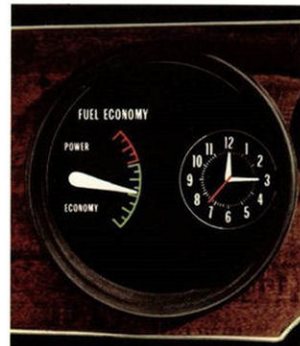


**1975 Firebird**  
Pontiac's sports cars.







The available fuel economy gauge can help you save gas.

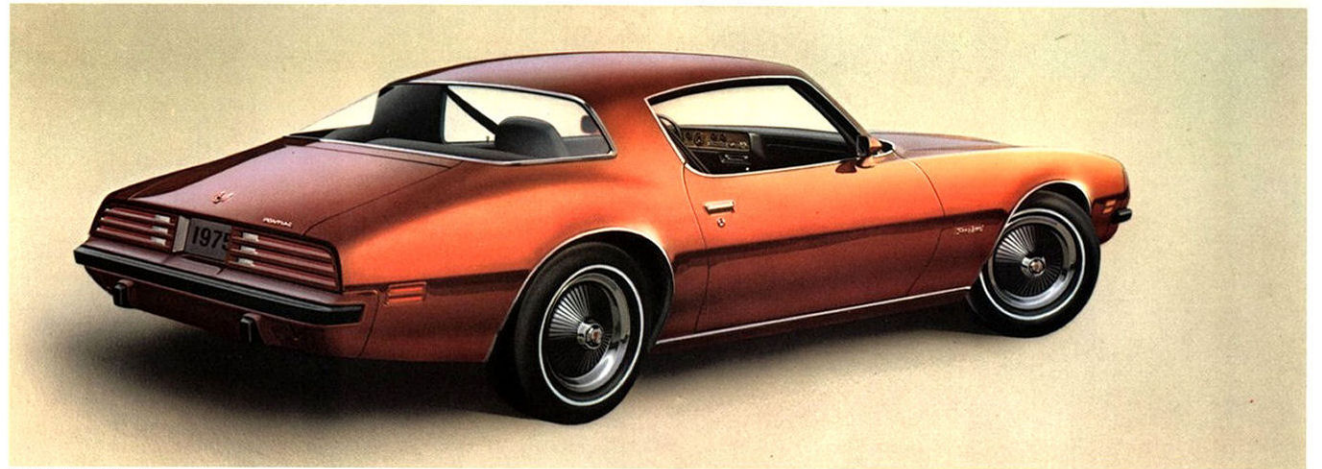
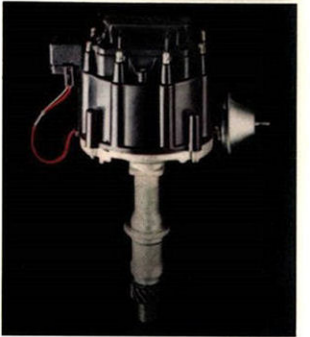


Pontiac's own RTS—standard on every Firebird.



Standard Firebird, Formula Firebird and Firebird Trans Am interior. Shown in black—also available in white and saddle. Everybody should have standards like this.

Who says sports cars need more tune-ups and ignition service? Pontiac just made a Maximum Mileage System with High Energy Electronic Ignition standard on all Firebirds.



Firebird Hardtop Coupe.

Shown on the cars on these pages are some options and accessories offered by Pontiac at extra cost.

**FIREBIRD FACTS AND FIGURES**

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

**POWER TEAMS\***  
Engines: 250-cu.-in. 1-bbl. 6-cyl. standard on Firebird and Esprit. 350-cu.-in. 2-bbl. V-8 available on Firebird and Esprit. 350-cu.-in. 4-bbl. V-8 standard on Formula, available on Firebird and Esprit. 400-cu.-in. 4-bbl. V-8 standard on Trans Am, available on Formula.

Transmissions: 3-speed manual standard on Firebird and Esprit, 4-speed manual standard on Formula and Trans Am, available on Firebird and Esprit. Turbo Hydramatic available on all.

\*Manual transmissions not available in Calif. Ask your Pontiac dealer for full details on engine/transmission combinations.

**STANDARD INTERIOR FEATURES**

**Standard Firebird Features**  
Front bucket seats and bucket-type rear seats with all-Morrokide trim. Front seat cushions of solid foam with integral springs. Deluxe 2-spoke steering wheel in matching interior colors. Nylon-blend, cut-pile carpeting. Fluid-on-demand windshield washer. Ash tray lamp.

**Special Firebird Esprit Features**  
Custom trim all-Morrokide deep contour bucket seats. Distinctive door trim panels. Custom cushion steering wheel in matching interior colors. Pedal trim plates. Door and instrument panel assist straps. Rear ash tray. Improved acoustical insulation. Rubber trunk mat.

**Special Formula Firebird Feature**  
Custom cushion steering wheel in matching interior colors.

**Special Firebird Trans Am Features**  
Formula steering wheel. Rally gauges, electric clock and instrument panel tach. Aluminum swirl-finish instrument panel trim plate.

**STANDARD EXTERIOR FEATURES**

**Standard Firebird Features**  
Endura front and rear bumpers with integral bumper guards. Windshield radio antenna. Moon hubcaps. Narrow rocker panel moldings. Bright headlight bezels and windshield, rear window and grille moldings. Firebird emblems on grille panel and rear deck lid.

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

**Special Formula Firebird Features**  
Formula "350" or "400" emblem on front fenders. Body colored sport mirrors, left-hand remote control. Blacked-out grille. Fiberglass hood with twin simulated air scoops. Dual chrome tailpipe extensions.



Big Bird—Trans Am's available hood decal.

**Special Firebird Trans Am Features**  
Trans Am decal on front fenders and on wraparound rear deck spoiler. Front air dam. Wheel opening air deflectors. Front fender air extractors. Body colored sport mirrors, left-hand remote control. Concealed wipers. Blacked-out grille. 15x7" Rally II wheels with trim rings. Shaker hood. Dual chrome tailpipe extensions.

**STANDARD CHASSIS FEATURES**

**Standard Firebird and Esprit Features**  
Radial Tuned Suspension, which includes: GM specification steel-belted radial tires, firm shock absorbers, jounce restrictors, computer-selected springs, front and rear stabilizer bars. Front disc brakes. Variable-ratio power steering. Coil-spring front and leaf-spring rear suspension. Pontiac's Maximum Mileage System requires unleaded fuel and includes: High Energy Electronic Ignition, catalytic converter and FR78-15 GM



Firebird Trans Am's flight deck. The full rally instrumentation and Formula wheel are standard.

specification steel-belted radial tires. (We call it our Maximum Mileage System because it represents the most advanced engineering and technology Pontiac can offer on 1975 model cars.)

**Special Formula Firebird Feature**  
Power-flex fan with 400 V-8.

**Special Firebird Trans Am Features**  
Safe-T-Track limited-slip differential. Power brakes. Power-flex fan. GR70-15 steel-belted radial tires.

DIMENSIONS (inches)	Firebird, Esprit	Formula	Trans Am
Overall length	196.0	196.0	196.0
Overall width	73.0	73.0	73.0
Wheelbase	108.1	108.1	108.1
Track, front/rear	60.9/60.0	61.3/60.4	61.2/60.3
Head room, front/rear	37.5/35.9	37.5/35.9	37.5/35.9
Leg room, front/rear	44.1/29.6	44.1/29.6	44.1/29.6
Shoulder room, front/rear	57.4/54.4	57.4/54.4	57.4/54.4
Hip room, front/rear	52.4/45.8	52.4/45.8	52.4/45.8

CAPACITIES	Firebird, Esprit	Formula, Trans Am
Fuel tank (gals.)	20.2	20.2
Cooling system (qts.)	13.3	21.3*
Oil, less filter refill (qts.)	4.0	5.0

\*Trans Am—21.9

**POPULAR EQUIPMENT AVAILABLE**

Front and rear consoles. Electric rear window defroster. Rally gauge instrument cluster (V-8s only). Headlamp-on warning system. Fuel economy gauge. Turbo Hydramatic transmission. AM, AM/FM and AM/FM stereo radios. 8-track stereo tape player. Honeycomb wheels. Formula steering wheel (std. on Trans Am). Added acoustical insulation (std. on Esprit).

**FIREBIRD SAFETY FEATURES**

**Occupant Protection**  
Seat belts with pushbutton buckles for all passenger positions. Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock). Two front-seat head restraints. Energy-absorbing steering column. Passenger-guard door locks. Safety door latches and hinges. Folding seat-back latches. Energy-absorbing padded instrument panel and front seat-back tops. Contoured windshield header. Thick laminate windshield. Padded sun visors. Safety armrests. Safety steering wheel. Cargo-Guard. Side-Guard beams. Contoured roof inner panel.

**Accident Prevention**  
Side marker lights and reflectors (front side marker lights flash with direction signal). Parking lamps that illuminate with headlamps. Four-way hazard warning flasher. Backup lights. Lane-change feature in direction signal control. Windshield defrosters, washers and dual-speed wipers. Wide-view inside day/night mirror (vinyl edged, shatter-resistant glass and deflecting support). Outside rearview mirror. Dual master cylinder brake system with warning light. Starter Safety Switch. Dual-action safety hood latches.

**Anti-Theft**  
Anti-theft ignition key reminder buzzer. Anti-theft steering column lock.

Shown on the cars and described in this catalog are some of the many options and accessories offered by Pontiac. They're available at extra cost, and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, equipment, specifications, prices and models—and also to discontinue models. The right is also reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change.

Pontiac Motor Division, General Motors Corporation, One Pontiac Plaza, Pontiac, Michigan 48053.  
Litho in U.S.A.



**1975 Firebird**  
Pontiac's sports cars.





Got some pretty definite ideas about what you want in a sports car? So has Pontiac. And there are four great '75 Firebirds to back them up.

Our basic Firebird has the styling you'd expect in a sports car. And a lot you wouldn't. Including standard features like rich full-foam bucket seats. Cut-pile carpeting. A Radial Tuned Suspension with steel-belted radial tires. Power steering. Pontiac's Maximum Mileage System. And a thrifty 250-cu.-in. Six. Whoever thought basic could be so beauti-

ful? And affordable.

You don't have to give up Firebird styling and handling to get a sports car that knows how to pamper you. Because there's Esprit. Our plushiest Firebird.

Right off, you'll notice body colored sport mirrors, deluxe wheel covers and attractive accent trim on the outside.

But Esprit's personality runs a lot deeper. To a plusher custom interior and added sound insulation inside. Now you know why Esprit is one of our most popular Firebirds.

If your idea of a sports car is based on performance, pick a number. Because there are two Formula Firebirds to choose from.

Go with the Firebird Formula 350. Or up your order to a Formula 400. There's a V-8 to match both numbers. And a long list of standard performance equipment that includes a 4-speed, front disc brakes, front and rear stabilizer bars.

The standard twin hood scoops will tell the world you drive a Formula Firebird. We leave it to you to let 'em know which one.

The '75 Trans Am is our ultimate Firebird.

It's equipped with a standard 400 4-bbl. A 4-speed transmission. A shaker hood. And enough functional air dams, extractors, deflectors and spoilers to help keep this 'Bird hugging the road. (Even if the super-graphic Firebird hood decal you can order does suggest otherwise.)

Economy, luxurious appointments, a little performance or a lot. Whatever it is you want in a sports car, chances are there's a '75 Pontiac Firebird that's got it.



Everything but the driving gloves—Firebird's standard instrument panel with available custom cushion steering wheel, rally and fuel economy gauges.



You can't get much more custom than Firebird's custom interior. Standard on Esprit, available on Formula Firebird and Trans Am. Shown in saddle—also available in burgundy, white, blue and black.



Formula Firebird.

Firebird Trans Am.