

Firebird 1978



PONTIAC

Trans Am.

Some get it by shooting white water in a 12-foot raft. Others by soaring free at 900 feet.

It's an exhilarating feeling. The same feeling you can get behind the wheel of a 1978 Firebird.

And the most exhilarating Firebird has to be Trans Am. And for good reason.

Look at the styling. That broad, forceful sweep. Punctuated by air extractors, air deflectors and a singular air dam.

A pair of piercing dual rectangular headlamps glare out of the new coal-black grille. Sweeping up from the trunk is Trans Am's distinctive spoiler.

Adding even more flash are the cast aluminum wheels you can order. Along with a shrieking bird decal for its shaker hood. For when you really want your Trans Am to send pulses pulsing.

If you can pull yourself away from its awesome exterior, slip inside.

Nestle into the rich, all-vinyl bucket seats. Catch the glimmer off the burnished metal dash. With its clock, tach and full set of rally gauges.

They can help you gauge every twitch of Trans Am's powerful 6.6 litre (400 CID) 4-barrel engine which comes standard. More muscle required? Then order the optional T/A 6.6 litre (400 CID) 4-barrel engine.

Grasp the padded Formula steering wheel. And put yourself in command of Trans Am's power steering. It comes standard. So do power front disc brakes. And an automatic transmission. And Pontiac's Radial Tuned Suspension with GR70x15 steel-belted radials.

Trans Am. The ultimate Firebird. Once you've driven it, you may never settle for shooting the rapids again.

Trans Am's gauge cluster set in a burnished metal instrument panel.
Trans Am's stylish cast aluminum wheels.
Available Custom interior adds luxury.



Some of the equipment shown or mentioned is optional at extra cost.



Trans Am for 1978 with available hatch roof.

Formula.

The Formula Firebird is for driving buffs, who wish Sunday drives would last until Tuesday.

It stands out in a crowd with those twin scoops out front. Rally II wheels. Body-colored sport mirrors. All standard.

For a little more dazzle, you can order the Appearance Package. It includes some sporty striping. Plus side-lettering that shouts the Formula's name.

When you and your Formula decide to get chummy, you'll recognize its supple comforts. Like the deeply padded bucket seats. And Luxury Cushion steering wheel.

When you get earnest, you'll start to appreciate its responsive 5.0 litre (305 CID) 2-barrel engine. An Automatic transmission is available.

The Formula Firebird. Get one. Then take it for a Sunday drive.

This transmission is automatic. And so is everyone's reaction to Formula's available custom interior.

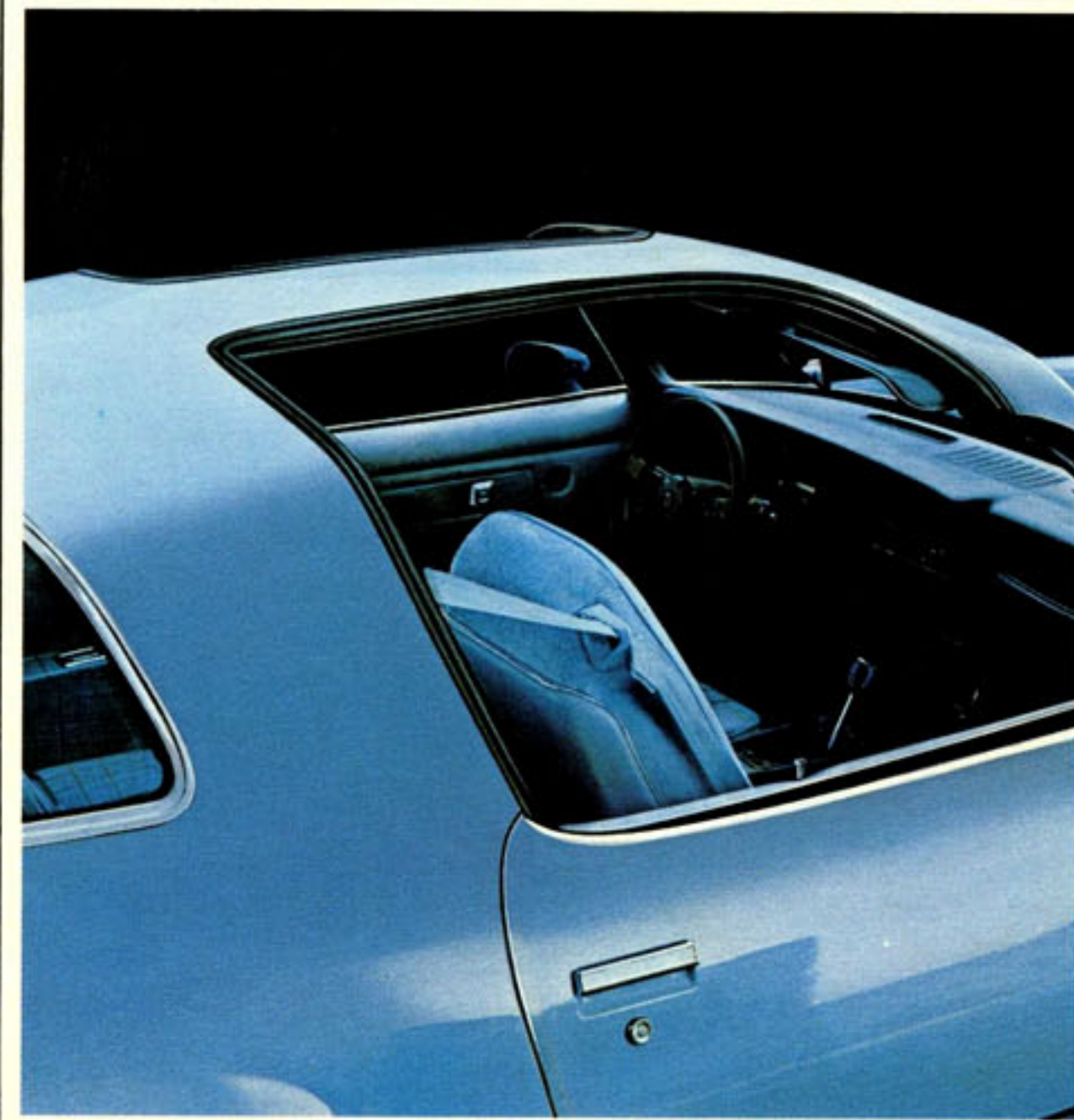
Flip the lid on this available hatch roof and take on all the airs of a convertible.

How do you track a Firebird? With this available 8-track player.

Every outing becomes a pleasure cruise with available cruise control.

Shift for yourself with this standard manual 4-speed transmission.

An AM/FM stereo radio is available with a digital readout.



Some of the equipment shown or mentioned is optional at extra cost.



Formula Firebird. Ready for a little roadwork.

Esprit.

Esprit...the Firebird with luxury.

Not the fragile, frilly "musn't touch" kind of luxury. But Pontiac's kind. A luxury that doesn't interfere with the Firebird driver's love of driving.

Esprit is a melding of luxury and excitement. The kind of luxury that never intrudes. And the kind of excitement that's indelibly Firebird.

Firebird.

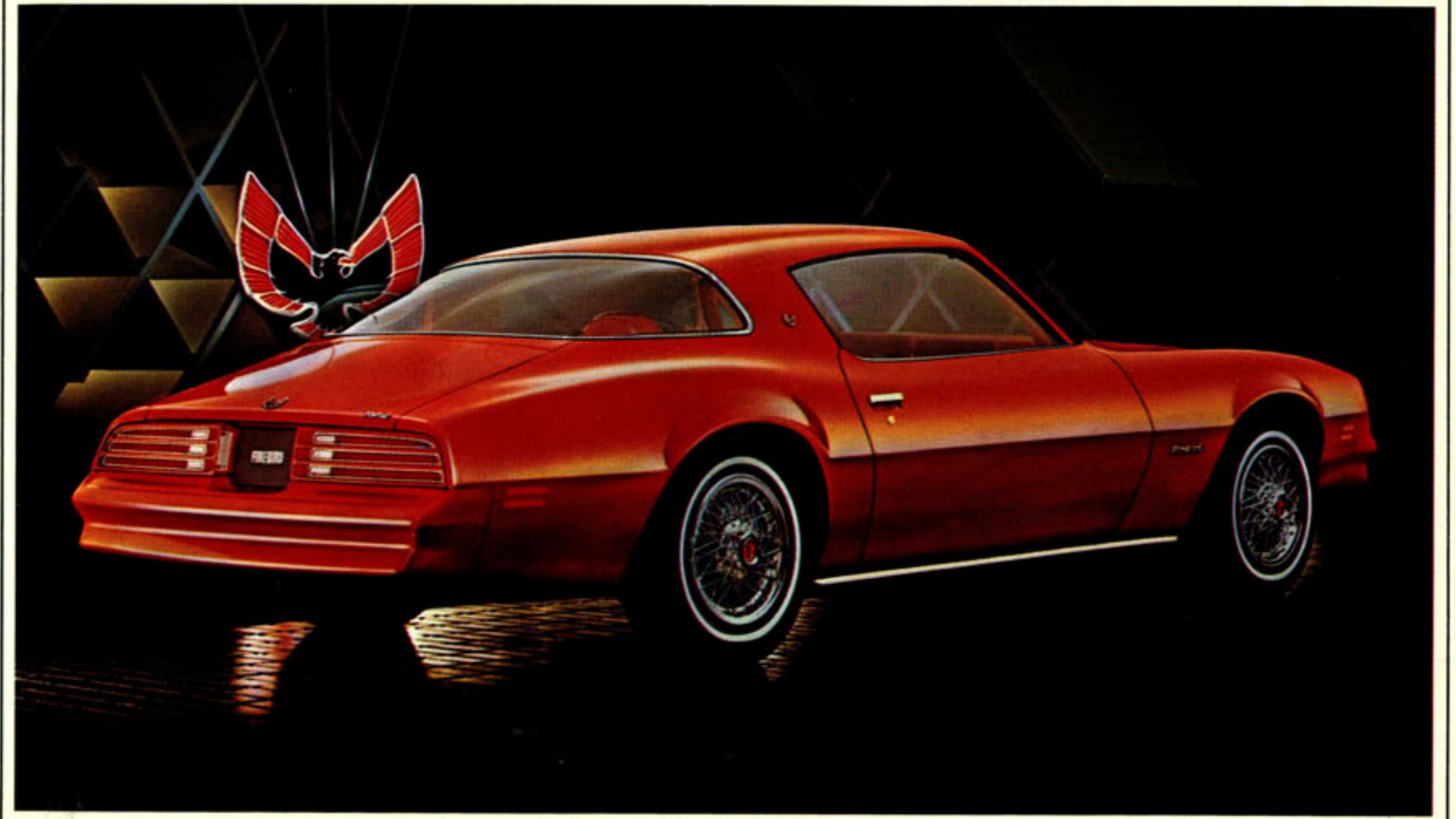
When you're looking for a car with all of Firebird's fire...but you need a handsome value, there's just one solution. Our basic 'bird.

Our base model has the wow of every Firebird. Plus one wow all its own. Just ask your dealer "how much".

Below: "Sky Bird" proudly displays its fancy dress blues.



Above: Even our base Firebird belongs to the bucket brigade.



Top: A true blue Esprit, the custom "Sky Bird".

Bottom: The fundamental Firebird.



Firebird shows its true colors with the available Rally II wheels.



Elegant wire wheels are now available on Firebird, and the Esprit.



Firebird makes another good move with Pontiac's Radial Tuned Suspension.

Some of the equipment shown or mentioned is optional at extra cost.

Facts and Figures.

MODELS

Hardtop Coupe offered in four versions:
Firebird, Firebird Esprit, Formula
Firebird and Firebird Trans Am

POWER TEAMS

Standard Engines:

3.8 litre (231 CID) 2-bbl. V-6 on Firebird and Esprit
5.0 litre (305 CID) 2-bbl. V-8 on Formula
6.6 litre (400 CID) 4-bbl. V-8 on Trans Am

Available Engines:

5.0 litre (305 CID) 2-bbl. V-8 on Firebird and Esprit
5.7 litre (350 CID) 4-bbl. V-8 on Formula, Esprit and Firebird
6.6 litre (400 CID) 4-bbl. V-8 on Formula
T/A 6.6 litre (400 CID) 4-bbl. V-8 on Formula and Trans Am

Standard Transmissions:

Manual 3-speed on Firebird and Esprit
Manual 4-speed on Formula
Automatic transmission on Trans Am

Available Transmissions:

Manual 4-speed on all models
Automatic transmission on all models

STANDARD INTERIOR FEATURES

Standard Firebird features:

Front bucket seats and bucket type rear seats with all-vinyl trim. Front seat cushions of solid foam with integral springs. Deluxe cushion steering wheel in matching interior colors. Nylon-blend, cut-pile carpeting. Simulated rosewood applique on instrument panel trim plate. Speedometer graduated in both kilometres per hour and miles per hour. Single-buckle seat and shoulder belt system. Fluid-on-demand windshield washer. Ashtray lamp. High-low level body ventilation. Trunk floor mat.

Special Firebird Esprit features:

Custom all-vinyl bucket seats with lateral support design. Luxury cushion steering wheel in matching colors. Custom pedal trim plates. Door and instrument panel assist straps. Distinctive door trim panels. Rear ash trays. Added acoustical insulation.

Special Formula Firebird features:

Luxury cushion steering wheel in matching interior colors. Full-length front console.

Special Firebird Trans Am features:

Formula steering wheel. Aluminum machine-turned instrument panel trim plate. Rally gauges, electric clock and instrument panel tach.

STANDARD EXTERIOR FEATURES

Standard Firebird features:

New grille and hood styling with integral body-colored bumpers. Hubcaps with the Pontiac crest. Rectangular headlamps. Bright windshield, rear window and grille moldings. Firebird emblems on sail panel and rear deck lid. Dual horns.

Special Firebird Esprit features:

Esprit identification. Deluxe wheel covers. Body-colored sport mirrors, left-hand remote control. Body-colored door handle inserts. Bright moldings on roof, windowsills, hood, rocker panels and wheel openings.

Special Formula Firebird features:

Formula identification. Rear deck spoiler. Steel hood with twin simulated air scoops. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. Dual chrome splitter tailpipe extensions. 15" x 7" Rally II wheels with trim rings.

Special Firebird Trans Am features:

Trans Am identification on front fenders, grille panel and on wraparound rear deck spoiler. Front center air dam. Rear wheel opening air deflectors. Front fender air extractors. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. 15" x 7" Rally II wheels with trim rings. Shaker hood and air cleaner. Dual chrome splitter tailpipe extensions.

STANDARD CHASSIS FEATURES

Standard Firebird and Esprit features:

Front disc brakes. Variable ratio power steering. Coil spring front and leaf-spring rear suspension. High Energy Electronic Ignition and catalytic converter which requires unleaded fuel. And Radial Tuned Suspension, which includes: FR78-15 steel-belted radial tires, jounce restrictors, computer-selected springs, front stabilizer bar.

Special Formula Firebird features:

Heavy front and rear stabilizer bars. GR70x15 steel-belted radial tires.

Special Firebird Trans Am features:

Safe-T-Track limited-slip differential. Power brakes. Power-flex fan. GR70x15 steel-belted radial tires. Heavy front and rear stabilizer bars.

MODEL OPTIONS AVAILABLE

Special new **Esprit Sky Bird Appearance Package** including blue velour interior trim, two-tone blue exterior, dark blue accent on lower body with gradient blue tape stripe. Medium blue cast aluminum wheels, blue luxury cushion steering wheel, decals, blue grille panels, blue custom seat belts and special sail panel identification. **Black Special Edition Trans Am** including gold striping, gold interior and exterior accents, gold aluminum wheels, and Hatch Roof.

	DIMENSIONS millimetres (inches)		
	Firebird & Esprit	Formula	Trans Am
Overall length	4999 (196.8)	4999 (196.8)	4999 (196.8)
Overall width	1854 (73.0)	1854 (73.0)	1854 (73.0)
Wheelbase	2745 (108.1)	2745 (108.1)	2745 (108.1)
Track, front/rear	1547/1524 (60.9/60.0)	1577/1534 (61.3/60.4)	1554/1532 (61.2/60.3)
Headroom, front/rear	950/914 (37.4/36.0)	950/914 (37.4/36.0)	950/914 (37.4/36.0)
Legroom, front/rear	1115/721 (43.9/28.4)	1115/721 (43.9/28.4)	1115/721 (43.9/28.4)
Shoulder room, front/rear	1458/1382 (57.4/54.4)	1458/1382 (57.4/54.4)	1458/1382 (57.4/54.4)
Fuel tank	79.5 litres (17.5 gals)	79.5 litres (17.5 gals)	79.5 litres (17.5 gals.)

Exterior colors

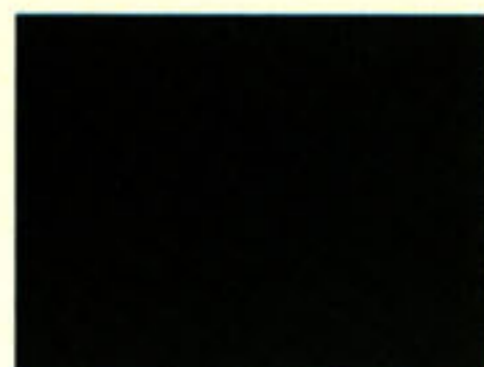
Colors shown are representative only. Printed reproduction does not permit accurate color fidelity. Actual colors may be seen at your Pontiac-Buick dealer's.



11. Cameo White



15. Platinum Metallic



19. Starlight Black



22. Glacier Blue Metallic



30. Lombard Blue



50. Solar Gold



63. Laredo Brown Metallic



67. Ember Mist Metallic



69. Chesterfield Brown Metallic



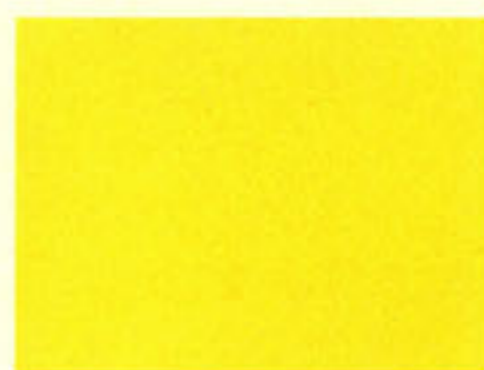
77. Carmine Metallic



24. Martinique Blue Metallic



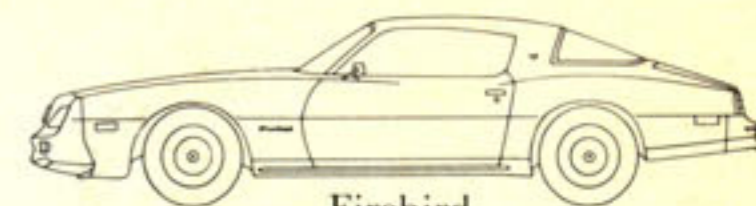
48. Berkshine Green Metallic



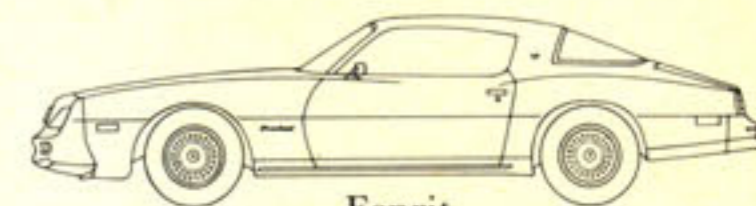
51. Sundance Yellow



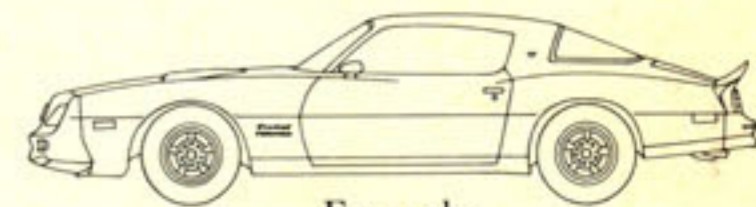
75. Mayan Red



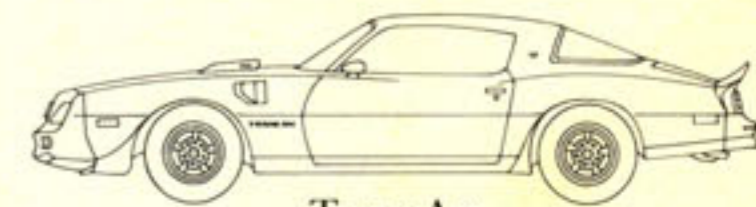
Firebird



Esprit



Formula



Trans-Am

A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE VEHICLES.

The vehicles described in this brochure incorporate thousands of different components produced by General Motors of Canada Limited and related companies and by various suppliers to General Motors of Canada or related companies. 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.

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. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

A WORD ABOUT ENGINES: Pontiacs shown in this brochure are equipped with GM-built engines produced by various divisions. See the engine chart at your Dealer's for complete details about engine sources and availability.

The illustrations or descriptions in this catalogue do not necessarily show standard colors, materials and equipment. General Motors of Canada Limited reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars and trucks previously sold.

GENERAL MOTORS OF CANADA LIMITED, OSHAWA, ONTARIO

GM 4891 Printed in Canada

