

# What kind of driver are you?



**Maybe a lucky one! Take this test and see which Firebird is for you. You may already have won it!**



# You're a Firebird driver if:

Check the appropriate boxes: ☐ You're in love with sports cars. ☐ You think all cars should have bucket seats, carpeting and a wood grain



styled dash. ☐ You're tired of docking the Queen Mary every time you park. ☐ You're an attractive young secretary. ☐ You *have* an attractive young secretary. ☐ A 3-speed is your speed (but you might pay extra for a silky-smooth automatic). ☐ You love a convertible. But you can find happiness in a sleek hardtop. ☐ You find it hard to believe that a six can act like an eight—but you're willing to be convinced. ☐ You love to run your toes through yards of nylon blend carpeting. ☐ You



think the loudest noise you hear at 60 should be the thumping of your heart. ☐ Happiness is choosing from an option list that includes everything from rally wheels to power steering. ☐ You like to do something while you're driving—like driving. ☐ And you're a Firebird driver if you don't want to pay an arm and a leg for what you see in the picture down there—plus things like a space-saver collapsible spare and a sophisticated Overhead Cam Six that squeezes 165 hp out of regular fuel. (You don't believe 165 hp? Maybe you're not ready for a brand new Firebird!)



**Are you a Firebird winner? Read on!**



# You're a Firebird Sprint driver if:

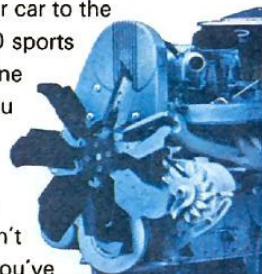


Check the appropriate boxes: ☐ Italian movie actresses turn you on. ☐ You look smashing in sunglasses. ☐ You think the greatest engine ever invented is the overhead cam. ☐ You take your vacations at Sebring. Watching cars. ☐ You know a "carrozzeria" isn't some place where you buy bread. ☐ There are times when you'd rather listen to a well tuned engine than a radio. ☐ You sometimes find yourself talking to your car. ☐ You flip



for heavy-duty suspension that welds your car to the road. ☐ You don't want to buy a \$12,000 sports car, just drive one. ☐ You sneer at any engine that can't put out over 5,000 rpms. ☐ You crave extra-cost options like front wheel

disc brakes and a hood-mounted tach. ☐ You think "vita" can't be "dolce" unless you've got something like you see in the picture, under power of a 4-barrel 215-horsepower Overhead Cam Six. ☐ Does this sound like you, Sport?

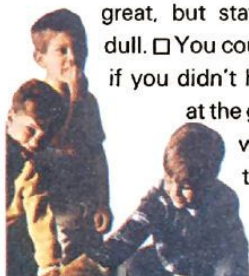


**Are you a Firebird Sprint winner? Read on!**



# You're a Firebird 326 driver if:

Check the appropriate boxes: ☐ You'd like to find a sports car that could please both you and your wife. ☐ You think kids are great, but station wagons are dull. ☐ You could go for V-8 zap if you didn't have to pay for it at the gas station. ☐ You



wanted to run away to sea when you were 40. ☐ You want a sports car that can carry five and an Irish setter. ☐ At the class reunion you were shocked at how old everyone else is getting. ☐ You think a



"family" car ought to start with all-Morrokide upholstery, bucket seats or optional bench, carpeting and the complete GM safety package. ☐ You like the Beatles as well as you did Glenn Miller. ☐ You get the urge to shout "contact" every time you start the engine. ☐ You just realized you only live once. ☐ And you're a Firebird 326 driver if you're just waiting for us to clinch it by telling you about its Wide-Track ride and the 326 cubic inch V-8 that delivers a glorious 250 horses on regular (yes, regular!) gas. ☐ Could we be talking about you, Flash?



**Are you a Firebird 326 winner? Read on!**



# You're a Firebird HO driver if:

Check the appropriate boxes: ☐ You'd sleep with your car—if they'd let you. ☐ You wear chukka boots on dates. ☐ You like the way a trained athlete moves. ☐ You know what 4-bbl carburetion, dual exhausts, heavy rated springs and



wide-oval tires are for. ☐ You wear driving gloves even when you're not driving. ☐ You think stripes look better on cars than on ties. ☐ You've been thinking of taking up sky diving. ☐ You just might want a 4.11 rear axle ratio some afternoon, and like to know



it's available. ☐ You know a gymkhana isn't something that you eat with rice. ☐ You like knowing you can equip your car with a 4-speed, disc brakes and a hood-mounted tachometer. ☐ You insist cars should be heard as well as seen. ☐ You know in your heart "HO" stands for High Output. (It does.) ☐ And you're a Firebird HO driver if, after one look down there, you want to ask your dealer to open the hood and show you the V8 where all those 285 horses hide out.



**Are you a Firebird HO winner? Read on!**



# You're a Firebird 400 driver if:



Check the appropriate boxes: ☐ You get a kick from champagne. ☐ You know what a chicane is. And what to do when you meet one. ☐ You think all gearshifts belong on the floor. ☐ You're a stick lover but you'd pay more for a 3-speed Turbo Hydra-Matic. ☐ Your wife knows better than to tell you how to drive. ☐ You think scoops on the

hood ought to be standard. ☐ You usually come out ahead when you go to Las Vegas. ☐ You think the sound of music is the chirp of wide-oval tires. ☐ You like to gun the engine just to hear the rumble of dual exhausts. ☐ You know what "GT" stands for. And

can translate it. ☐ You used to spend your allowance on recordings of engine sounds. ☐ You know the Grand Prix circuit isn't an electrical connection.

☐ A Ram Air induction system does the same thing for your spirits that it does for the engine. ☐ You think all engines should be chromed. ☐ And you're a Firebird

400 driver if you think anything that looks as great as what you see down there deserves nothing less than a 400 cubic inch V-8, complete with a 4-barrel carb, 325 hp and 410 foot pounds of torque. (Just lift the hood!) Is this the real you, Spunky?



**Are you a Firebird 400 winner? Read on!**

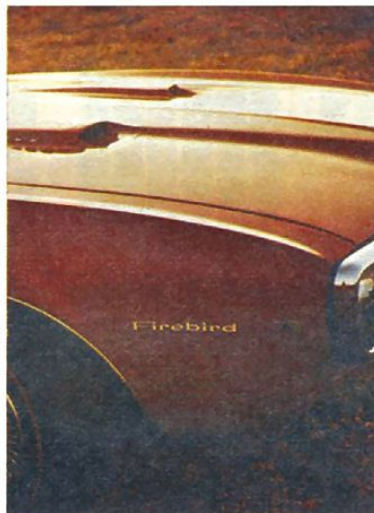


# You may already have won in Pontiac's Personality Payoff!

**Five First Prizes!** Winner's choice of a new 1967 Pontiac Firebird, Firebird Sprint, Firebird 326, Firebird HO or Firebird 400.

**50 Second Prizes!** Choice of one of five exciting American Airlines one-week tours for two: Astrojet Western Holiday in California and the southwest. Or an Autojet Holiday combining a flight to California and the use of a Firebird for a week. Or an Astrojet Set Tour of seven cities in seven days. Or an Astrojet Acapulco Holiday south of the border. Or the Great Golf Tour—a week for two at one of the country's greatest courses. **150 Third Prizes!** Choice of: Sleek Alumacraft S-12 sailboat and 11-piece Aqualung Skin diving Outfit. Or a surfboard and Magnavox Stereo Set. Or a mink stole and Kodak Home Movie Outfit, complete with camera, projector and screen. Or a complete Garcia Ski Outfit and

a Magnavox 19" Color Television. Or a complete Apache Eagle Camping Trailer. **200 Fourth Prizes!** Choice of: Smart 7-piece Samsonite His-and-Her Matched Luggage. Or a Remington Model 1100 12-gauge shotgun and an Irish setter. Or a Kroydon Executive Golf Set and His-and-Her Swimsuit Ensemble by Catalina. Or General Electric 12" Portacolor TV and National Football League Season Tickets for two. Or a Bernz-O-Matic Camping Outfit (including heater, grill, refrigerator, stove and lantern) plus a Garcia Custom Spinning Reel and Rod set. **20,000 Fifth Prizes!** Choice of: Dashing Firebird Glove and Scarf Set for driving (two sets). Or a Hickock Travel Bar and Hickock Game Chest. Or a Polaroid Swinger Camera. Or a Magnavox Portable AM-FM Radio. Or a Garcia Mitchell Fishing Rod and Reel Set.



**How do you win? Turn the page!**

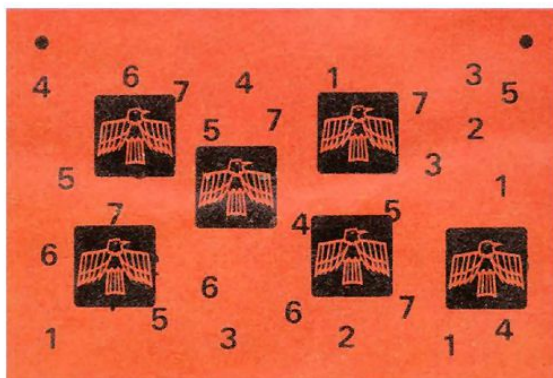


## Prize Claim



"I am a

driver."



### Official Entry—Pontiac's Firebird Personality Payoff

**RULES:** This prize offer ends May 15, 1967, and is restricted to licensed drivers 18 years old or older, living in the U.S.A. The offer is void in Wisconsin, and wherever prohibited by federal, state or local law or regulations. Florida residents may check their entry at a Pontiac dealership, or by mailing said entry to a Pontiac dealership for judging. Those not eligible for this offer are personnel of Pontiac dealerships, Pontiac Motor Division, its advertising agency, its suppliers or Visual Services, Inc., and their families. Prizes will be awarded only after final judging and verification of entry form by Visual Services, Inc., 753 Penobscot Building, Detroit, Michigan, whose decision is final. Winners will be responsible for all applicable federal, state and/or local taxes. Only one prize per family.

## Here's your Personality Payoff Claim—fill it in now!

If you've taken the test on the preceding pages, the Firebird with the greatest number of "yes" answers is the one that matches your personality best. Now—see if you've already won it for your very own. Simply fill in the name of your Firebird on the Personality Payoff Claim. Then take it to your authorized Pontiac dealer. He'll check it in his Personality Payoff viewer and be able to tell you right away if you've won. Or, if you miss First Prize, your Pontiac dealer will be able to tell you if you've won one of the 20,400 other exciting prizes described on page 7 of this section. But hurry—quiz yourself now! Read the rules carefully . . . then head for your Pontiac dealer's. The Pontiac Firebird Personality Payoff closes midnight, May 15, 1967!

# Take this to your Pontiac dealer and see if you've already won a Firebird or any of 20,400 prizes!



Pontiac Motor Division