

Fiero



P O N T I A C • 1 9 8 4

Fiero

THE AUTOMOTIVE WORLD HAS A NEW BENCHMARK FOR TECHNICAL INNOVATION.

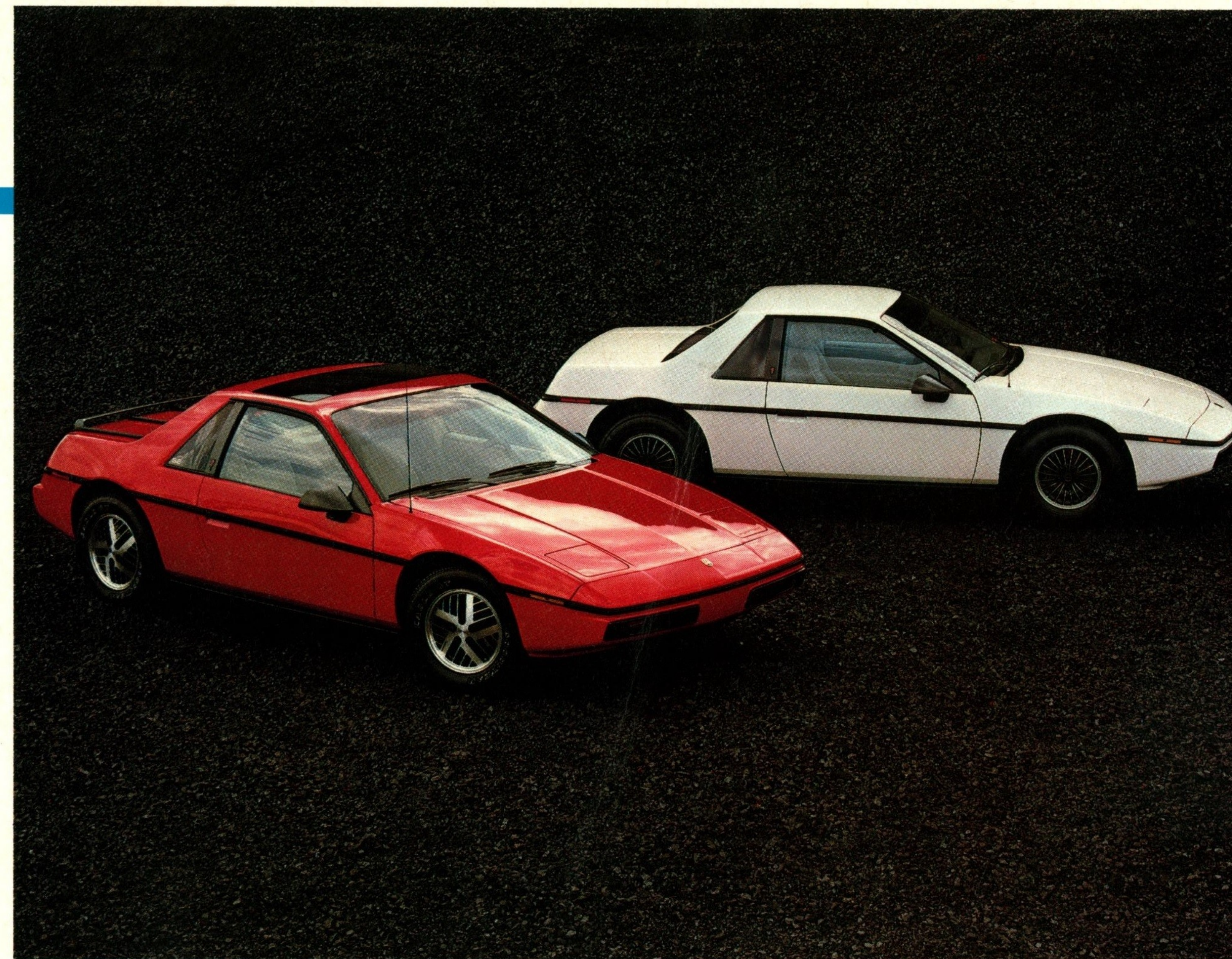
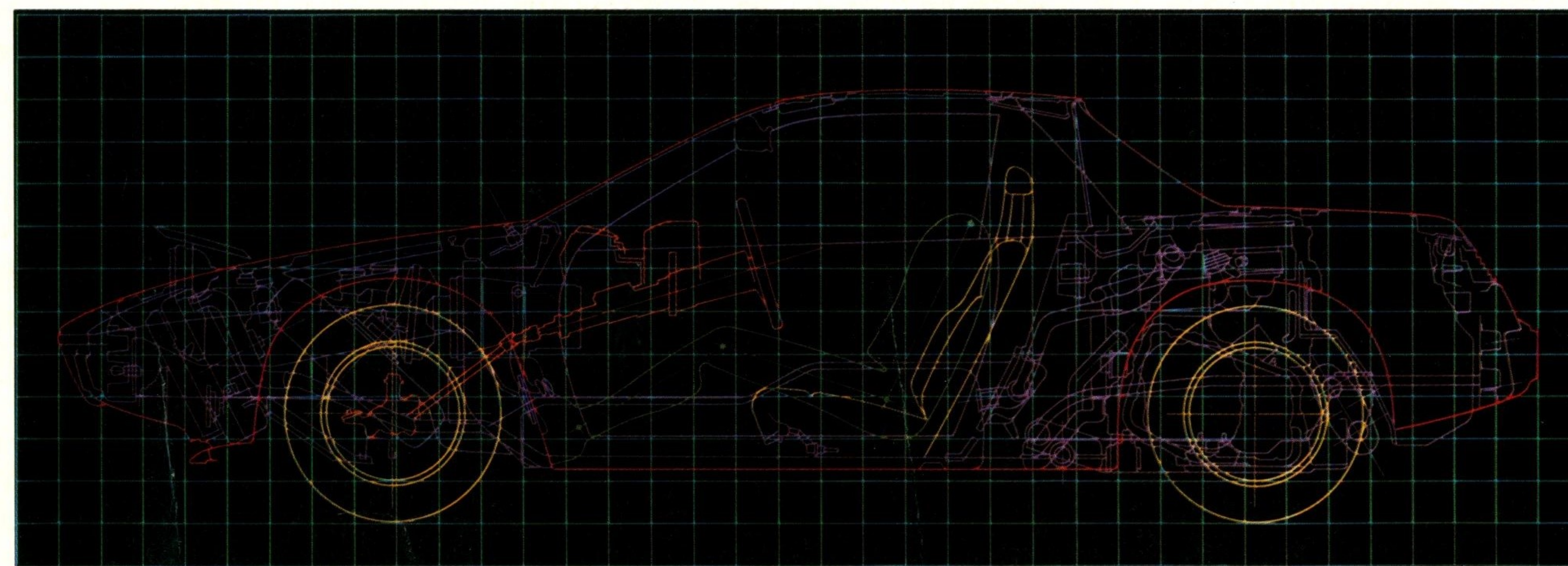
Pontiac is a proud car company. And well it should be. Over the last 25 years, few car companies have demonstrated more engineering innovation and product excellence than Pontiac. So when Pontiac engineers were given the freedom to design a car they themselves would love to own, they responded with the totally new Fiero 2M4!

To gain an appreciation for what Pontiac engineering "magic" has accomplished, you first have to understand what the Fiero is. In concept, Fiero is a stylish, sporty, exciting, highly fuel-efficient, personal car. In reality, the Pontiac Fiero is this and more, it's a unique and exciting example of brilliantly innovative engineering.

Fiero is the very first 2-seat (2), mid-engined (M), 4-cylinder (4) production car built in North America. Fiero's innovative space-frame chassis uses principles gleaned from modern racing car design, giving it extreme strength without the penalties of excess weight. Fiero features innovative assembly techniques to ensure high standards of quality. Fiero's unique Enduraflex body panels are dent resistant and will never rust. And there's much more.

ITS MID-ENGINE DESIGN, FORMERLY RESERVED FOR THE WORLD'S MOST EXOTIC CARS, GIVES FIERO AN AMAZING COMMAND OF THE ROAD.

When formulating the design objectives for the Fiero, Pontiac engineers started with a well-known fact: mid-engined cars are the best handling cars in the world. It has been proven at the highest levels of international racing, from Indianapolis to LeMans and every Formula 1



FIERO AND FIERO SE. The overall look of Fiero (left, in white) and Fiero SE (in red) emphasizes its clean, uncluttered shape. The aggressive nose is carefully balanced by gently rounded fenders, a calculated departure from the sharp edges of the "folded paper" school of automotive design.

A long list of standard exterior features maximizes the exciting look of Fiero, including retractable halogen headlamps. Black, full-width reflex lens tail lamps. Soft fascia front and rear bumpers. Locking fuel filler door with remote release. Black is used on all other Fiero body accents, including the dual sport mirrors (left hand remote control). The Fiero SE (shown with available sunroof) is equipped with a black rear deck luggage rack with integral spoiler, which may be deleted for credit.

Fiero is powered by a mid-mounted 2.5 litre 4-cylinder engine with electronic fuel injection. This willing performer features "swirl-port" technology for a smoother, faster burning combustion process. A performance-gear 4-speed manual transmission is standard on Fiero, a 3-speed automatic is available.

Fiero handling performance starts with its fully-independent suspension system, rack and pinion steering, power four-wheel vented disc brakes, and a front stabilizer bar, all standard. Rally steel wheels with steel-belted radials come standard on Fiero. 13" turbo finned cast aluminum wheels are available (shown, left). A WS6 performance handling package including special front and rear springs and shocks, and 14" hi-tech cast aluminum wheels with 215/60R14 steel-belted radials is available on Fiero and on Fiero SE (shown with available white-lettered tires).

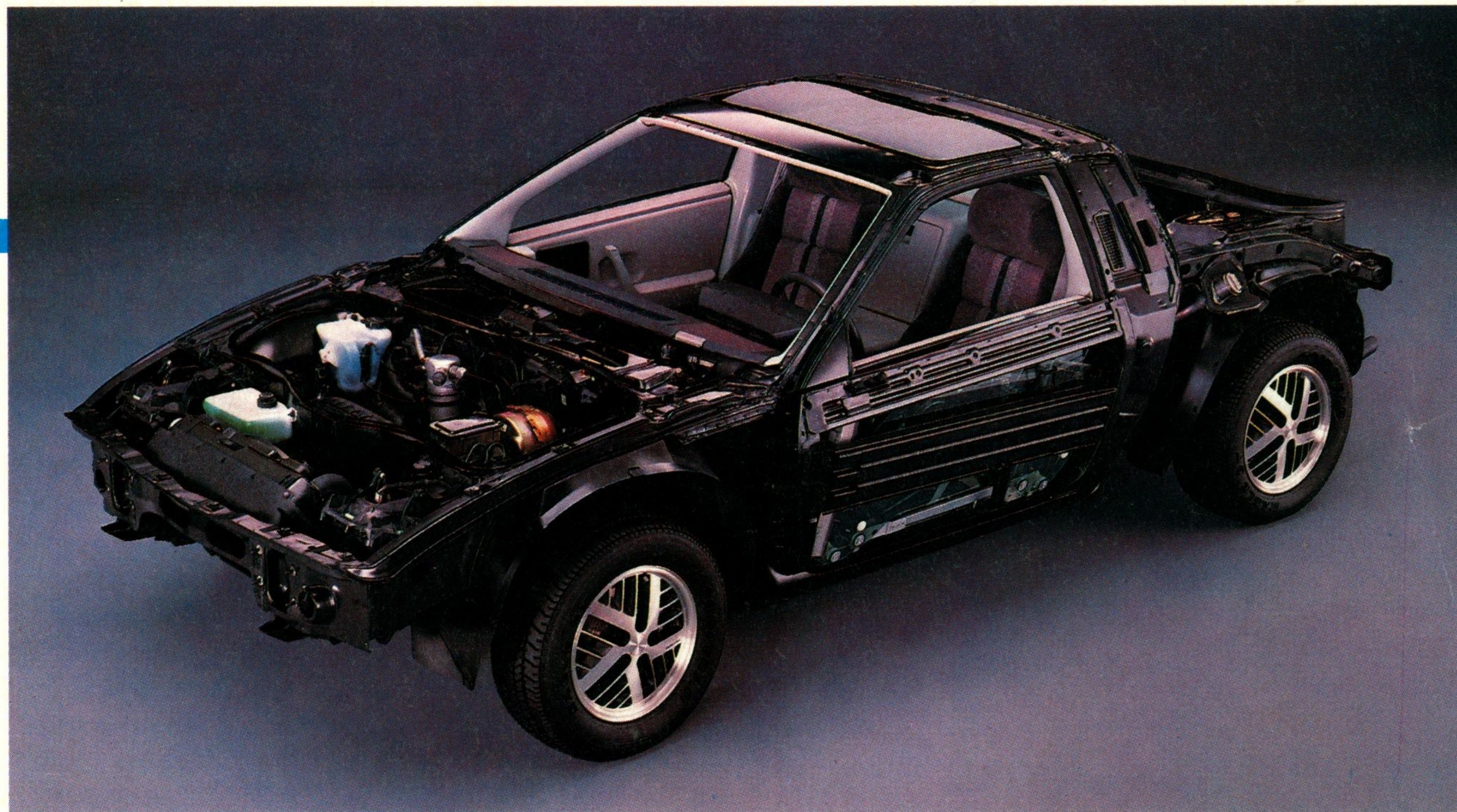
All of these exciting ingredients add up to what driving Fiero is all about: pure unabridged fun!

Grand Prix title since 1959. But until now the driving thrill of these mid-engined machines has been limited to a select few. Pontiac engineers decided there was only one logical choice for optimum, balanced handling performance for Fiero: it, too, would benefit from a mid-engine layout, becoming America's first mid-engined production car. Fiero's mid-engine design places the powertrain unit behind the driver, but ahead of the rear wheels, resulting in excellent front-to-rear dynamic balance—the essential ingredient in all great handling cars.

Fiero uses another principle borrowed from modern racing car design: its innovative space-frame chassis is extremely strong in places it needs to be, saving weight in non-critical areas.

Fiero's mid-engine configuration, together with its fully independent suspension system, rack and pinion steering, front stabilizer bar, and power four-wheel vented disc brakes blesses it with the cat-like agility that distinguishes all great handling cars.

The Pontiac Fiero is meant to be driven: turn the key, put it in gear, and let the horizon be your guide!



THE FIERO MANUFACTURING CONCEPT: INNOVATIVE ASSEMBLY.

The Pontiac Fiero is built like no other car in the world for one very important reason: its advanced design concept requires the most innovative assembly technology available.

A perfect example of the Fiero assembly concept is the drivable chassis (left). The drivable chassis is a fully-operational Fiero with tested mechanical systems.

During assembly, over 4000 individual spot welds are performed on the Fiero space-frame. Three basic modular assemblies (front, rear, compartment floor) are welded together as the first step in the process. The remaining substructures are attached and prepared for other chassis components in a single tool framing station.



ENDURAFLEX™: FIERO'S FINISHING TOUCH.

The strength of Fiero's space-frame chassis allowed Pontiac engineers to design the body panels to be non-structural. This means the panels do not have to play a structurally supportive role in the Fiero chassis design.

The beauty of the lightweight Enduraflex "skins" is that they're designed to cope with the dents, dings, stone chips and other realities of everyday driving. The front fenders actually bounce back from minor impacts (below, right), and the other panels resist minor dents and dings. The Enduraflex panels are also designed to retain their beauty over the long haul: they will never rust.

A true world class quality paint finish is applied to the Enduraflex panels.

The electrostatic application of high solid base and clear coat to the Enduraflex panels represents the state of the art in the automotive industry.

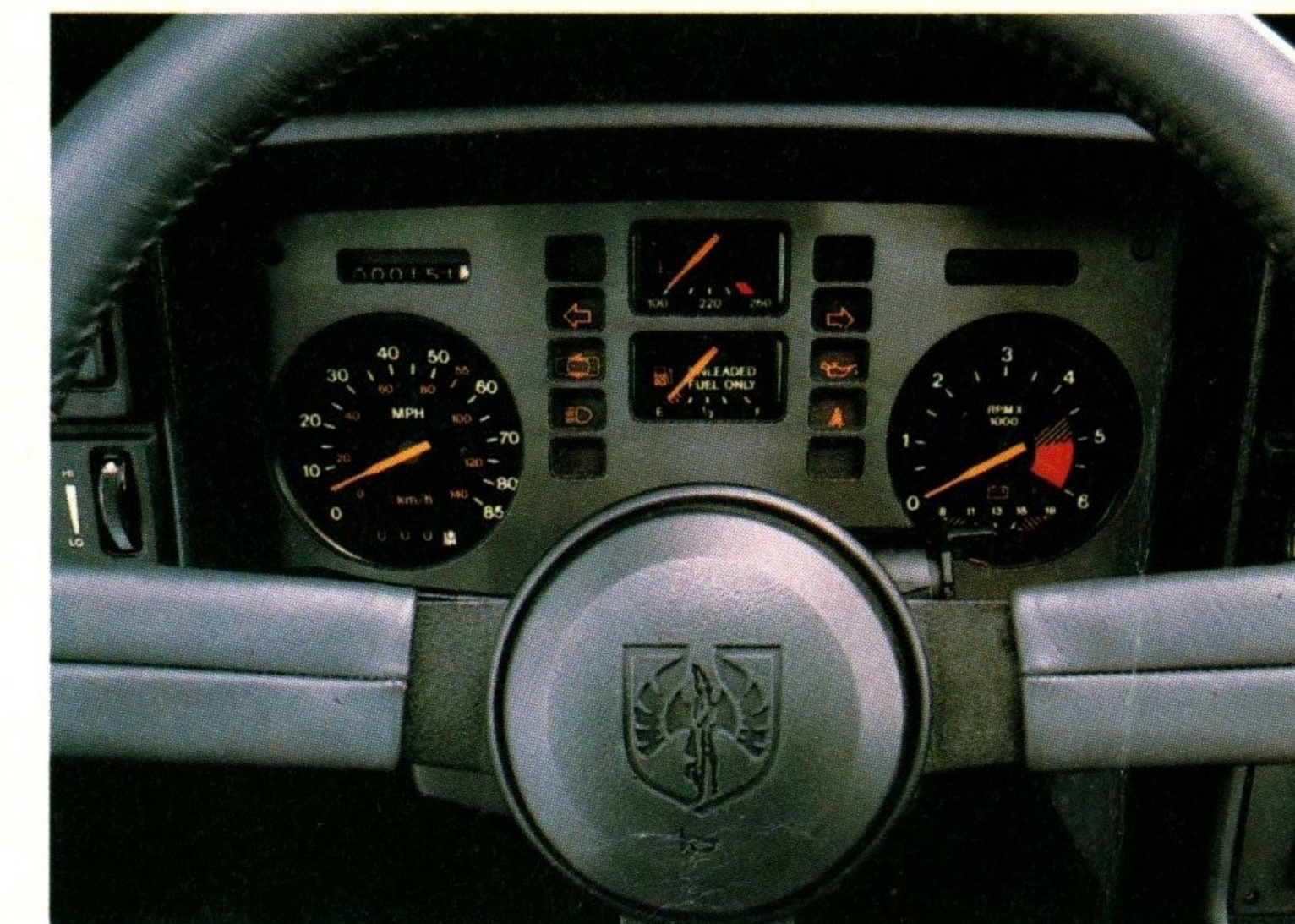
FIERO: DESIGNED FOR THE BUSINESS OF DRIVING.

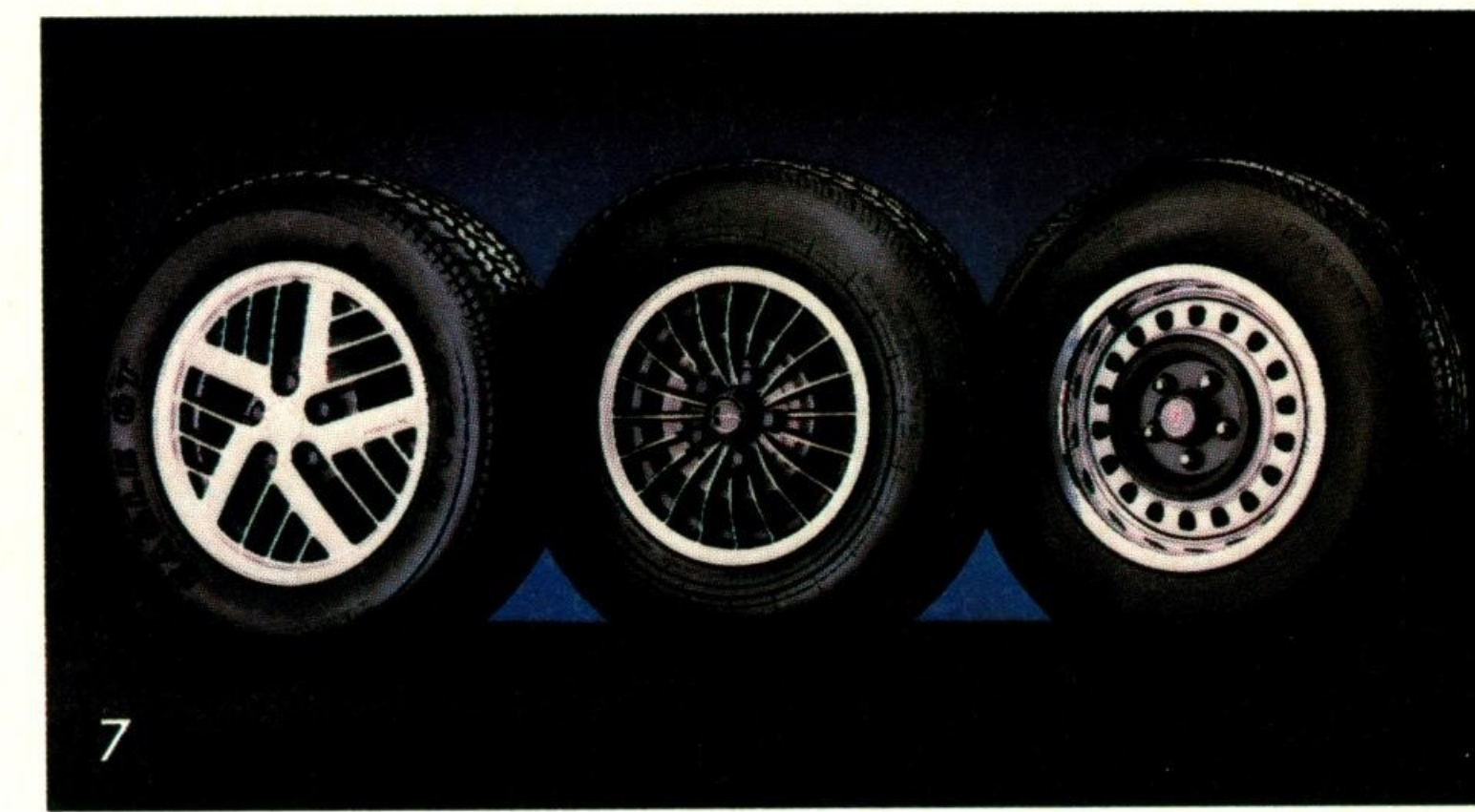
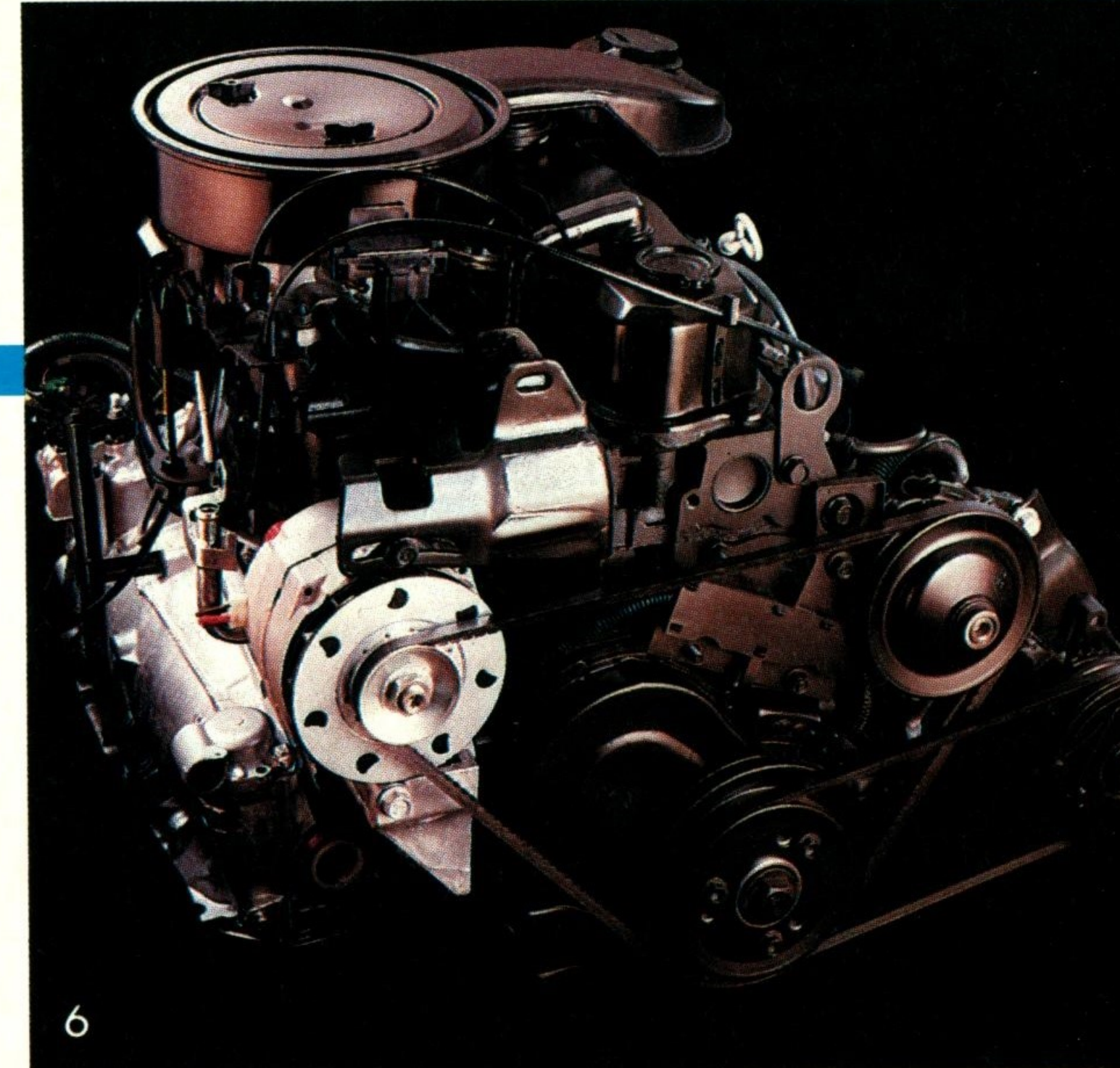
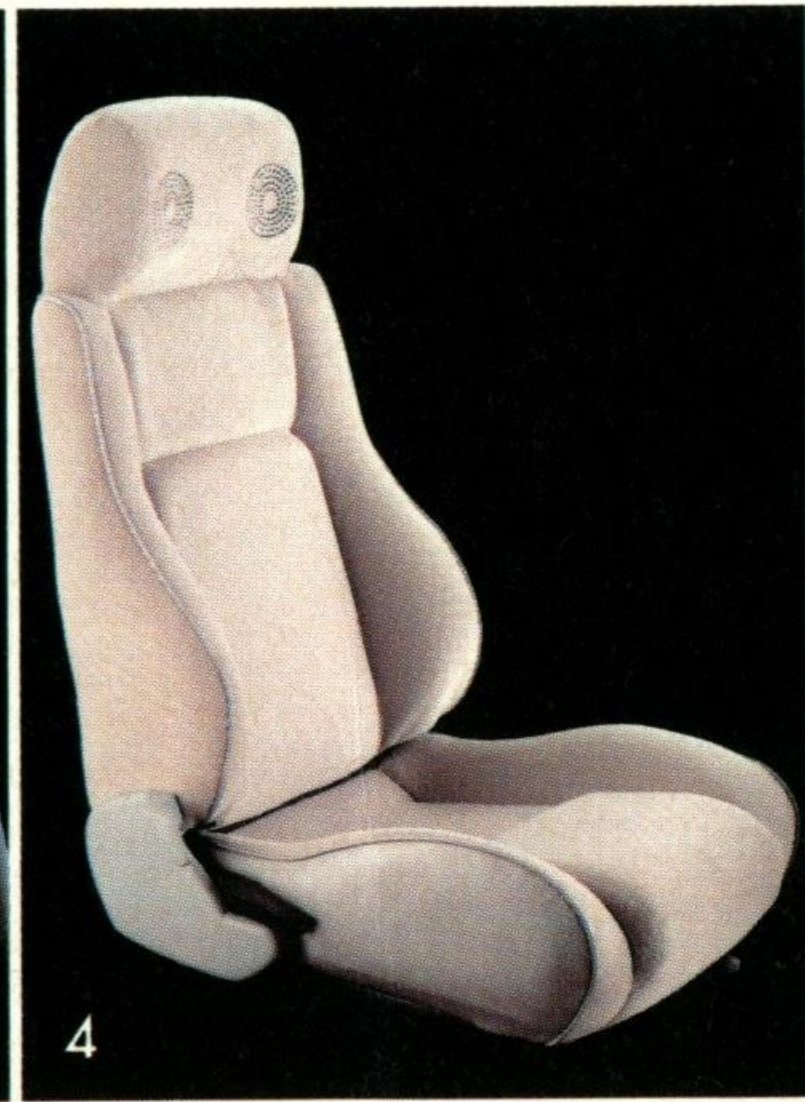
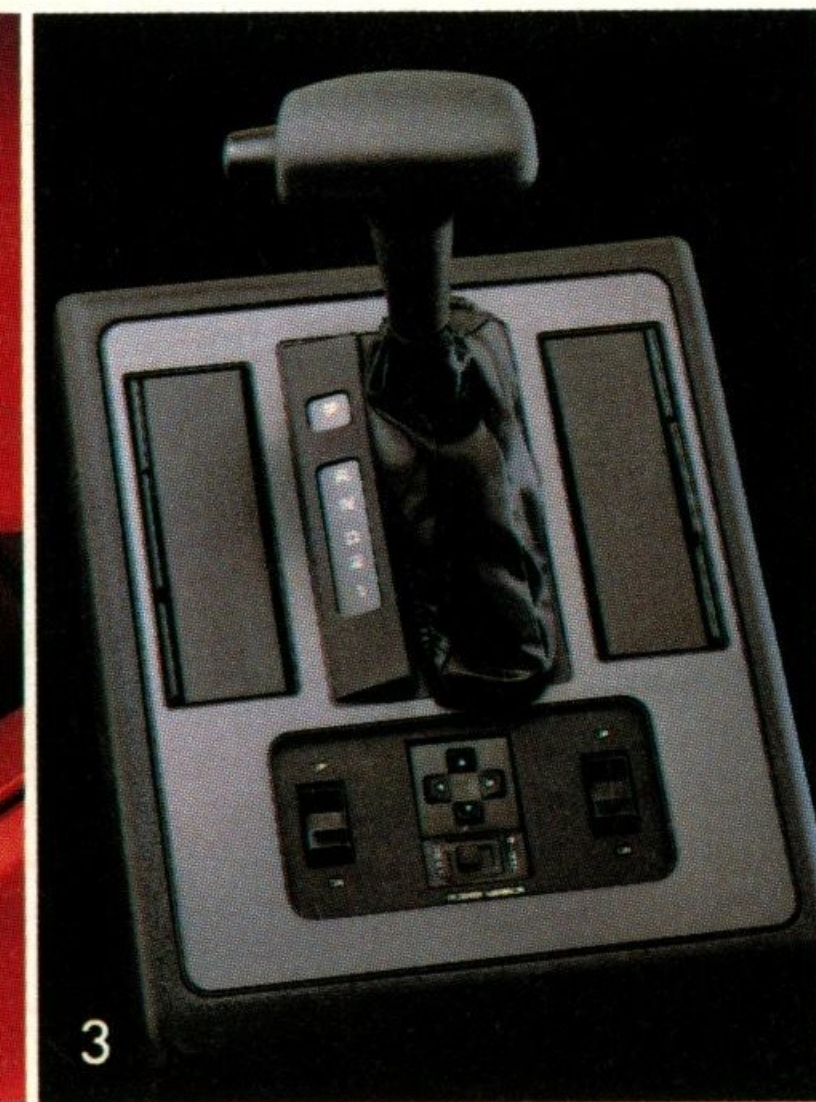
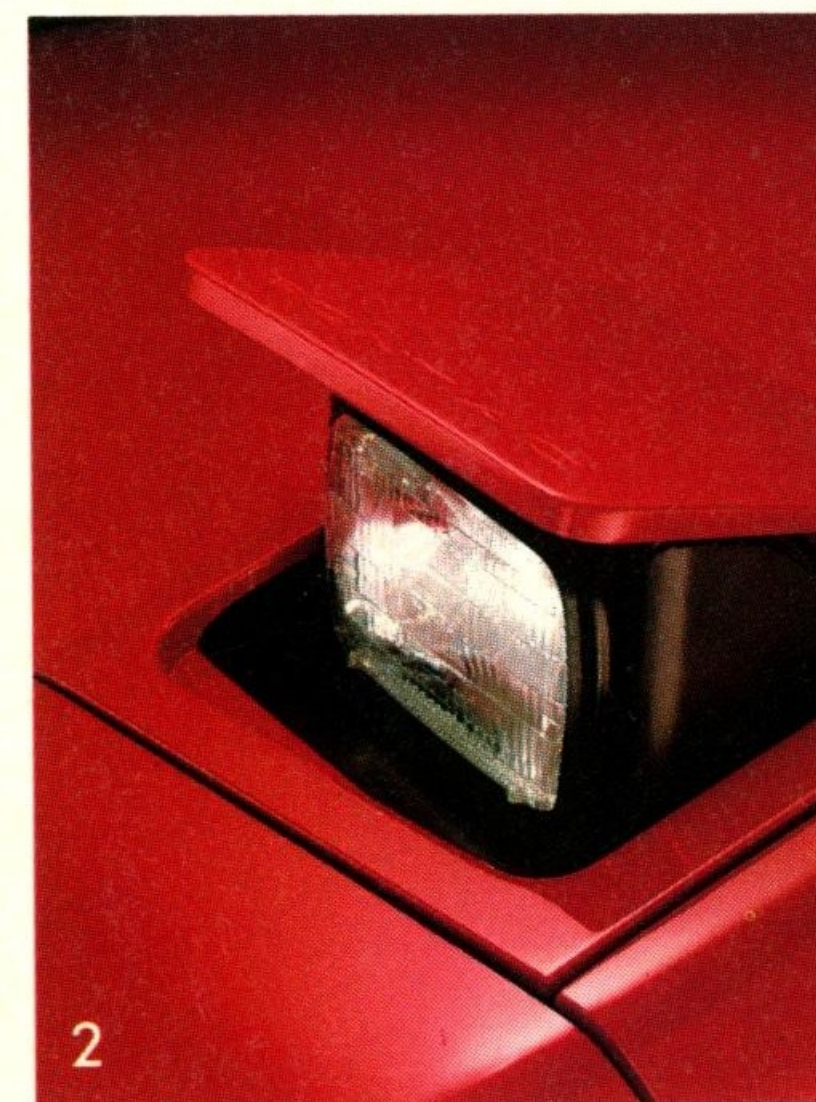
Pontiac interior designers artfully blended function with comfort and convenience in the Fiero's interior environment. Standard Fiero and Fiero SE interior features include:

- Full-instrumentation in a free-standing instrument cluster, with electric speedometer, odometer, trip odometer, 6000 RPM tachometer, and fuel, temperature and volt meter gauges (below, left).
- Courtesy instrumentation includes door ajar, rear compartment lid ajar, low oil pressure warning, engine warning, and seat belt reminder (a tone generator is used in place of a buzzer).
- Reclining bucket seats with contoured backs and built-in lateral restraint.
- A 4-spoke sport steering wheel, side window defoggers, custom color-coordinated seat and shoulder belts, full carpeting, full-length console (two-tone color on Fiero SE), and dual map lights.
- The Fiero front storage compartment has a remote cable release. The rear trunk compartment has a key operated lock. An electric rear release is standard on Fiero SE and available on Fiero.

The Fiero SE available interior (shown right) includes genuine fleece seat inserts with beautiful suede leather bolsters. Other available features shown include power windows, door locks, dual electric sport mirrors, and a leather-wrapped sport steering wheel. By ordering one of the available GM-Delco AM/FM ETR stereos, you get two 3" speakers mounted in each headrest.

A Delco-GM AM/FM ETR stereo cassette including seek, scan and graphic equalizer is available on Fiero (far right). Instruments in Canada are metric where required.





1. Fiero's trunk is located behind the engine compartment with a smaller storage area in the front compartment.
2. The Fiero comes standard with retractable halogen headlamps.
3. This tasteful console-mounted shift lever controls the Fiero's available 3-speed automatic.
4. The standard Fiero reclining bucket seat.
5. The available Fiero SE custom seat.
6. Fiero is powered by an advanced 2.5 litre, "swirl-port" 4-cylinder engine with electronic fuel injection.
7. Road wheels include the 14" hi-tech cast aluminum (left) and 13" turbo finned aluminum (centre), or the standard rally wheel available with trim rings (right).

1984 FIERO FACTS & FIGURES

Select the combination of "extras" that make your Pontiac uniquely yours from the long list of standard and available features, some of which are given below. Ask your dealer about group packages and the many other features not indicated below. Your dealer will also advise you of the availability of the various items on the model of your choice.

	Fiero	Fiero Sport	Fiero SE
Engine—2.5 litre 4-cyl.	S	S	S
Computer Command Control	S	S	S
Transmission—4-speed manual	S	S	S
Automatic	—	A	A
Brakes—4-wheel disc	S	S	S
power	S	S	S
Steering—Rack & Pinion	S	S	S
Tires 185/80R x 13 Radial (black)	S	S	—
185/80R x 13 Radial (white lettered)	A	A	—
195/70R x 14 Radial (black)	—	A	S
195/70R x 14 Radial (white-lettered)	—	A	A
215/60R x 14 Radial (black)	—	A	A
215/60R x 14 Radial (white lettered)	—	A	A
Air Conditioning	—	A	A
Steering wheel—Formula	A	A	S
—Leather-wrapped	A	A	A
Tilt steering wheel	A	A	A
Moulding—bodyside protective	S	S	S
Carrier—deck lid luggage	A	A	S
Console—floor	S	S	S
Engine compartment cover	A	A	A
Electronic Cruise Control	A	A	A
Rear window defroster	S	S	S
Soft-Ray tinted glass	A	A	S
Engine block heater	A	A	A
Dual horns	S	S	S
Rally Gauge Cluster with tachometer	S	S	S
Tungsten halogen headlamps	S	S	S
Lamp Group	A	A	A
Door-mounted map pockets	A	A	A
Carpeted floor mats	A	A	A
Sport mirrors	S	S	S
Electric sport mirrors	A	A	A
Visor Vanity mirror	A	A	A
Radio—AM	A	S	—
—AM with digital readout	A	A	S
—AM/FM stereo	A	A	A
—AM/FM stereo, cassette	A	A	A
—AM/FM stereo, graphic equalizer & cassette	A	A	A
Roof Panel—tinted glass	A	A	A
Special Performance Package	A	A	S
Wheels—Rally	S	S	—
—Trim Rings	A	A	—
—Turbo Aluminum	A	A	—
—Hi Tech Turbo	—	A	S

	Fiero	Fiero Sport	Fiero SE
Wiper System—Controlled Cycle	A	A	A
Locking Fuel filler door	S	S	S
Power door locks	A	A	A
Power windows	A	A	A
Heavy-duty cooling	A	A	A
Bodyside moulding	S	S	S
Bumper rub strips	S	S	S
Side window defoggers	S	S	S
Cigarette lighter	S	S	S
Dual map lamps	S	S	S
Front compartment cable release	S	S	S
Rear compartment power release	A	A	S
Locking rear compartment	S	S	S
Colour-keyed seat/shoulder belts	S	S	S
Electric speedometer	S	S	S
Luggage compartment trim	S	S	S
Dual fluidic washer/wiper system	S	S	S
Front stabilizer bar	S	S	S
Lightweight Freedom II battery	S	S	S
Seats Reclining Buckets—Standard cloth	S	S	—
Custom cloth	—	—	S
Custom suede	—	—	A

S—Standard A—Available (extra cost) —Not Available

DIMENSIONS	mm	COUPE	in
Wheelbase	2372		93.4
Overall Length	4072		160.7
Overall Width	1750		68.9
Height	1191		46.9
Tread, Front/Rear	1468/1492		57.8/58.7
Headroom	942		37.0
Legroom	1105		43.5
Shoulder Room	1395		54.9
Hiproom	1360		53.5
Usable Luggage Cap.	165.6 litres		5.85 cu. ft.
Fuel Tank Cap.	39.7 litres		8.7 gal.

A word about engines

These Pontiacs are equipped with GM-built engines produced by various divisions and affiliates of General Motors Corporation and GM of Canada. Computer Command Control Standard

Order Code	Displacement	Carb. bbl	Cyl.	V.I.N.	Source	Transmission
LE8	2.5 litre (151 CID)	EF1	4	—	(1)	4-speed Manual Automatic

(1) Produced by Pontiac Division U.S.A.

†The V.I.N. (Vehicle Identification Number) Engine Code is the eighth entry (letter or numeral) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

MODEL LINEUP

Fiero—2-Door Coupe
Fiero Sport—2-Door Coupe
Fiero SE—2-Door Coupe

STANDARD FEATURES ON ALL PONTIACS

SAFETY FEATURES

OCCUPANT PROTECTION • Manual lap/shoulder belts with pushbutton buckles for driver and right front passenger (driver side includes visual and audible warning system). Manual lap belt at centre position, when applicable • Manual lap belts with pushbutton buckles at rear passenger positions including centre, when applicable • Energy-absorbing steering column • Passenger-guard inside door lock handles • Safety interlocking door latches • Inertia-type folding front seat back latches • Energy-absorbing instrument panel and front seat back tops • Laminated safety glass windshield/tempered safety glass side and rear windows (except for plastic rear window on 2000 Sunbird convertible) • Safety armrests • Front seat head restraint for driver and right front passenger (adjustable or integral) • Glove box door latch and, when applicable, console cover latch impact security • Smooth contoured door and window regulator handles • Pressure lock radiator cap.

ACCIDENT AVOIDANCE • Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane change feature in direction signal control • Windshield defrosters, washer and dual speed wipers • Vinyl-bonded inside rearview mirror glass • Outside left rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual action safety hood latch (except Fiero which is rear opening) • Low glare finish on instrument panel top, inside windshield mouldings, wiper arms and blades, and steering wheel metallic surfaces • Safety road wheel rims • Front disc brakes with audible wear indicators • Self-adjusting brakes • Illumination of heater and defroster controls on instrument panel • Illumination of windshield wiper and washer controls (when located on instrument panel) • Pressure relief fuel cap. (Pressure relief system on Firebird) • Tread-wear indicators on tires.

ANTI-THEFT • Audible anti-theft ignition key reminder • Anti-theft steering column lock • Inside hood release • Anti-theft key system (one key for ignition only, second key for doors, trunk/hatch/tailgate and glove compartment) • Visible vehicle identification number.

A word about assembly, components, and optional equipment in these vehicles.

The vehicles described in this brochure are assembled at various Divisions of General Motors Corporation. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited and related companies and their suppliers. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

Please note that certain optional equipment can be ordered only in conjunction with other optional equipment.

Also, upgrading from specified standard equipment may be necessary when certain optional equipment is ordered. Ask your sales representatives for details.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your dealer for complete information.

**PONTIAC BUILDS
EXCITEMENT**

Look at GM today.

A lot of new thinking has gone into GM products. New thinking aimed at completely satisfying you.

Our products are designed to slip through the wind with energy saving ease.

Optic scanners and robotics are used to build a new kind of precision.

From foundry to assembly, our people use lasers and gamma rays to monitor the building process.

At GM, we are determined that when you buy our

product, you'll be more satisfied than the buyer of any other vehicle, built by any other manufacturer anywhere in the world.

Today, we are making history in aerodynamic design, quiet rides, fuel economy and more. Leaf through this catalogue and you'll see what we mean.

At GM, our products are changing. So is our thinking. Look at GM today.



What it takes to build great road cars

The dedicated people at Pontiac would like you to know what it takes to build great road cars. Because it is as much an art, as it is a science. As much human touch and evaluation, as it is computer modeling and laboratory tests. As much a test of day-to-day realities, as it is an adventure in engineering future think. Only when all of these elements are brought together, do the truly great road cars emerge.

The 1984 Pontiacs are such cars, built with innovative styling and engineering, offering the kind of excellent performance and roadability Pontiac has been famous for.

These truly are distinctive cars. Like the incomparable Firebird Trans Am. The sophisticated 6000 STE, heir to the Pontiac tradition of grand touring. Or the technically advanced 2000 Sunbird Turbo, Pontiac's newest world class performer. And, the most dramatic Pontiac of them all, the sensational Fiero.

Within our brochures, you will discover why the 1984 Pontiacs are the most exciting and innovative line of cars we've ever offered.

Pontiac. Creating automobiles that capture the spirit and excitement of North American innovation. We build excitement!

FOR YOUR PROTECTION

New Vehicle Limited Warranty—This warranty covers any repairs needed during the basic coverage period due to defects in material or workmanship. Any required adjustments will also be made during the basic coverage period of 12 months or 20,000 kilometres, whichever comes first. The complete vehicle, except tires, is covered during this period.

Powertrain Coverage—This powertrain warranty covers gasoline engine and other powertrain components up to a total of 24 months or 40,000 kilometres, whichever comes first. This powertrain warranty also covers specific diesel engine components to 36 months or 80,000 kilometres, whichever comes first. All powertrain warranty repairs are subject to a \$100 deductible for each repair visit.

Corrosion (Rust-Through) Coverage—General Motors warrants for 1984 passenger cars, light duty trucks and vans that your General Motors dealer will repair or replace at no charge any body sheet metal panel found to have developed perforation (rust-through) due to corrosion. This warranty begins on the date the vehicle is first delivered or put in use and extends for 36 months, regardless of distance travelled by the vehicle.

Battery Coverage—If your battery should fail under normal service due to a defect in material or workmanship after the basic coverage period expires, but before the vehicle has been in use 36 months, it can be replaced on a pro rata adjustment basis for a new Delco battery. The pro rata adjustment price of the new battery will be based on the number of months the original battery was in use since the start of the new vehicle warranty. Contact a dealer handling your vehicle for further details on such adjustments.

Tires are warranted by the tire manufacturer.

Owner Assistance—The satisfaction and goodwill of owners are of primary concern to GM dealers and General Motors of Canada Limited. In the event a warranty of some other matter is not handled to your satisfaction, the following steps should be taken:

1. Discuss the problem with your dealership management.
2. Contact the General Motors Zone Office closest to you as listed in the Owner Assistance Section of your Owner's Manual.
3. Contact the Customer Service Representative, General Motors of Canada Limited, Oshawa, Ontario.

Special Policy Adjustment Program Beyond the Warranty Period—General Motors is proud of the protection afforded by its warranty coverages. In order to achieve maximum customer satisfaction, there may be times when General Motors will pay all or part of the cost of certain repairs beyond the terms of the warranty. Check with your General Motors dealer or the nearest G.M. Zone Office regarding General Motors participation in the cost of such repairs.

**Continuous
Protection
Plan**



Continuous Protection Plan—

While there are many service contracts available on the market today, there is only one which gives you an agreement

directly with General Motors. It is the one with the Continuous Protection Plan logo shown. This logo on all Plan material assures you that the service contract you are buying is the GM Plan, the finest such program available to GM owners.

The GM Continuous Protection Plan provides optional added mechanical and electrical repair protection during and after the new vehicle limited warranties. Ask your General Motors dealer for details and information about the genuine GM Continuous Protection Plan.

Let's get it together GM

Buckle up!

