

**1970**

***Firebird***

**SELLING  
FACTS**



**FIREBIRD  
ESPRIT  
FORMULA 400  
TRANS AM**

**All New—Even For Pontiac**

**PONTIAC MOTOR DIVISION**

**SALES PROMOTION**

**DEPARTMENT**

*Firebird*

**1970**



**SUGGESTED LOCAL  
DELIVERED PRICES**

<b>SERIES</b>	<b>MODEL NUMBER</b>	<b>SUGGESTED LOCAL DEALER PRICE</b>
<b>FIREBIRD Hardtop Coupe</b>	<b>2387</b>	\$
<b>ESPRIT Hardtop Coupe</b>	<b>2487</b>	\$
<b>FORMULA 400 Hardtop Coupe</b>	<b>2687</b>	\$
<b>TRANS AM Hardtop Coupe</b>	<b>2887</b>	\$

# STANDARD FEATURES— ALL 1970 FIREBIRDS

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## SAFETY FEATURES

### Occupant Protection

Cargo Guard  
Contoured Windshield Header  
Energy Absorbing Padded Instrument Panel  
and Front Seat Back Tops  
Energy Absorbing Steering Column  
Folding Seat Back Latches  
Fuel-tank Impact Security  
Glove Box and Console Door Latch Impact Security  
High-strength, Front-seat Anchorages and Construction  
High-strength, Rear-seat Retention  
Yielding Windshield Pillar Moldings  
Passenger-guard Door Locks with Forward-mounted  
Lock Buttons  
Padded Sun Visors  
Safety Armrests  
Safety Door Latches and Hinges  
Safety Steering Wheel  
Seat Belts with Pushbutton Buckles for all Passenger  
Positions  
Side-guard Door Beam  
Shoulder Belts with Pushbutton Buckles—Driver and  
Right Front Passenger  
Shoulder Belt Anchorages for Rear-seat, Outboard  
Occupants  
Flush Mounted Interior Door Handles and Smooth  
Contoured Window-regulator Handles  
Soft, Low-profile, Window-control Knobs, Coat Hooks,  
Dome Lamp  
Thick Laminate Windshield  
Two Front-seat Head Restraints  
Two Front-seat Belt Retractors

### Accident Prevention

Backup Lights  
Bias Belted Tires with Tread Wear Indicators  
Dual Master Cylinder Brake System with Warning Light  
Safety Hood Latches  
Four-way Hazard Warning Flasher  
Headlamp-aiming Access Provision  
Lane-change Feature in Direction Signal Control  
Outside Rearview Mirror  
Low-glare, Instrument Panel Top, Inside Windshield  
Moldings, Wiper Arms & Blades and Metallic  
Steering Wheel Surfaces  
No Winged Wheel Nuts, Covers or Caps  
Parking Lamps that Illuminate with Headlamps  
Safety Wheel Rims  
Self-adjusting Brakes & Corrosion-resistant Brake Lines  
Side Marker Lights with Reflectors  
Stamped Steel Door Hinges (at least one per door)  
Starter Safety Switch  
Uniform Shift Quadrant with Automatic Transmission  
Wide-view, Inside Day/Night Mirror (Vinyl-edged,  
Shatter-resistant Glass)  
Windshield Defrosters, Washers and Dual-speed Wipers

### Anti-theft

Anti-theft Ignition Key Warning Buzzer  
Anti-theft Steering Column Lock  
Multiple Key Combinations  
Tamper-resistant Odometer with Telltale Feature  
Visible Vehicle Identification

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## OTHER STANDARD FEATURES

Carburetor Air Preheater  
Circ-L-Aire Heater & Defroster with Illuminated Controls  
Closed Crankcase Ventilation System  
Delco Eye Energizer Battery  
Dome Light  
Dual-speed, Parallel-action Windshield Wipers; Left  
Blade Articulated with Concealed Wipers  
Illuminated Labels for Light & Windshield Wiper Switch

Integral Molded Foam/Spring Front Seat Cushion  
Full-flow Oil Filter  
Labeled Instrument Panel Control Switches  
Radio-interference-suppression Ignition  
Rotary Lock on all Instrument Panel Glove Compartments  
Twist-lock Lamp Sockets  
Windshield Antenna

**1970**  
***Firebird***  
**STANDARD EQUIPMENT**  
**FOR EACH MODEL**

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**2387—FIREBIRD**

**ENGINE-TRANSMISSION-CHASSIS-TIRES**

1 Barrel, 250 Cu. In., 6-Cylinder Engine  
3-Speed Manual Column Shift Transmission  
E78-14 Black Sidewall Tires  
Manual Front Disc Brakes—Rear Drum Brakes

**INTERIOR**

Woodgrain Instrument Panel  
Vinyl Bucket Seats

**EXTERIOR**

“Endura” Front Bumper  
Bright Grille Moldings  
Firebird Nameplate on Front Fender  
Standard Hub Caps  
Narrow Rocker Panel Moldings

**2887—TRANS AM**

**ENGINE—TRANSMISSION—CHASSIS—TIRES**

4 Barrel, 400 Cu. In. Ram Air Engine with Chrome  
Rocker Arm Covers and Oil Filler Cap  
4-Speed Manual Transmission with Hurst Floor Shift  
Performance Dual Exhausts with Chrome Extensions  
Special Air Cleaner & Rear-facing Cold Air Intake  
through Hood—Throttle Controlled  
Power Flex Fan  
F60-15 White Lettered Tires  
Variable Ratio Power Steering  
Safe-T-Track Differential  
Handling Package—Heavier 1¼” Front Stabilizer and  
Larger ¾” Rear Stabilizer Bar, Firm-control Shocks,  
Higher Rate Rear Springs  
Dual Horns  
Power Disc Brakes

**INTERIOR**

Formula Steering Wheel  
Rally Gauges, Clock & Instrument Panel Tachometer  
Vinyl Bucket Seats

**EXTERIOR**

“Endura” Front Bumper  
Right- and Left-hand Body Colored Outside Mirrors—  
Left-hand Remote Controlled  
Dechromed Rally II Wheels (Trim Rings Available)  
Functional Front Fender Air Extractors  
Rear Decklid Spoiler  
Black Textured Grille with Bright Moldings  
Front Air Spoiler  
Rear Wheel Opening Air Spoiler  
Special Front Bumper Decal  
Special Trans Am Identification  
Concealed Windshield Wipers

**2487—ESPRIT**

**ENGINE-TRANSMISSION-CHASSIS-TIRES**

2 Barrel, 350 Cu. In., 8-Cylinder Engine  
3-Speed Manual Floor Shift Transmission  
E78-14 Black Sidewall Tires  
Dual Horns  
Manual Front Disc Brakes—Rear Drum Brakes

**INTERIOR**

Custom Pedal Trim Plates  
Custom Trim Knit Vinyl Bucket Seats  
Deluxe Steering Wheel  
Trunk Mat  
Woodgrain Instrument Panel

**EXTERIOR**

Standard Hub Cap with Wheel Trim Rings  
Roof Drip with Scalp Moldings  
Wheel Opening Moldings  
Hood Rear Edge Moldings  
Concealed Windshield Wipers  
Right- and Left-hand Body Colored Outside Mirrors—  
Left-hand Remote Controlled  
“Endura” Front Bumper  
Bright Grille Moldings  
Wide Rocker Panel Moldings  
New Firebird Emblem on Front Bumper & Decklid  
Esprit Nameplate on Roof Sail Panel  
Belt Reveal Moldings

**2687—FORMULA 400**

**ENGINE-TRANSMISSION-CHASSIS-TIRES**

4 Barrel, 400 Cu. In., 8-Cylinder Engine  
3-Speed Heavy Duty Manual Transmission with  
Hurst Floor Shift  
Performance Dual Exhausts with Chrome Extensions  
Power Flex Fan  
F70-14 Black Sidewall Tires  
Dual Horns  
Manual Front Disc Brakes—Rear Drum Brakes  
Handling Package—Front Stabilizer and new ¾” Rear  
Stabilizer Bar, Firm-controlled Shocks

**INTERIOR**

Deluxe Steering Wheel  
Woodgrain Instrument Panel  
Vinyl Bucket Seats

**EXTERIOR**

Right- and Left-hand Body Colored Outside Mirrors—  
Left-hand Remote Controlled  
“Endura” Front Bumper  
Fiberglass Hood with Dual Air Scoops  
Black Textured Grille with Bright Moldings  
Standard Hub Caps  
Narrow Rocker Panel Moldings  
“Formula 400” Nameplate on Front Fender  
New Firebird Emblem on Front Bumper & Decklid

# 1970 FIREBIRD RECOMMENDED COLOR & TRIM COMPATIBILITY

Body Style Number Description & Trim Combination	2387-2687-2887 Hardtop Coupe Standard Trim "Bucket Seats"					2487-2687-2887 Hardtop Coupe Custom Trim <sup>^</sup> "Bucket Seats"						2487-2687-2887 Hardtop Coupe Custom Trim <sup>^</sup> "Bucket Seats"			WHEEL COLORS	
	COATED FABRIC					KNIT VINYL						CLOTH & COATED FABRIC				
	EXTERIOR COLORS	01 - Blue	05 - Saddle	06 - Green	07 - Sandalwood	08 - Black	11 - Blue	13 - Brown	14 - Red	15 - Saddle	16 - Green	17 - Sandalwood	18 - Black	27 - Sandalwood		28 - Black
Code—Name																
B Palomino Copper		X		X	X		X		X		X	X		X	X	Black
C Polar White <sup>‡</sup>	X	X	X	X	X	X	X	X	X	X	X	X		X	X	Black
D Bermuda Blue	X			X	X	X	X				X	X		X	X	Dark Blue
E Atoll Blue	X			X	X	X	X				X	X		X	X	Dark Blue
F Lucerne Blue <sup>*‡</sup>	X			X	X	X	X				X	X		X	X	Black
H Palisade Green		X	X	X	X		X		X	X	X	X		X	X	Dk. Green
J Castillian Bronze <sup>*</sup>		X		X	X		X		X		X	X		X	X	Black
L Keylime Green <sup>*</sup>		X	X	X	X		X		X	X	X	X		X	X	Black
P Palladium Silver	X	X		X	X	X	X		X		X	X		X	X	Black
Q Verdoro Green		X	X	X	X		X		X	X	X	X		X	X	Dk. Green
R Cardinal Red		X		X	X		X	X	X		X	X		X	X	Black
S Coronado Gold <sup>*</sup>		X		X	X		X		X		X	X		X	X	Black
V Carousel Red <sup>*</sup>		X		X	X			X	X		X	X		X	X	Black
W Goldenrod Yellow <sup>*</sup>				X	X		X				X	X		X	X	Black
Z Granada Gold		X		X	X		X		X		X	X		X	X	Dark Gold

<sup>\*</sup> Exclusive '70 Firebird Standard Colors

<sup>‡</sup> Trans Am available only in two colors

<sup>^</sup> Custom Trim also includes:

—Pull Straps on Doors & Above Glove Box—Perforated Head-  
lining—Bright Pedal Trim Plates—Formed Vinyl Trunk Mat

# 1970 FIREBIRD SPECIFICATIONS

CHASSIS SPECIFICATIONS			EXTERIOR DIMENSIONS			INTERIOR DIMENSIONS		
WHEEL-BASE	TRACK		LENGTH	WIDTH	HEIGHT	EFFECTIVE HEADROOM	EFFECTIVE LEGROOM	SHOULDER ROOM
	FRONT	REAR						
108"	61.3	60.0 6 Cyl.	191.6	73.4	50.4	37.4 Front	43.8 Front	57.4 Front
	61.6	60.3 8 Cyl.				36.1 Rear	29.6 Rear	54.4 Rear

All specifications in inches

ENGINE SPECIFICATIONS				ENGINE AVAILABILITY				
CYLINDERS AND DISPLACEMENT (cu.-in.)		H.P.	COMP. RATIO CARB, FUEL	TRANS- MISSION	2387 FIREBIRD	2487 ESPRIT	2687 FORMULA 400	2887 TRANS AM
OHV 6	250	155	8.5:1 1 Bbl Regular	3-Spd. Man. 2-Spd. Auto \$ Turbo H.M. \$	STD.			
	V-8	350	255	9.2:1 2 Bbl Regular	3-Spd. Man. 2-Spd. Auto \$ Turbo H.M. \$ 4-Spd. Man \$	AVAIL \$	STD.	
400		265	8.8:1 2 Bbl Regular	Turbo H.M. \$		AVAIL \$		
400		330	10.25:1 4 Bbl Premium	3-Spd. Man. Turbo H.M. \$ 4-Spd. Man \$			STD.	
400 Ram Air		345	10.5:1 4 Bbl Premium	4-Spd. Man. 4-Spd. Close Ratio Man \$ Turbo H.M.			AVAIL \$	STD.

## TRIM & SEAT BELT USAGE AND COMPATIBILITY

MODEL	STANDARD (Vinyl)					CUSTOM (Knit Vinyl)							CUSTOM (Cloth and Coated Fabric)	
	Blue	Saddle	Green	Sandal-Wood	Black	Blue	Brown	Red	Saddle	Green	Sandal-Wood	Black	Sandal-Wood	Black
2387	01	05	06	07	08									
2487						11	13	14	15	16	17	18	27	28
2687	01	05	06	07	08	11	13	14	15	16	17	18	27	28
2887	01	05	06	07	08	11	13	14	15	16	17	18	27	28
Standard Seat Belt	Dark Blue	Black	Black	Black	Black	Dark Blue	Black	Black	Black	Black	Black	Black	Black	Black
Custom Seat Belt	Blue	Saddle	Black	Sandal-Wood	Black	Blue	Brown	Red	Saddle	Black	Sandal-Wood	Black	Sandal-Wood	Black

## CORDOVA TOP USAGE

CODE—COLOR	B-Palomino Copper	C-Polar White	D-Bermuda Blue	E-Atoll Blue	F-Lucerne Blue	H-Palisade Green	J-Castilian Bronze	L-Keylime Green	P-Palladium Silver	Q-Verdoro Green	R-Cardinal Red	S-Coronado Gold	V-Carousel Red	W-Goldenrod Yellow	Z-Granada Gold
1 - WHITE	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2 - BLACK	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5 - SANDALWOOD	X	X				X	X	X		X					X
7 - DARK GOLD		X										X			X
9 - DARK GREEN						X		X		X					

## STANDARD AXLE RATIOS

MODEL	STANDARD ENGINE	3-SPEED MANUAL TRANSMISSION	4-SPEED MANUAL TRANSMISSION	AUTOMATIC TRANSMISSION	
				Automatic	Turbo-hydrumatic
2387—FIREBIRD	1 Bbl.—6 Cyl. 250 cu.-in.—155 HP	3.08	N/A	3.08	3.08
2487—ESPRIT	2 Bbl.—8 Cyl. 350 cu.-in.—255 HP	3.36	3.36	2.73	2.73
2687—FORMULA 400	4 Bbl.—8 Cyl. 400 cu.-in.—330 HP	3.55 w/o 582 3.31 w/582	3.55 w/o 582 3.31 w/582	N/A	3.07
2887—TRANS AM	4 Bbl.—8 Cyl. 400 cu.-in. Ram Air 345 HP	3.55 w/o 582 3.13 w/582	3.55 w/o 582 3.31 w/582	N/A	3.55

# COMPETITIVE COMPARISON

## FIREBIRD vs MUSTANG

	Wheelbase	Over-all length	Curb Weight	Tread Frt/Rear	Brakes	Hgt.	Front Leg Room
<b>FIREBIRD</b>	108	191.6	3271	61.3/60.0	Disc	50.4	43.8
<b>MUSTANG</b>	108	187.4	2878	58.5/58.5	Drum	51.5	40.1

## FIREBIRD vs MUSTANG

	FIREBIRD	MUSTANG
Base Price (Std. Engine 6 Cyl.)	\$ (250 cu.-in. 155 hp)	\$2721 (200 cu.-in. 115 hp)
Auto. Trans.	\$	\$ 201
Power Disc Brakes	\$	\$ 65
<b>Total</b>	\$	<b>\$2987</b>

## FORMULA 400 vs MACH I

	FORMULA 400	MACH I
Base Price (Std. Engine)	\$ (400 cu.-in. 330 hp)	\$3271 (351 cu.-in. 250 hp)
Comparable V-8	\$	\$ 311 (428 cu.-in. 333 hp)
Auto. Trans.	\$	\$ 222
Power Disc Brakes	\$	\$ 65
<b>Total</b>	\$	<b>\$3869</b>

## ESPRIT vs GRANDE

	ESPRIT	GRANDE
Base Price (Std. Engine V8)	\$ (350 cu.-in. 255hp)	\$3028* (302 cu.-in. 220 hp)
Comparable V-8	\$	\$ 45 (351 cu.-in. 250 hp)
Auto. Trans.	\$	\$ 201
Power Disc Brakes	\$	\$ 65
<b>Total</b>	\$	<b>\$3339</b>

\*Includes Vinyl Roof

## FIREBIRD ADVANTAGES

- Longer
- Wider
- Wide Track
- More Interior Roominess
- Endura Bumper
- Hidden Radio Antenna
- Side Guard Door Beam
- Recessed Park Windshield Wiper (Standard-Esprit, Formula 400)
- Bigger, standard engine, more horsepower
- Heavier
- Better Ride
- Flush-mounted Door Handle
- 2 plus 2 Interiors
- Fresh, New Styling



# COMPETITIVE COMPARISON

FIREBIRD vs BARRACUDA, CHALLENGER, JAVELIN

	FIREBIRD	BARRACUDA	CHALLENGER	JAVELIN
Wheelbase	108"	108"	110"	109"
Over-all length	191.6	186.7	191.3	191.0
Curb weight	3271	3006	3036	2919
Tread (Frt/Rear)	61.3/60.0	59.7/61.3	59.7/60.7	59.3/57.0
Stand. Engine	250 cu.-in./155 H.P.	225 cu.-in./145 H.P.	225 cu.-in./145 H.P.	232 cu.-in./145 H.P.
Brakes	Disc	Drum	Drum	Drum
Height	50.4	50.9	50.9	51.3
Front Leg Room	43.8	42.3	42.3	43.0

FIREBIRD vs BARRACUDA, CHALLENGER, JAVELIN

	FIREBIRD	BARRACUDA	CHALLENGER	JAVELIN
Base Price	\$	\$2764	\$2851	\$2720
Automatic Transmission	\$	\$ 190	\$ 190	\$ 195
Power Disc Brakes	\$	\$ 71	\$ 71	\$ *84
Total	\$	\$3025	\$3112	\$2999

\*Power Disc Brakes not available with 6-cyl. engine

## FIREBIRD ADVANTAGES

- Longer
- Lower
- Wider Front Track
- Endura Bumper
- Hidden Radio Antenna
- Side Guard Door Beam
- Bigger Engine, more horsepower
- More front leg room
- Heavier
- Better Ride
- 2 plus 2 Interiors
- Fresh, *New* styling

# COMPETITIVE COMPARISON

## ESPRIT vs COUGAR

	Wheelbase	Over-all length	Curb Weight	Tread Frt/Rear
ESPRIT	108	191.6	3271	61.3/60.0
COUGAR	111.0	196.1	3473	58.5/58.5
	Stand. Engine	Brakes	Hgt.	Front Leg Room
ESPRIT	350 cu.-in./255 H.P.	Disc	50.4	43.8
COUGAR	351 cu.-in./250 H.P.	Drum	51.6	41.1

## ESPRIT vs COUGAR

	ESPRIT	COUGAR
Base Price	\$	\$3114
Comp. V-8 Engine	—	—
Auto. Trans.	\$	\$ 206
Pwr. Disc Brakes	\$	\$ 65
Total	\$	\$3385

## Esprit Advantages

- Lower
- Wider Tread
- Endura Bumper
- Hidden Radio Antenna
- Side Guard Door Beam
- *Costs Less*
- Recessed Park Windshield Wiper (Standard-Esprit & Formula 400)
- Roomier Front Compartment
- Better Ride
- Flush-mounted Door Handles
- 2 plus 2 Interiors
- Fresh, *new* styling

## FIREBIRD vs CAMARO

	Wheelbase	Overall Length	Curb Weight	Tread Front/Rear
FIREBIRD	108	191.6	3271	61.3/60.0
CAMARO	108	188.0	3062	61.3/60.0

## FIREBIRD vs CAMARO

	FIREBIRD	CAMARO
Base Price	\$	\$
Comp. V-8 Eng.	\$	\$
Auto. Trans.	\$	\$
Power Disc Brakes	\$	\$
TOTAL	\$	\$

## Firebird Advantages

- Lower
- Complete Endura Bumper
- Longer
- Heavier
- 4 distinct models to choose from





# **PONTIAC TAKES THE FUN OF DRIVING SERIOUSLY**

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications, prices and also to discontinue models.



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