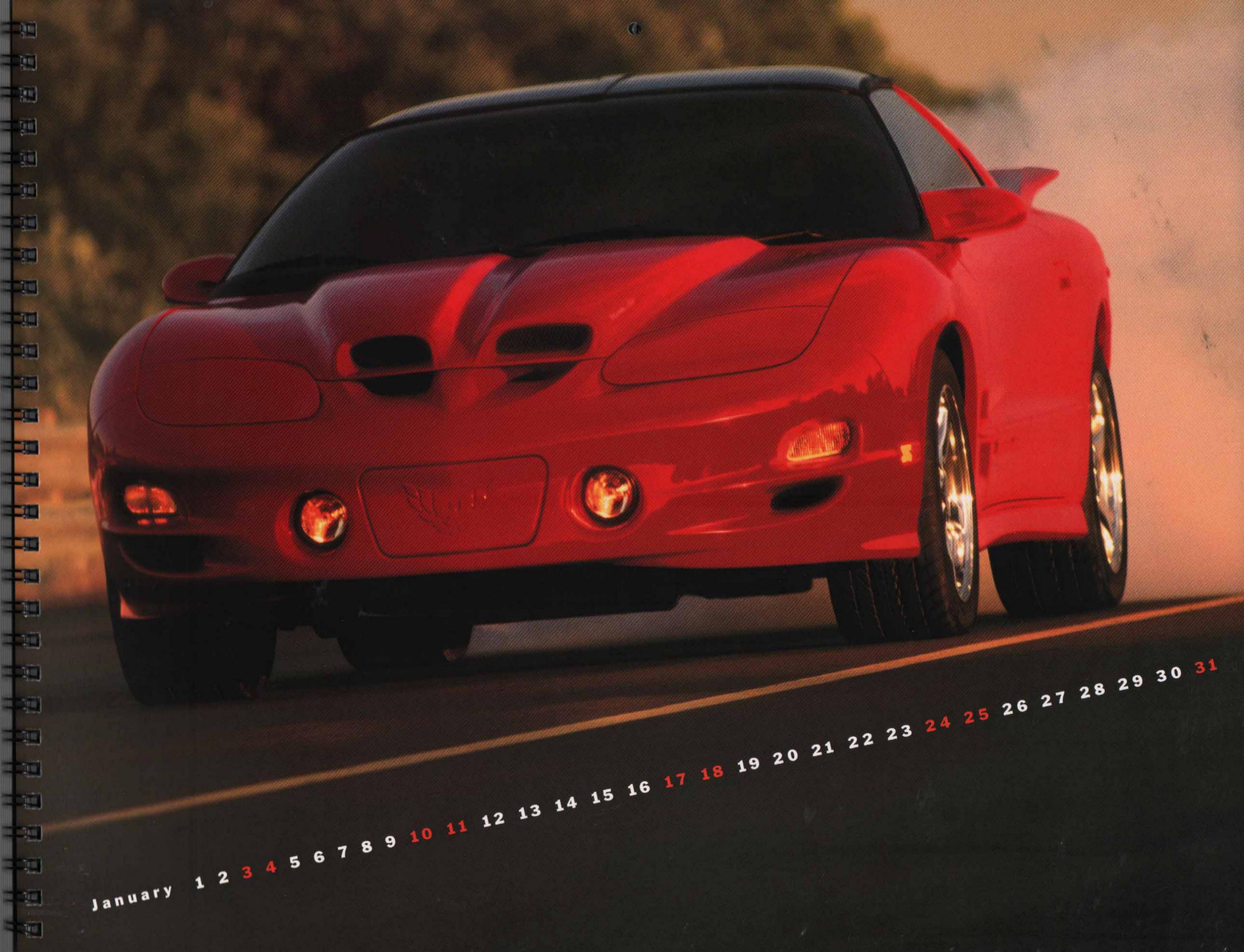




To the vast majority, Christmas trees are for hanging ornaments.

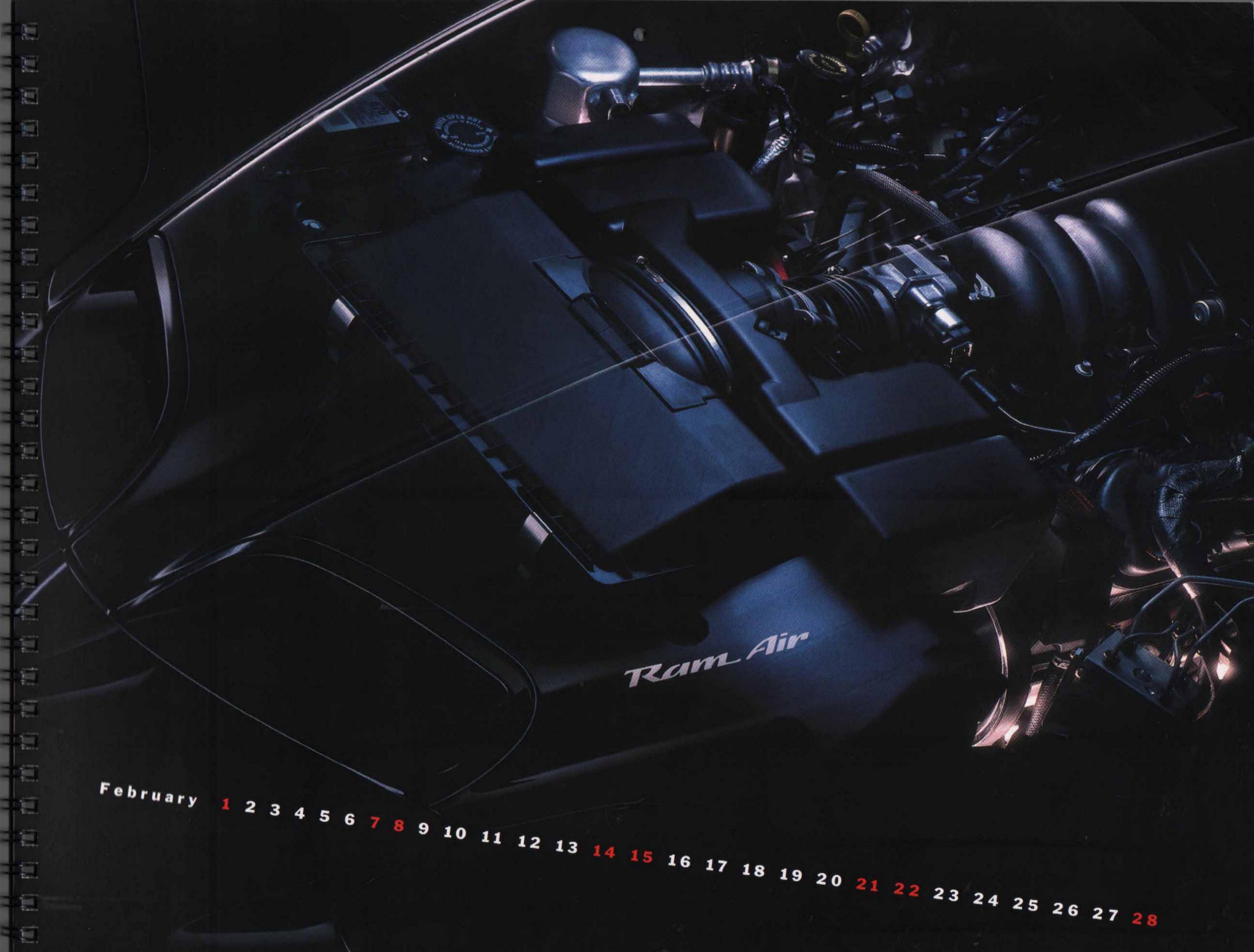
That's okay. Pontiac doesn't build Firebirds for the masses. Never has.

Never will. Pontiac doesn't expect everyone to understand the draw of power, and no amount of words



The all-aluminum
LS1 5.7 liter V8 shown
on the opposite page
with the available WS6
Ram Air Package.
The Ram Air system
does what its name
implies, force-feeding
the LS1 the oxygen
it needs to produce
320 horsepower at
5,200 rpm.

The automotive family tree includes the branch that bore muscle cars—those revered, big-engined road rockets of yore. As often happens when a species evolves, the strong get stronger. For evidence, check out the 320-horsepower, WS6-equipped Ram Air LS1 V8.





It delivers what its looks promise. The light-

weight aluminum 5.7 liter V8's block is topped with free-breathing aluminum heads and utilizes reverse-flow cooling and a high compression ratio of 10:1 to produce 305 horsepower in standard form for Formula and Trans Am. The engine produces 320 horsepower with the available Ram Air Package thanks to Ram tuning. In racing trim, it produces over 500 horsepower for the IROC (International Race Of Champions). The power is out there.

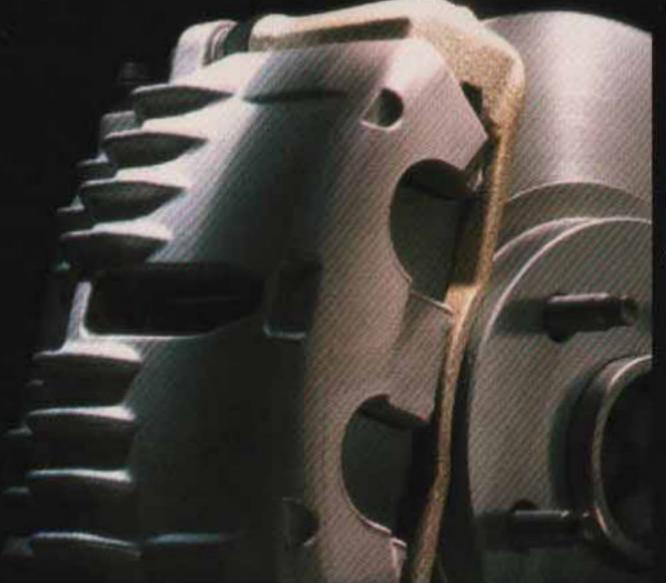


Total rushing yardage. Career batting average. Zero to sixty. It's all the same, regardless of the game. You're either a winner or an also-ran. With 0-60 mph times clocking in under six seconds, Formula and Trans Am have little to worry about in tests of performance. The reasons? There are many, from the new Bosch anti-lock system (that can recognize road surfaces) to the fully integrated Traction Control system (all-speed) to the available 6-speed gearbox (close ratio 4-speed plus two overdrive ratios).

The Borg-Warner 6-speed manual transmission, shown on the opposite page, is a no-cost option on Formula and Trans Am. An electronically controlled, heavy-duty 4-speed automatic transmission is standard.

Which says more—
the functionally aggressive nose,
the rumble of the exhaust
or the tires wide enough to double as steamrollers?
Or is it something you can't see,
such as the larger-for-1998 4-wheel disc brakes,
the improved rack-and-pinion steering gear
or the retuned suspension?

Trans Am Convertible shown on the



opposite page in Navy Blue Metallic.

The answer depends on what you're looking for.

If you want the ultimate power trip,

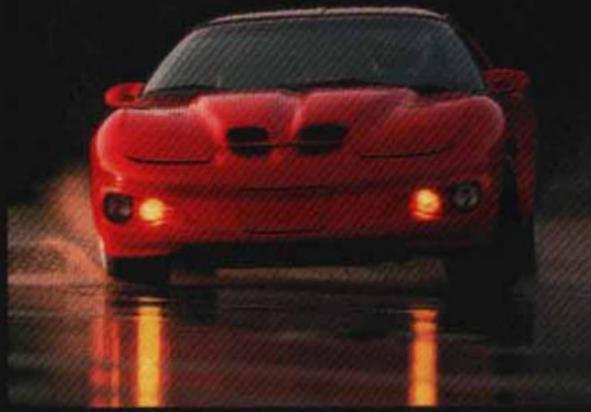
it's all in there.

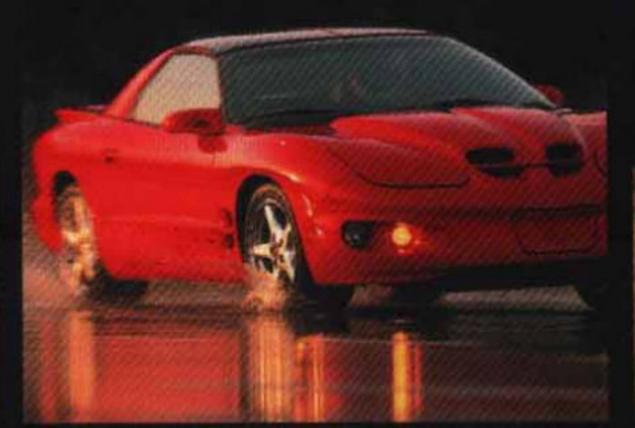


It's known as the High-G turn. For years, test drivers have used it to determine how vehicles act when pushed to and beyond the limit—that boundary where cornering

Formula shown here
and on the opposite page
in Bright Red with
WS6 Ram Air Package.
Driven by test driver
Guy Mesclier at the
General Motors
Proving Grounds in
Milford, Michigan.









speed overcomes the car's ability to grip the road. The High-G tells testers where Firebird's handling limits are, and how it might perform in an emergency maneuver.

June 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



Firebird shown on the opposite page in Arctic White.



They take the shape seriously at National Hot Rod Association drag racing events around the country. And so they should—this shape features an aerodynamically friendly profile with a windshield laid back at a 68° rake. Off the racetrack, competitive cars also view Firebird with respect, but more for its standard 4-wheel disc brakes with ABS and front SLA (short/long arm) front performance suspension with premium de Carbon monotube shocks.

July 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Firebird
shown
on
the
opposite
page
in

White.

The fact that the V8-powered
Formula and Trans Am may
be "a bit much" for some hasn't
escaped those in control at
Pontiac. Their answer: installing
the technically sophisticated



3.8 liter 3800
Series II V6
under Firebird's
hood. While not

as powerful as its V8 brethren,
no apologies are necessary
for this 200-horsepower V6.
It's the choice to make when low
operating costs are just as
important as low 0-60 times.

3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 August

Firebird shown on the opposite page in Bright Red with the available W68 Sport Appearance Package.

How might the driver of a specially equipped 1998 Firebird feel?

All dressed up with everywhere

to go. The special W68

Sport Appearance Package includes a distinctive

chin spoiler, rocker
panel extensions
and a deeper rear
valance. Supporting
performance upgrades

in the 3800 V6 Performance
Package include dual outlet
exhaust, wider, lower-profile
tires, a faster steering gear and
a limited-slip differential.

8

10

SPORTLINE®

September 1 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

In Firebird, the equation 2+2 adds up to much more than four (as in seats). The sum defines a cockpit environment designed for the serious driver. This is the place to feel power. And while providing the means to control Firebird's performance is the interior's main mission, Pontiac hasn't forgotten basic adult requirements. Standard equipment includes: air conditioning, tilt steering wheel and a powerful sound system with graphic equalizer and compact disc player.



The gauges mean business, just like the rest of the car. Clear white on black analog faces keep drivers informed. When night falls and the gauges are illuminated, the warm red backlighting helps increase instrument legibility and minimize eye strain. Many con-



Involvement and control are further enhanced by available features like the

steering wheel radio controls, an option that encourages drivers to keep their hands on the wheel.



Some 30 years back,
they called them pony cars
(no doubt paying homage
to a manufacturer
who was just horsing around).
They were cute. Kid stuff.
Then came Firebird.

With a 400-cubic-inch V8.

Pavement trembled.

The muscle car lives.

Children hid behind parents.

As the 1998 Firebird rolls out onto the pavement, it demonstrates its reverence to the original muscle cars while readying the genre for the twenty-first century.



December 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 

Get it?

February 1, 1998

Winter Nationals, California (NHRA)

February 15, 1998

Daytona 500 (NASCAR)

April 5, 1998

Winston Invitational, Rockingham (NHRA)

April 26, 1998

Winston 500, Talladega (NASCAR)

May 3, 1998

Lone Star Nationals, Dallas (NHRA)

California 500 (NASCAR)

June 6, 1998

Pontiac Excitement 400, Richmond (NASCAR)

Night race

June 14, 1998

Pontiac Excitement Nationals,

Columbus (NHRA)



Mark Pawuk,

NHRA Pro Stock Firebird

July 4, 1998

Pepsi 400, Daytona (NASCAR)

August 2, 1998

Brickyard 400, Indianapolis (NASCAR)

August 16, 1998

ITW Devilbiss 400, Brooklyn, MI (NASCAR)

September 6, 1998

Exide 400, Richmond (NASCAR) Night race

September 7, 1998

U.S. Nationals, Indianapolis (NHRA)

October 25, 1998

ACDelco 400, Rockingham (NASCAR)

November 15, 1998

Winston Finals, California (NHRA)

Note: All dates are tentative.



Joe Aquilante, Speedvision Firebird Formula

MARCH								
S	M	Т	W	T	F	S		
1	2	3	4	5	6	7		
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		
29	30	31						

			JUNE			
S	М	Т	W	Т	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SEPTEMBER									
S	М	Т	W	Т	F	S			
		1	2	3	4	5			
6	7	8	9	10	11	12			
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28	29	30						

NOVEMBER									
S	M	Т	W	Т	F	S			
1	2	3	4	5	6	7			
8	9	10	11	12	13	14			
15	16	17	18	19	20	21			
22	23	24	25	26	27	28			
29	30			•					

JANUARY								
S	М	Т	W	Т	F	S		
				1	2	3		
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	29	30	31		

APRIL								
S	M	Т	W	Т	F	S		
			1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30				

JULY								
S	M	Т	W	Т	F	S		
			1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30	31			

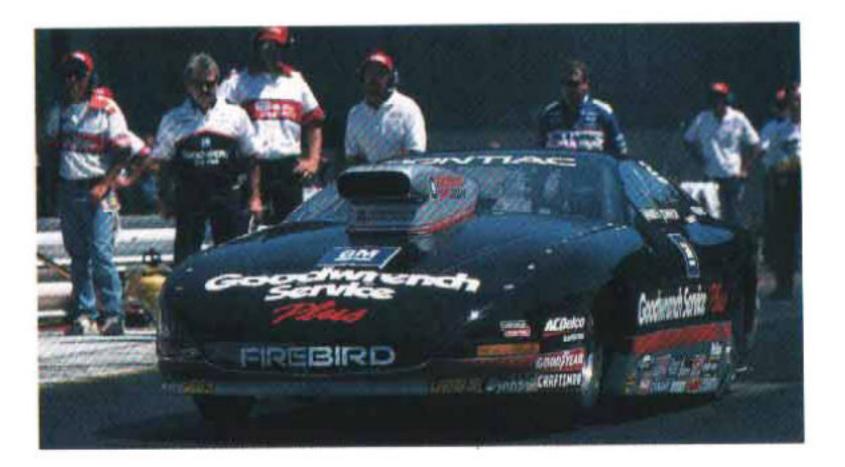
OCTOBER									
S	M	Т	W	Т	F	S			
				1	2	3			
4	5	6	7	8	9	10			
11	12	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30	31			



FEBRUARY								
S	М	Т	W	Т	F	S		
1	2	3	4	5	6	7		
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		

MAY								
S	M	Т	W	T	F	S		
					1	2		
3	4	5	6	7	8	9		
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		
31								

	AUGUST							
S	M	T	W	Т	F	S		
						1		
2	3	4	5	6	7	8		
9	10	11	12	13	14	15		
16	17	18	19	20	21	22		
23	24	25	26	27	28	29		
30	31							



Warren Johnson, NHRA Pro Stock Firebird

DECEMBER									
S	M	Т	W	Т	F	S			
		1	2	3	4	5			
6	7	8	9	10	11	12			
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28	29	30	31					

# **All about Firebird**

# PONTIAC CARES











A			
	4		
	0	90	
	19		
466		1000	

Firebire	i	Formula	Trans /	Am
Coupe	Conv.	Coupe	Coupe	Conv.
S	S	S	S	S
S	S	S	S	S
S	S	S	S	S
S	S	S	S	S
S	S	S	S	S
S	S	S	S	S
S	S	S	S	S
DEC				
RES				
	S S S S	S S S S S S S S S S	Coupe Conv. Coupe  S	Coupe         Coupe         Coupe           S         S         S           S         S         S           S         S         S           S         S         S           S         S         S           S         S         S           S         S         S           S         S         S           S         S         S           S         S         S           S         S         S           S         S         S

s s	S	S	S	0
S			-	S
	S	S	S	S
S	S	S	S	S
TURES				
А	А	_	_	_
А	А	_	-	_
_	_	Α	А	А
		A		
S	-	-	-	
-	S	S	S	S
S	S	S	S	S
Α	-	Α	S	_
S	-	-	-	-
S	S	S	S	S
S	S	S	-	S
-	-	-	S	-
S	S	_	-	-
Α	Α	-	-	-
-	_	А	Α	Α
-	_	S	S	S
-	_	Α	А	А
	A A S S S S	A A A A  S S S S S S S S S S S S S	A A - A A - A A - A S S S S S S S S A - A S - S	A A A A - A A - A S S S S S S S S S

	Firebire	d	Formula	Trans /	lm
Exterior Features (continued)	Coupe	Conv.	Coupe	Coupe	Conv
Wheels:					
A Bright Silver 16" x 8" Sport 5-spoke, cast aluminum (N60)	S	S	-	-	_
B Silver 16" x 8" Sport 5-spoke, cast aluminum (PA6)	_	-	S	S	S
C Chrome 16" x 8" 5-spoke, cast aluminum (PO5)	A	A	Α .	A	A
D High-Polished 17" x 9" 5-spoke, cast aluminum (available with WS6 Performance and Handling Package only)	_	_	А	A	A
INTERIOR FEAT	URES				
Air Bags, Next Generation: Driver and front passenger*	S	S	S	S	S
Air conditioning	S	S	S	S	S
Console, full-length	S	S	S	S	S
Cruise control	S	S	S	S	S
	222				575
Defogger: Electric rear window	S	S	S	S	S
Side window	S	S	S	S	S
Fabric: Cartagena cloth	S	S	S	-	-
Prado leather seating areas with perforated inserts	٨	Α	٨	S	c
12 - 13 - 13 - 131	Α		A		S
Hatch release, remote	S	S	S	S	S
nstrumentation: Performance-style analog speedometer, odometer, tachometer, coolant temperature, oil pressure indicator, voltmeter	6	6	6	0	6
and trip odometer	S	S	S	S	S
Mats, carpeted front and rear floor	S	S	S	S	S
Mirrors, day/night rearview with reading lamps	S	S	S	S	S
Power antenna, power windows with driver's					
"express-down" feature, automatic power door locks and dual sport power rearview mirrors	Α	S	S	S	S
Protection Group: Includes remote keyless entry and audible theft-deterrent system	A	s	A	S	s
Radios: Delco 2001 Series ETR AM/FM stereo with compact disc player, 7-band graphic equalizer, clock, touch control, seek up/down, search and replay, Delco TheftLock and 4-speaker coaxial sound system (W53), 6-speaker coaxial sound system on convertibles (W73)	S	S		_	S
Delco 2001 Series ETR AM/FM stereo with cassette, 7-band graphic equalizer, clock, touch control, seek up/down, search and replay, Delco TheftLock, remote CD pre-wiring and 6-speaker coaxial sound system (W59)		A	-	_	A
Delco 2001 Series ETR AM/FM stereo with auto-reverse cassette, 7-band graphic equalizer, clock, touch control, seek up/down, search and replay, Delco TheftLock, and 500-watt peak power "Monsoon" sound system. Hi-Performance 10-speaker system. Includes remote CD pre-wiring. Requires power windows and door locks (W54)	Α		A	A	
Delco 2001 Series ETR AM/FM stereo with compact disc player, 7-band graphic equalizer, clock, touch control, seek up/down, search and replay, Delco TheftLock, and 500-watt peak power "Monsoon" sound system.  Hi-Performance 10-speaker system. Requires power windows and door locks (W55)	A		S	S	
Safety belts, driver and front passenger	S	S	S	S	S
			S		
Rear-seat lap and shoulder, all outboard positions	S	S		S	S
Seats: Reclining front bucket, folding rear  Leather seating areas (requires	S	S	S	S	S
Hi-Performance Speaker System in coupes)	А	А	A	S	S

	Firebire	i	Formula	Trans Am	
Leather-wrapped with radio controls  Tilt-Wheel adjustable steering column	Coupe	Conv.	Coupe	Coupe	Conv
	S	-	S	_	_
6-way power front, driver	Α	S	A	S	S
Steering wheel: Four-spoke	S	_	-	-	-
Leather-wrapped with radio controls	Α	S	S	S	S
Tilt-Wheel adjustable steering column	S	S	S	S	S
Theft-deterrent system, PASS-Key II	S	S	S	S	S

\*Always wear safety belts, even in vehicles equipped with air bags. See note about child safety in Occupant Protection section.

S = Standard. A = Available. - = Not available.

	-	-				-		
M			24	AA.	N		•	
		•		-		-		_

Brakes: Anti-lock braking system (ABS), 4-wheel	S	S	S	S	S
Power 4-wheel disc	S	S	S	S	S
Brake/transmission shift interlock safety feature (with automatic transmission)	S	S	s	S	S
California/Massachusetts/New York emissions requirements	А	Α	Α	А	А
Engines: 3.8 liter 3800 V6 with sequential-port fuel injection	S	s	-	_	_
5.7 liter V8 with sequential-port fuel injection	-	-	S	S	S
Rear axle, performance ratio, includes 3.23 axle ratio (available on Formula and Trans Am with automatic transmission only and requires QLC or QFK tires)	_	_	А	А	A
Steering, power rack-and-pinion	S	S	S	S	S
Suspension: Short/long arm front, torque arm/track bar rear	S	s	S	S	S
Traction Control	-	-	А	Α	Α
Transmissions: 5-speed manual	S	S	-	1-	-
6-speed manual	-	-	Α	Α	Α
4-speed automatic	Α	Α	S	S	S
Driver transmission select switch included with automatic transmissions only and features "normal" and 2nd-Gear-Start modes	А	A			

# SPECIFICATIONS

Engine/drive	Front engine, rear-wheel drive	
Curb weight	3,340 to 3,477 lbs.	
Fuel tank capacity	15.5 gallons	

## ENGINES

	3.8 liter 3800	5.7 liter
	SFI V6	SFI V8
Firebird	S	-
Formula/Trans Am	-	S
Horsepower	200 @ 5,200 rpm	305 @ 5,200 rpm
Torque	225 ft-lbs @ 4,000 rpm	335 ft-lbs @ 4,000 rpm
5-speed manual	S	_
6-speed manual		A
4-speed automatic	Α	S

## DIMENSIONS

		Firebird/Formula	Trans Am
Interior	Head room, f/r	37.2/35.3"	37.2/35.3"
	Leg room, f/r	42.9/28.9"	42.9/28.9"
	Shoulder room, f/r	57.4/55.8"	57.4/55.8"
	Hip room, f/r	52.8/44.4"	52.8/44.4"
	Cargo w/ rear seat up	12.9 cu. ft.	12.9 cu. ft.
	Cargo w/ rear seat down	33.7 cu. ft.	33.7 cu. ft.
Exterior	Wheelbase	101.1"	101.1"
	Overall length	193.4"	193.8"
	Width	74.5"	74.5"
	Overall height	52.0"	52.0"
	Tread, f/r	60.7/60.6"	60.7/60.6"

# EXTERIOR COLORS

10	Arctic White	63	Sport Gold Metallic
13	Bright Silver Metallic	79	Blue-Green Chameleon
28	Navy Blue Metallic	81	Bright Red
31	Bright Green Metallic	88	Bright Purple Metallic
41	Black	96	Red-Orange Metallic

# OPTION GROUPS

Some available options may require additional equipment. See your dealer for details.	Firebird Coupe	Firebird Coupe		Firebird Conv.	Formula Coupe		Trans Am Coupe	Trans Am Conv.
RPO	1SA	1SB	1SC	1SA	1SA	1SB	1SA	1SA
MXO 4-speed automatic transmission	А			A	S	S	S	S
R7X Protection Group: Includes remote keyless entry and theft-deterrent system		Α		S	Α		S	S
W55 Monsoon sound system with compact disc player		Α			S	S	S	
CC1 Hatch roof	A	Α	Α		Α		S	
AG1 Power seat, driver 6-way		Α		S	A		S	S

■ = Included in Option Group. A = Available. S = Standard. -= Not available.



# Firebird Occupant Protection and

#### **Crash Avoidance Features**

To help contribute to driving safety, each of the following features is included in the Firebird line:

#### **Occupant Protection**

- Child comfort guides, rear outboard shoulder belts.
- Safety belt cinch capability for child seats.
- Manual lap/shoulder safety belts for all outboard positions.
- Driver and front passenger Next Generation Air Bags.
- ► Automatic power door locks (standard on Formula and Trans Am models, available on Firebird).
- Illuminated entry (available with remote keyless entry).
- Folding front seatback locks, inertia type/manual, two-door models.
- ▶ Breakaway inside rearview mirror.
- ▶ Laminated windshield glass, urethane bonded.
- ▶ Head restraints, adjustable, front.
- Side door beams.
- Passenger-guard inside door lock handles.

## A Note on Child Safety



Children are generally safer if they ride in a rear seat using the appropriate child safety seats and restraints, which is why General

Motors recommends that child safety seats be properly secured in a vehicle's rear seat. See your vehicle's Owner's Manual and child safety seat's instructions for more information. Pontiac supports the National SAFE KIDS Campaign, a grassroots program dedicated to promoting child passenger safety.

### **Crash Avoidance**

- ▶ Anti-lock braking system, four-wheel.
- ▶ Brake/transmission shift interlock.
- ▶ Available Traction Control.
- ▶ Automatic daytime running lamps.
- Side marker lamps.
- Available fog lamps.
- Halogen headlamps.
- Backup lamps.
- Directional signal control.
- ▶ Available steering wheel radio controls.
- ▶ Inside day/night rearview mirror.

- Outside rearview mirrors.
- ▶ Center high-mounted stop lamp.
- Maintenance-free battery.
- ▶ Low-glare finish inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces, inside rearview mirror frame and bracket.
- Tires with built-in tread wear indicators.

#### Security

- ▶ Visible vehicle identification number.
- Laser-etched VIN plate.
- ▶ Theft-deterrent steering column lock.
- ▶ PASS-Key II theft-deterrent system.
- Remote inside hood release.
- ▶ Available audible theft-deterrent system.
- ▶ Remote deck lid release.
- Available remote keyless entry.

#### And now, a word about...

#### This Catalog:

We've tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Pontiac dealer for complete details.

### **Engines:**

by different operating units of GM, its subsidiaries or suppliers to GM worldwide.

### **Updated Service Information:**

Pontiac regularly sends its dealers useful service bulletins about Pontiac products. Pontiac monitors product performance in this field. We then prepare bulletins for servicing our products better. Now you can get these bulletins too. Ask your dealer. To obtain ordering information, call toll-free 1-800-551-4123.

#### The Assembly of Firebird:

Firebird is assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Firebird incorporates thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.

We sometimes find it necessary to produce Firebirds with different or differently sourced components than originally scheduled. All such components have been approved for use in Firebirds and will provide the quality of performance associated with the Pontiac name.

Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

## **Warranty Protection:**

Firebird's 3-year/36,000 mile (whichever comes first) no-deductible bumper-to-bumper limited warranty covers repairs, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle is covered, except for adjustments and normal maintenance.

#### **Corrosion Protection:**

Firebird is designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for 6 years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your Pontiac dealer for terms of these limited warranties.



PONTIAC, THE PONTIAC EMBLEM, GENERAL MOTORS, THE GM EMBLEM, ETR,
FIREBIRD and MONSOON are registered trademarks, WS6 and DRIVING

EXCITEMENT are trademarks and PONTIAC CARES is a service mark of the General

Motors Corporation. PASS-Key and TheftLock are registered trademarks of the

Delco Electronics Corporation.



ALWAYS WEAR SAFETY BELTS, EVEN IN VEHICLES EQUIPPED WITH AIR BAGS.

© 1997 GENERAL MOTORS CORPORATION ALL RIGHTS RESERVED. LITHO IN U.S.A.

cti 

