

PONTIAC 1989

GRAND AM

FIREFLY

SUNBIRD

TEMPEST

FIREBIRD



PONTIAC
The Heat Is On

GRAND AM

Mark this year in your motorcar memory banks because Grand Am gets a brand new look for 1989. Notice the leading edge of this boulevard bulldog. It's raked-back for a whole new appearance.

Grand Am's lines are refined in the rear, too. Neutral density tail lamps on the SE add an element of panache while the barrels of its dual exhaust splitters put the "bulge" under its jacket.

If you're the kind that doesn't take such warnings to heart, rest assured that Grand Am can back its play with a 2.3L Quad 4 16-valve engine, a turbocharged 2.0L or a 2.5L that's vitamin-enriched for '89.

Good looks are one thing. But when Grand Am gets down to business, it just won't pay to "start messin' with The Kid."

GRAND AM SE

Prefer a Grand Am with special "flare"? Then SE is for you. Literally. New wheel well treatments and redesigned ground effects put a muscle shirt over SE's pumped-up powertrain.

The Powertrain.

Pumped? Believe it! Those cagey engineers have tweaked the available Quad 4 DOHC 16-valve engine for '89. A new timing gear,

sprocket and oil pump help this heavy breather deliver its share of horsepower at a much lower decibel level.

Where the word "pumped" really applies is to SE's standard 2.0L turbo engine. Its turbine can spool-up to deliver boost to each cylinder. That's the job of the turbocharger. It forces more fuel and air into the engine to deliver 165 horses.

Torque management for either of these engines comes in the form of an available three-speed automatic or five-speed GM/Getrag manual. Your choice.

The Suspension.

Grand Am SE's wheels of fortune for '89 turn up letters spelling "colored-keyed." With Goodyear Eagle GT + 4 radials to match, these cast aluminum rims really pack the road-holding rubber, and good looks, under SE's fenders. Special tuning in Grand Am's MacPherson struts and gas-pres-

Yearn to buckle yourself into some charisma? Then try the new Grand Am SE for size. It's hard to imagine a way to get more roadway respect. That new raked-back look, the wild aero skirting and dual exhaust splitters are the SE's way of smirking at tamer transportation.

sure shocks provide even better ride characteristics.

The Design.

One look is worth a thousand words when the subject is Grand Am's appearance for '89. The new, raked front end not only looks great but helps re-trim the car's aerodynamics. In back, the SE Coupe gets a new treatment as well. One that features neutral density tail lamps, dual exhaust cutouts and a revised deck lid design.

The new fender flares and lateral ground effects have already been mentioned...but you may be interested to know that their design came from a Pontiac concept car that was built only 18 months ago. Time flies when Pontiac wants to have fun.

The Ergonomics.

Before you and your copilot even buckle-into the SE Coupe's cockpit, you'll notice a passenger side easy-entry seat system. Once you're in place, the standard and highly functional analog gauges reaffirm that Grand Am SE is all business. The speedo, tach, oil pressure, coolant temperature and volts are all there, and quick to read.

In the center console, you can find an available Delco sound system with Compact Disc player.

If that sounds good to you, then you're making sounds like a Grand Am SE Coupe owner.



GRAND AM

GRAND AM SE SEDAN

This is one sedan that doesn't come off like a coupe gone wrong. Far from it. That distinctive roof and those hot new lines blend perfectly with two extra doors. As Pontiac design chief Terry Henline would say, "it's a very subtle sedan."

The Powertrain.

Engine choices for the SE Sedan are identical to those of the SE Coupe. Alternative power to the 2.0 L Turbo engine is the available 2.3 L Quad 4 DOHC 16-valve. This baby features four valves per cylinder; two for the intake side and two for the exhaust side. Big power in a small package is the result.

The Suspension.

The hot tip on Grand Am suspension for '89 is its revised tuning, providing a smooth ride, yet offering the firmness and handling qualities that a responsive road car must possess.

The Design.

The new front treatment of Grand Am is the most eye-catching part

of the SE sedan. But a closer look will reveal that everything about this rakish appearance was designed to harmonize. The composite halogen headlamps, turn signals, side marker lights, grill, bumper, air dam, the works! Needless to say, this is one sedan that was thought-out...not stretched-out.

The Ergonomics.

Just because an SE is an SE, this Grand Am comes standard with a very sensuous leather appointment group. That means the four-spoke Rally wheel, shift knob and parking brake handle are covered with tautly stitched cowhide that begs to be touched. An available power articulating seat offers 6-way adjustments that provide form-fitting comfort and support for long tours or short. There's also a standard fold-down rear seat back for pass-through access to the trunk.

All this tends to give the SE Sedan a split personality. It keeps telling you it's a coupe...and you have to keep reminding yourself that it's a sedan.

- 1 Grand Am SE Coupe.
- 2 Grand Am SE Sedan.
- 3 Grand Am SE Sedan available articulating bucket seats.
- 4 Grand Am SE Coupe instrument panel.
- 5 Grand Am SE 2.0 litre Turbo engine.
- 6 Grand Am SE Sedan rear seat. Folds down for trunk access.

GRAND AM LE COUPE AND SEDAN

So you're not into aero packages? And you don't like monochromatic anything? Okay. Then the LE Coupe and Sedan are both your kind of Grand Am. They're great performers and they look great doing it.

The Powertrain.

It's safe to say that certain powertrain engineers have slipped Grand Am LE's standard 2.5 L Tech IV engine a healthy dose of performance steroids for '89. The exact formula has been traced to a new low-mass high-rpm valve train and improved intake efficiency. The net gain is nearly 14% more horsepower. A new tachometer face substantiates the boost by moving the redline all the way out to 5300 rpm.



4

Instruments in Canada are metric where required.

5

6



2

3



5

GRAND AM

If that still isn't good enough for you, opt for the available 2.3 L Quad 4 16-valve engine with dual overhead cams. Two intake valves and two exhaust valves per cylinder get the air in, and exhaust gases out, faster. It's rated at 150 hp, cranks out even more rpms than the Tech IV, and makes a quiet job of it all thanks to a new timing gear, sprocket and oil pump.

Transmission choices are a GM/Getrag five-speed manual or an available three-speed automatic.

The Design.

The new raked front and revised rear of Grand Am SE also applies to Grand Am LE...but the beauty and distinction of LE lies in the details. Study the nose of LE and you'll notice that it now sports a set of optional fog lamps positioned left-and-right, just below the bumper. Compare the headlamps to previous years and you'll see that those for '89 are of the composite halogen variety. Very swoopy.

The Ergonomics.

The driver's environment of Grand Am LE continues to be honed for '89. Things like the standard re-

clining front bucket seats and carpeted front floor mats are there and appreciated. But '89 brings with it the addition of a right hand visor vanity mirror, increased passenger seat adjustment travel, and three-point seat belts in back as well as in front.

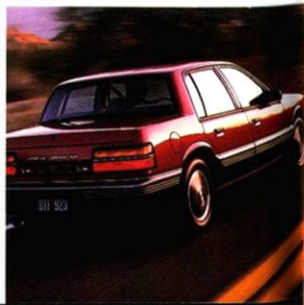
There's even a standard ergonomically-contoured 4-spoke Sport steering wheel that is as good looking as it is comfortable.

And why not? Looking good and feeling good is what Grand Am LE is all about.

- 1 Grand Am LE Coupe instrument panel.
- 2 Grand Am LE Coupe.
- 3 Available 2.3 litre Quad IV engine.
- 4 Grand Am LE Sedan



Instruments in Canada are metric where required.



1989 PONTIAC GRAND AM FACTS AND FIGURES

There's plenty of excitement in every new Pontiac. Take time to study Grand Am's long list of standard and available equipment, some of which are shown below.

FEATURES

EXTERIOR FEATURES

	Grand Am LE	Grand Am SE
Aero-body front, side and rear skirts	-	S
Bumpers, soft fascia, front/rear	S	S
Composite headlamps	S	S
Base coat/clearcoat paint	S	S
Fog lamps	A	S
Glass, Soft Ray	S	S
Mirrors:		
Sport LH remote, RH manual (black)	S	-
Electric remote LH & RH	-	S
Mouldings:		
Body side wide (colour-coordinated)	S	S
Rocker panel (black)	S	-
Neutral density tail lamps	-	S
Tires: Radial, all-seasons		
P195/70 RX14 steel-belted, black wall	S	-
P215/60 RX14 steel-belted, black wall Eagle GT + 4	A	S
Specific monotone paint treatment	-	S
Wheels:		
Custom wheel covers	S	-
SE specific, aluminum with locks	-	S

INTERIOR FEATURES

Cigar lighter and lighted ashtray	S	S
Console, full floor mounted	S	S
Cruise control, electronic	A	S
Deck lid release, power	A	S
Deluxe safety belts (colour-keyed)	S	S
Dual front and rear radio speakers	S	-
Easy entry front bucket seats (fully reclining) (coupes)	S	S
Fuel door, remote release	S	S
Headlamp-on warning	S	S
Heater vent system - ducted rear seat heat	S	S
Instrument panel cluster with telltales and electronic controlled speedometer	S	-
Analog gauge cluster with tach and trip odometer	A	S
Lamps - dual header reading lamps	A	S
Trunk light	S	S
VP courtesy	S	S
Mats, floor, carpet insert, F & R	S	S
Mirror - visor vanity with lamps (passenger)	A	S
Power door locks	A	S
Radio equipment: Delco AM/FM ETR stereo	S	S
Six speaker system	A	S
Rear-seat integral headrest	S	S
Reclining front bucket seats	S	S
Seat, split back folding, rear	S	S
Side window defogger	S	S
Sport steering wheel, four-spoke	S	-
Steering wheel, leather-wrapped, sport	-	S
Steering wheel, comfortilt	A	S
Windows, power	A	S

MECHANICAL

Battery, lightweight Delco-GM Freedom II Plus	S	S
Defroster rear window	S	S
Dual horns	S	S
Fluidic windshield washer system	S	S
Full coil suspension	S	S
Heater, Engine Block	S	S
Low-noise cooling fan	S	S
MacPherson strut front suspension	S	S
Power front disc/rear drum brake system	S	S
Power rack and pinion steering	S	S
Stabilizer bar, front	S	S
Suspension, Sport	-	S
Wiper system, Intermittent	A	S

S - Standard A - Available - - Not Available

Then ask your dealer about the Easy Option Packages (shown below) that group a selection of popular options into one easy-ordering package for your convenience.

DIMENSIONS

	Coupe		Sedan	
	mm	in.	mm	in.
Wheelbase	2627	(103.4)	2627	(103.4)
Length (overall)	4509	(177.5)	4509	(177.5)
Width	1698	(66.8)	1698	(66.8)
Height (overall)	1333	(52.5)	1333	(52.5)
Tread - Front	1412	(55.6)	1412	(55.6)
- Rear	1402	(55.2)	1402	(55.2)
Usable trunk space	369.2 litres (13.1 cu. ft.)			
Curb Weight	1168 kg (2575 lbs.)		1168 kg (2575 lbs.)	
Headroom - Front	957	(37.7)	957	(37.7)
- Rear	942	(37.1)	942	(37.1)
Legroom - Front	1090	(42.9)	1090	(42.9)
- Rear	870	(34.3)	870	(34.3)
Hiproom - Front	1240	(48.8)	1227	(48.3)
- Rear	1281	(50.4)	1278	(50.3)
Shoulder room - Front	1386	(54.6)	1379	(54.3)
- Rear	1403	(55.2)	1375	(54.1)

POWER TEAMS

MODEL	ENGINE	TRANSMISSION
Grand Am LE	2.5 litre fuel-injected 4 cyl. (standard)	5-speed manual (standard) automatic
	2.3 litre multi-port fuel-injected 4 cyl. DOHC Quad Four	5-speed manual (standard) automatic
Grand Am SE	2.3 litre multi-port fuel-injected 4 cyl. DOHC Quad Four (standard)	5-speed manual (standard) automatic
	2.0 litre multi-port fuel-injected 4 cyl. OHC Turbo	5-speed manual (standard) automatic

Pontiacs are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.

MODEL LINEUP

- Grand Am LE - 2 door Coupe
- 4 door Sedan
- Grand Am SE - 2 door Coupe
- 4 door Sedan

EASY OPTION PACKAGES

	Grand Am LE			Grand Am SE
PACKAGE CODE	X06	X07	X08	X06
Air Conditioning, Custom				X
Cruise Control, Electronic		X	X	S
Instrumentation, Rally Cluster tachometer, tripodometer		X	X	S
Paint, Custom two-tone		X	X	
Power deck release	X	X	X	S
Power door locks			X	S
Power windows			X	S
Seats: Custom Trim		X	X	S
Lear Siegler				X
Six Speaker Sound System			X	S
Steering Wheel, Comfortilt	X	X	X	S
Wiper System, Intermittent	X	X	X	S

S - Standard

FIREFLY

The New Firefly. This innovative design combines a fun-to-drive attitude and exciting style with a highly affordable price tag.

Firefly features a highly aerodynamic shape with flush glass, a dramatically low hood line and smoothly integrated wraparound front and rear bumpers.

Firefly is very easy to park, with an overall length of just 146.1 inches for the Coupe. And thanks to a high-efficiency 1.0-litre 3-cylinder engine, you'll enjoy fuel economy approaching that of some motorcycles.

Firefly's advanced engineering features include Electronic Fuel Injection, front-wheel drive, four-wheel independent suspension, 5-speed manual transmis-

sion and rack-and-pinion steering. The delightful result is a car that's a whole lot of fun to get around in.

Beyond Firefly's cheerful driving disposition is a highly practical second nature. You'll discover surprising room for four people, a convenient rear hatch and fold-down rear seat, a smooth ride thanks to a sophisticated torsion-beam rear suspension and a rugged drive train.

Firefly. As new as the word "introducing." As nice as can be. And as near as your local Pontiac dealer.

Firefly coupe is the all-new way to get around. It's maximum style, maximum fun, maximum economy...at a minimum price.

Standard Features

Firefly's list of standard features is long and impressive, as detailed and pictured on these pages.

Popular optional equipment is conveniently grouped into packages shown on page 13. Choose the model and package that's right for you. "Building" a Firefly to your exact specifications is as simple as that.



FIREFLY

In contrast to the coupe model, the Firefly 4-Door Hatchback Sedan attracts the Firefly buyer who wants a bit more Firefly to enjoy — more passenger room, more cargo space and the convenience of two more doors. Here's what's added:

- Nearly 100 mm (four inches) to the wheelbase.
- Two rear doors.
- The rear passenger space, expanded for more leg, hip and shoulder room.
- Expanded cargo space too, offering 249 litres (8.8 cu. ft.) of load capacity behind the rear seat; 571 litres (20.2 cu. ft.) when the rear seat is folded down flush with the load floor. That's nearly 49 litres (2 cu. ft.) more area than in the coupe model.

Access to all the cargo space — in both the Sedan and Coupe model — is easy through the wide-opening hatchback.

Surprise. As we said earlier, you won't believe all the room inside until you are inside. Despite the fact that Firefly is a subcompact car, there's ample leg, shoulder, hip and head room. What's more, on the 2-door models the front passenger seat slides forward for easy access to the rear bench.

Firefly sedan is just a little bit taller, with a longer wheelbase and four doors for greater rear seat comfort and convenience.

The first thing you'll notice is the panoramic view and the excellent visibility over that low, low hood.

And when you reach for a knob, button or lever, it's right there. No fumbling. No stretching. Firefly's new instrument panel has been carefully designed to make you comfortable behind the wheel.

Firefly's standard instrumentation includes temperature gauge, trip odometer and shift indicator light on all manual transmission models. Warning tones for key-in-ignition and headlamps-on, and steering column controls for hi-beam and flash-to-pass are also standard convenience features.

Other examples of Firefly's advanced interior design include illuminated push-button controls for lights and wipers, bi-level interior ventilation with adjustable outlets and a convenient 3-position dome lamp.

Firefly is an economy car with a surprisingly comfortable interior.

Both coupe and sedan interiors seat four; 3-point seat/shoulder

safety belts for all passenger positions are standard, as are child seat tether anchors.

Firefly's standard cloth-and-vinyl front bucket seats, shown below right, are fully reclining and the rear seat folds flat for additional storage capacity. Convenience features include door storage pockets, an easy-entry sliding front passenger seat for access to the rear, and full carpeting (including the luggage area).

The LE model adds to your enjoyment with the following standard features:

- Custom Interior (shown below left).
- Full wheel covers.
- Intermittent windshield wiper system.
- Rear window washer/wiper.
- Floor console with storage.
- Tachometer.
- AM/FM stereo radio with cassette player.
- Split folding rear seat.

A sun roof is available for all models.



Instruments in Canada are metric where required.



FIREFLY

TURBO FIREFLY

Fashionable, fun and fast. The Turbo Firefly sets itself apart from its fellow Firefly models in a number of ways.

Turbo Firefly boasts a turbo-charged, intercooled, multi-port fuel-injected version of Firefly's 3-cylinder/5-speed manual power-train and generates 45% more horsepower (70 HP @ 5500 RPM) than the standard Firefly engine.

Turbo Firefly has been clocked at 9.4 seconds, zero to sixty, on the GM test track with a professional driver at the wheel.

Special Equipment

- The car rides on P165/70R-12 steel-belted all-season radials, tires that are wider than those on the regular Firefly.
- An upgraded suspension features front stabilizer bar and specific shock absorbers and spring rates.
- Aero ground-effects: front and rear air dams and rocker panel skirts.
- Dual tail pipes.

The Turbo Firefly Exterior

To begin with, you get your choice

of bright red or aquablue with colour-matched wide body-side mouldings. Other distinctive Turbo exterior touches include:

- White wheel covers.
- Body-colour bumpers and rub strips.
- Dual black Sport mirrors.
- Special "Turbo" and "Intercooler" graphics on the body-side.

The Turbo Firefly Interior

As the picture below indicates, Turbo Firefly is distinguished by specific interior trim in Charcoal and special steering wheel with "Turbo" graphic. Other interior features standard in Turbo Firefly include:

- Custom Knit Cloth upholstery.
- Split-folding rear seat-back.



Instruments in Canada are metric where required.



1989 PONTIAC FIREFLY FACTS AND FIGURES

There's plenty of excitement in every new Pontiac. Take time to study Firefly's long list of standard and available equipment, some of which are shown below.

Then ask your dealer about the Easy Option Packages (shown below) that group a selection of popular options into one easy-ordering package for your convenience.

FEATURES

	Hatchback Coupe	Hatchback Sedan	LE Coupe	LE Sedan	Turbo Coupe
EXTERIOR FEATURES					
Argent steel wheels with chrome lug nuts	S	S	S	S	S
Black door frames	S	S	S	S	S
Black door handles with chrome lock cylinders	S	S	S	S	S
Black plastic wheel centre cap	S	S	S	S	S
Black windshield wipers	S	S	S	S	S
Body-colour grille	S	S	S	S	S
Body-side protective moulding	A	A	S	S	S
Centre high-mounted stop lamp	S	S	S	S	S
Flush mounted single unit headlamps	S	S	S	S	S
Front valance and air dam	S	S	S	S	S
Full wheel covers	-	-	S	S	S
Hatch pull handle with lock	S	S	S	S	S
Integral roof drip rail	S	S	S	S	S
Park and turn lamps mounted in front bumper	S	S	S	S	S
Patch-mounted remote left outside rearview mirror	S	S	S	S	S
Patch-mounted remote right outside rearview mirror	A	A	A	A	A
Radio antenna telescopes into left front pillar	S	S	S	S	S
Roll-down rear windows	-	S	-	S	-
Swing-out rear quarter windows	S	-	S	-	S
Tires P145/80R x 12	S	S	S	S	S
P165/65R x 13	-	-	-	-	S
Tri-colour taillamps	S	S	S	S	S
Wiper System, rear window washer/wiper	A	A	S	S	S
Wraparound body coloured moulded bumper	S	S	S	S	S

INTERIOR FEATURES

Cloth and vinyl seats	S	S	S	S	S
Colour-keyed instrument panel	S	S	S	S	S
Console, floor	-	-	S	S	S
Custom interior trim	-	-	S	S	-
Day/night inside rearview mirror	S	S	S	S	S
Easy-entry feature on passenger side seat	S	-	S	-	S
Floor mats, front and rear	-	-	S	S	S
Front and rear armrests	S	S	S	S	S
Full-folding rear seat back	-	-	S	S	S
Glove box door and latch	S	S	S	S	S
High-back reclining front bucket seats	S	S	S	S	S
Illuminated cigarette lighter	S	S	S	S	S
Luggage area side trim and load floor carpet	S	S	S	S	S
Multi-function lever for high-low beam flash-to-pass, and turn signal	S	S	S	S	S
Passenger assist handles	-	-	S	S	S
Provision for rear speakers in hatch door	S	S	S	S	S
Radio, AM/FM stereo, cassette	A	A	S	S	S
Rear ashtray	S	S	S	S	S
Rear window defroster	S	S	S	S	S
Side window defoggers	S	S	S	S	S
Storage pocket in right rear quarter panel	S	-	S	-	S
Tachometer	-	-	S	S	S
Trip odometer	S	S	S	S	S
Vinyl-trimmed door panels with moulded pocket on both doors	S	S	S	S	S
Wall-to-wall cut-pile carpet with edge binding	S	S	S	S	S

MECHANICAL

Aluminum, engine block with cast-iron sleeves and aluminum head	S	S	S	S	S
Chip-resistant coating on valance, lower fender, lower door, rocker and lower quarter panel	S	S	S	S	S
Front brake pad wear indicators	S	S	S	S	S
Front stabilizer bar	S	S	S	S	S
Full-size spare tire	S	S	S	S	S
MacPherson-strut front suspension	S	S	S	S	S
Maintenance-free battery	S	S	S	S	S
Opening rear hatch with two counter-balancing struts	S	S	S	S	S
Power-front disc/rear drum brake system, self-adjusting front and rear	S	S	S	S	S
Rack-and-pinion steering	S	S	S	S	S
Scissors jack	S	S	S	S	S
Torsion beam rear suspension with rigid rear axle	S	S	S	S	S
Unitized body construction	S	S	S	S	S
Windshield wiper system, intermittent	A	A	S	S	S

S - Standard - - Not Available

DIMENSIONS

	HATCHBACK COUPE in. mm	HATCHBACK SEDAN in. mm
Wheelbase	2265 (89.2)	2365 (93.1)
Length (overall)	3710 (146.0)	3810 (150.0)
Width (overall)	1575 (62.0)	1575 (62.0)
Height (overall)	1330 (52.6)	1360 (53.5)
Curb Weight: kg. (lbs.)	722 (1591)	744 (1640)
Tread—front	1365 (53.7)	1365 (53.7)
Tread—rear	1340 (52.8)	1340 (52.8)
Base Tire Size	P145/80R-12 Turbo 165/65R-13	P145/80R-12
Headroom—Front	960 (37.8)	986 (38.2)
—Rear	928 (36.5)	965 (38.0)
Legroom—Front	1078 (42.4)	1078 (42.4)
—Rear	757 (29.8)	829 (32.6)
Shoulder Room—Front	1310 (51.6)	1310 (51.6)
—Rear	1282 (50.5)	1285 (50.6)
Hiproom—Front	1298 (51.1)	1298 (51.1)
—Rear	1080 (42.5)	1085 (42.7)
Cargo Volume: Litres (cu. ft.)		
rear seat up	292 (10.3)	297 (10.5)
Rear seat down	824 (29.1)	889 (31.4)

POWER TEAMS

MODEL	ENGINE	TRANSMISSION
Firefly	1.0 litre - 3 cyl. - fuel injected	5-speed manual (standard) 3-speed automatic
Turbo Firefly	1.0 litre - 3 cyl. - multi-port fuel injected Turbo	5-speed manual (standard)

Pontiacs are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.

MODEL LINEUP

Firefly	- 2 door Hatchback Coupe - 4 door Hatchback Sedan
Firefly LE	- 2 door Hatchback Coupe - 4 door Hatchback Sedan
Turbo Firefly	- 2 door Hatchback Coupe

EASY OPTION PACKAGES

	Firefly Coupe		Firefly Sedan	
PACKAGE CODE	X06R	X06D	X06S	X06E
5-Speed Manual Transmission	X		X	
Automatic Transmission		X		X
Console, floor	X	X	X	X
Floor mats, front and rear	X	X	X	X
Mirrors, Dual outside	X	S	X	S
Moulding, bodyside	X	S	S	S
Radio, AM/FM stereo	X	X	X	X
Windshield wiper system – Intermittent	X	X	X	X
Wiper system, rear window washer/wiper	X	X	X	X

S - Standard

SUNBIRD

One look at a Sunbird and you might get the idea that the Pontiac people are up to their old road car tricks again. And You'd be right, because there aren't a lot of small cars that can hold a candle to Sunbird for performance, value or style.

Case in point: Sunbird GT Convertible. It's just the ticket for people who feel they need max headroom in their car. Personal evaluations are highly recommended because, with 165 turbo-charged horses, the GT is probably more driving fun than you've ever had before.

Not everyone, however, is convertible material, so Pontiac has a complete selection of hard-top Sunbirds as well. Check into the value story of the tightly sculptured and generously equipped Sunbird LE Coupe and Sedan. Or investigate the style of the "high chic" Sunbird SE Coupe.

With a menu like that, it's understandably difficult to settle on just one.

SUNBIRD GT

Q: What happens when you give a slick front-wheel drive 4-cylinder coupe the weight-to-horsepower ratio of a Trans Am?

A: Sunbird GT!

As you and Pontiac have always known, when it comes to power, more is better. And it's better still when wrapped in a performance coupe of Sunbird's all-around capabilities.

The Powertrain.

Getting 165 horsepower from an engine with multi-port fuel injection could be fairly easy. Getting it from an engine with only 2.0 litres of displacement is not. That's the job of the turbocharger. It forces more fuel and air into the engine for more power.

Putting the power down is a matter of choice. You can shift the GM/Getrag 5-speed manual for yourself, or let the optional 3-speed automatic handle it all.

The Suspension.

You won't sweat anything with the standard Level II suspension.

It's "lead, follow or get out of the way" when you're in a Sunbird GT at full gallop and an open lane beckons ahead. You snap down a gear or so, and carefully squeeze into the boost. Your ear relishes the rush of 165 horses chomping at the bit. In one fluid motion, you've passed the dawdlers and topped the first rise with nothing ahead but daylight and wherever it is that you're heading.

Practically everything gets massaged, starting with the power rack-and-pinion steering, with a quick 14:1 ratio. Both front and rear suspensions boast stocky stabilizer bars and 14-inch Goodyear Eagle GT + 4 tires on High-Tech Turbo aluminum wheels.

The Design.

GT looks as aggressive as it drives. Body-colour flares wrap around the wheel wells to keep the tires from gravel-blasting the flanks. Dual halogen headlamps peer from under power-operated eyebrows, and fog lamps look down the road from neatly integrated enclosures. You've got five solid and three available two-tone colours to pick from.

The Ergonomics.

Any resemblance between the GT's new instrument layout and that of any number of Pontiac-generated "concept cars" is purely intentional. Vital driving controls are grouped by function and action, and placed in dash cowl pods that stand ready to the fingertips. The ergo-design wheel is moulded to drop your hands in exactly the right place for spirited motoring.

GT's instrumentation won't leave you in the dark. The analog instruments—including tach and turbo boost gauge—are backlit in warm red, with illuminated pointers. Seating is first chair, with comfortable bolstering in critical areas, all snugly wrapped in Pallex cloth.



SUNBIRD

SUNBIRD LE

If the word "value" brings visions of municipal orange cars with tacky vinyl interiors to mind, your illusions are about to be shattered. Go directly to the nearest Sunbird LE. Get in. You'll find that Pontiac road car reasoning can make a sub-compact into a lot more than you'd hoped for...for a lot less money than you'd think.

The Powertrain.

A fuel-injected 2.0 L engine that makes 96 hp and 118 lbs-ft torque hauls Sunbird around by its front wheels. Electronic fuel injection is standard, for fast starts and rapid response. It's a reassuring engine to live with, whether you take the standard 5-speed manual with top gear overdrive, or the optional 3-speed automatic.

The Suspension.

MacPherson struts and a coil-sprung independent rear suspension are part of every Sunbird's basic transverse engine, front-wheel-drive layout. With rack-and-

pinion steering and power front disc/rear drum brakes it makes a fine starting point, but the Pontiac tuning only starts there. Sunbird LE goes on to add deflected-disc shocks and struts for precise handling and a well-mannered ride, a 22 mm front stabilizer bar to brace against body roll, and all-season radials that tenaciously grip the roadway. Power assist is available for the steering; it gives a feel that's weighted just right for precise tracking and handling.

The Design.

The new LE look is trim, taut and ready for the road. All the skin from the doors forward is brand new. The flush headlamps are bright-light halogen type, which means they shoot a whiter, tighter beam down the road. A thick, black moulding wraps around the LE for 360° protection from the "cars next door." It also provides natural demarcation for the five available two-tone treatments—which look especially sweet with either of the 14-inch wheels.

- 1 Sunbird LE Sedan.
- 2 Sunbird GT Coupe.
- 3 Sunbird GT convertible interior.
- 4 Sunbird LE instrument panel.
- 5 Rear seats split and fold for loading long objects.
- 6 Sunbird's transverse-mounted engine, frontwheel drive layout.
- 7 Sunbird LE Coupe.



2



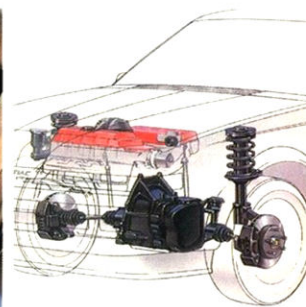
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5



6

The Ergonomics.

If the title of this section baffles you, don't worry. All it means is interior comfort and convenience, and for Sunbird LE, it's great. That's because the designers of this Pontiac are sticklers for the details. Take the seats. They're snuggled in a standard Pallex cloth that breathes to keep you cool in summer and warm in winter. The available console has a new U-shaped parking brake handle that falls exactly where your palm would. Just pull up to apply, and squeeze to release. Carry long objects? Then go for the available split folding rear seat.

Reading about all of the great things that LE offers has one limitation, though; it's not nearly as much fun as driving one and experiencing it for yourself.



7

Instruments in Canada are metric where required.



SUNBIRD

SUNBIRD SE COUPE

If you were to plumb a line between the GT and LE you'd get the Sunbird SE. It's for everyone who wants the look and stance of the hot GT with the value and economy of the LE. Sound good? You got that right.

The Powertrain.

Standard power is the 96 hp, 2.0 L overhead cam engine with fuel injection. A 5-speed manual transmission is standard; a 3-speed automatic is available. The optional step up is the 165 hp GT turbo engine. This hyped-up motivator comes with the GM/Getrag 5-speed manual or the available 3-speed automatic. Either way, the SE's grin-per-mile rating is off the scale.

The Suspension.

There are two levels to choose from. Level I is standard and plenty sporty, with responsive rack-and-pinion steering. Check the "big tire" box and you get Level II. This suspension is available with the standard engine, and standard with the available turbo engine.

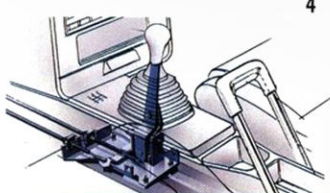
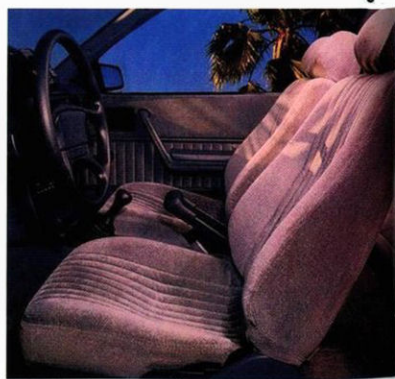
The Design.

SE doesn't stand for "Sleek Exterior", even though it probably could. The front end carries the GT's semi-hidden headlamps, while a shrink-wrap tight look follows the flanks to the fastback roofline. In keeping with the road-car theme, chrome has been banished from the exterior. Body side mouldings are narrow, but strategically placed. As with the other Sunbirds, a clear coat covers all available 10 colours.

- 1 Sunbird instrument panel.
- 2 Sunbird SE Coupe.
- 3 Sunbird SE Coupe interior.
- 4 Standard 5-speed manual transmission.



Instruments in Canada are metric where required.



1989 PONTIAC SUNBIRD FACTS AND FIGURES

There's plenty of excitement in every new Pontiac. Take time to study Sunbird's long list of standard and available equipment, some of which are shown below.

Then ask your dealer about the Easy Option Packages (shown below) that group a selection of popular options into one easy-ordering package for your convenience.

FEATURES

	LE Coupe	LE Sedan	S/E Coupe	GT Coupe	GT Conv.
EXTERIOR FEATURES					
Air dam (front)	S	S	S	S	S
Black-finished door window frames	S	S	S	S	S
Black-finished windshield wipers	S	S	S	S	S
Convertible top with electrohydraulic operation	-	-	-	-	S
Full drooping rear-quarter window	-	-	-	-	S
Mirrors:					
LH remote control, RH manual convex	S	S	S	S	S
Mouldings:					
Body side moulding	-	-	S	S	S
Body side, wide	S	S	-	-	-
Rocker panel, black	-	-	-	S	S
Roof drip	S	S	S	S	-
Belt reveal	S	S	S	S	S
Specific tail lamp assembly	-	-	S	S	S
Tires (radials):					
P185/80R13 blackwall "all-seasons" steel-belted	S	S	-	-	-
P195/70R14 blackwall "all-seasons" steel-belted	-	-	S	-	-
P215/60R14 blackwall Eagle GT + 4 steel-belted	-	-	A	S	S
Compact spare tire	S	S	S	S	S
Wheels:					
Hi-tech turbo cast aluminum 14" (RPO N78)	-	-	A	S	S
Five Port wheel discs	S	S	-	-	-
Tri-Lace wheel discs	-	-	S	-	-
INTERIOR FEATURES					
Cigar lighter	S	S	S	S	S
Cut-pile carpeting	S	S	S	S	S
Day/night rearview mirror	S	S	S	S	S
Door lamp switches, front	S	S	S	S	S
Easy-entry front seats	S	-	S	S	S
Front floor-console	S	S	S	S	S
Inside hood release	S	S	S	S	S
Insulation package, Extra Quiet	-	-	S	S	S
Lamp Group	A	A	S	S	S
Mats, floor with carpet inserts F&R	A	A	S	S	S
Mirror - Visor Vanity	S	S	S	S	S
Multi-function control lever	S	S	S	S	S
Pontiac warm red instrument panel lighting	S	S	S	S	S
Power convertible top switch	-	-	-	-	S
Power deck lid release	A	A	A	A	S
Power door locks	A	A	A	A	S
Power windows	A	A	A	A	S
Radio AM/FM Stereo with clock	A	A	S	S	S
Reclining front bucket seats	S	S	S	S	S
Seat, split folding rear	-	-	S	S	-
Side window defoggers	S	S	S	S	S
Soft Ray glass, all windows	A	A	S	S	S
Steering wheels:					
Deluxe vinyl four-spoke	S	S	-	-	-
Rally, four-spoke	-	-	S	-	-
Rally, leather-wrapped, four-spoke	-	-	-	S	S
MECHANICAL					
Cruise Control, electronic	A	A	A	A	S
Defroster, rear window	S	S	S	S	-
Front-wheel drive	S	S	S	S	S
Full coil suspension	S	S	S	S	S
Heater, Engine Block	S	S	S	S	S
Performance handling package	-	-	A	S	S
Power front disc/rear drum brakes	S	S	S	S	S
Power steering	A	A	S	S	S
Rack and Pinion steering	S	S	S	S	S
Wiper System, Intermittent	A	A	A	A	S

S - Standard A - Available - - Not available

DIMENSIONS

	COUPE		SEDAN		CONVERTIBLE	
	mm	in.	mm	in.	mm	in.
Wheelbase	2571	(101.2)	2571	(101.2)	2571	(101.2)
Length (overall)	4526	(178.2)	4305	(169.5)	4245	(167.1)
Width	1675	(66.3)	1685	(66.3)	1677	(66.0)
Height	1322	(52.0)	1356	(53.8)	1335	(52.6)
Tread - Front	1412	(55.6)	1412	(55.6)	1412	(55.6)
Tread - Rear	1401	(55.2)	1401	(55.2)	1401	(55.2)
Usable Trunk Space	356 litres (12.6 cu. ft.)		381 litres (13.5 cu. ft.)		294 litres (10.4 cu. ft.)	
Curb Weight	1111 kg (2450 lbs.)		1111 kg (2450 lbs.)		1169 kg (2577 lbs.)	
Headroom - Front	961	(37.8)	980	(38.6)	992	(39.1)
Headroom - Rear	931	(36.7)	964	(37.9)	949	(37.4)
Legroom - Front	1090	(42.9)	1072	(42.2)	1090	(42.9)
Legroom - Rear	774	(30.5)	871	(34.3)	791	(31.1)
Hiproom - Front	1248	(49.1)	1240	(48.9)	1230	(48.4)
Hiproom - Rear	1265	(49.8)	1241	(48.9)	964	(38.0)
Shoulder Room - Front	1364	(53.7)	1363	(53.7)	1364	(53.7)
Shoulder Room - Rear	1335	(52.6)	1364	(53.7)	964	(38.0)

POWER TEAMS

MODEL	ENGINE	TRANSMISSION
Sunbird LE	2.0 litre fuel-injected 4 cyl. OHC (standard)	5-speed manual (standard) automatic
Sunbird SE	2.0 litre multi-port fuel-injected 4 cyl. OHC Turbo (standard)	5-speed manual (standard) automatic
Sunbird GT	2.0 litre fuel-injected 4 cyl. OHC	5-speed manual (standard) automatic

Pontiacs are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.

MODEL LINEUP

Pontiac Sunbird LE - 2-Door Coupe - 4-Door Sedan	Pontiac Sunbird SE - 2-Door Coupe Pontiac Sunbird GT - 2-Door Coupe 2-Door Convertible
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EASY OPTION PACKAGES

	LE Coupe		LE Sedan		SE Coupe		GT Coupe
PACKAGE CODE	X06	X07	X06	X07	X06	X07	X06
Cruise Control, electronic		X		X	X	X	X
Glass, Soft Ray Tinted	X	X	X	X	S	S	S
Insulation, extra quiet	X	X	X	X			S
Lighting, Lamp Group	X	X	X	X	S	S	S
Mats, Floor - front and rear	X	X	X	X	S	S	S
Performance Handling package						X	S
Power, Deck Lid release		X		X	X	X	X
Steering	X	X	X	X	S	S	S
Radio, AM/FM Stereo ETR	X	X	X	X	S	S	S
AM/FM Stereo ETR with Cassette						X	
Roof Panel, removable tinted glass						X	
Steering Wheel, Comfortilt		X		X	X	X	X
Tires, All season P215/60R14 GT + 4						X	S
Wheels, Hi-tech Turbo aluminum						X	
Wiper System, Intermittent		X		X	X	X	X

S - Standard

TEMPEST

TEMPEST

You told us it was time for a new kind of compact sedan. One that delivered more room, more style and more value within trim exterior dimensions. The winds of change shaped the first of the new generation of GM cars, Tempest by Pontiac.

The New Shape of Four Doors

This aerodynamic sedan is a clean-lined departure from traditional four-door styling, from its flush-lens halogen headlamps to the large wraparound tail lamps. Other "aero" features include semi-flush side glass, flush door handles and an aircraft-inspired "door-into-roof" design.

Within this sleek shape, Tempest offers many of the attributes you'd expect only from a larger automobile.

Technical Basics

Tempest's engineering features are designed to provide excellent reliability and extended-interval schedules maintenance. Extra attention has been paid to ensure that Tempest delivers precise road manners, "big-car" noise isolation and freedom from vibration. The technical basics include:

- Front drive for efficient space utilization and impressive traction.

- A standard 2.0 Litre 4-cylinder engine with Electronic Fuel Injection.
- An optional 2.8 Litre V6 with Multi-Port Fuel Injection.
- Standard 5-speed manual transmission with floor shift; optional 3-speed automatic with column shift.
- Standard power rack-and-pinion steering.
- Standard power front disc/rear drum brakes.
- Unitized body/frame construction.

More Standard Features Than You Expected

You expect features like protective body-side mouldings and all-season steel-belted radial tires. Every Tempest delivers these items and other important equipment, such as:

- A high level of corrosion protection, using an extensive array of precoated metals and anti-corrosive coatings and sealers. Two-sided galvanized steel is used for most exterior panels.

Tempest, a distinctive compact sedan. World-class aerodynamics wrapped around family-class roominess.

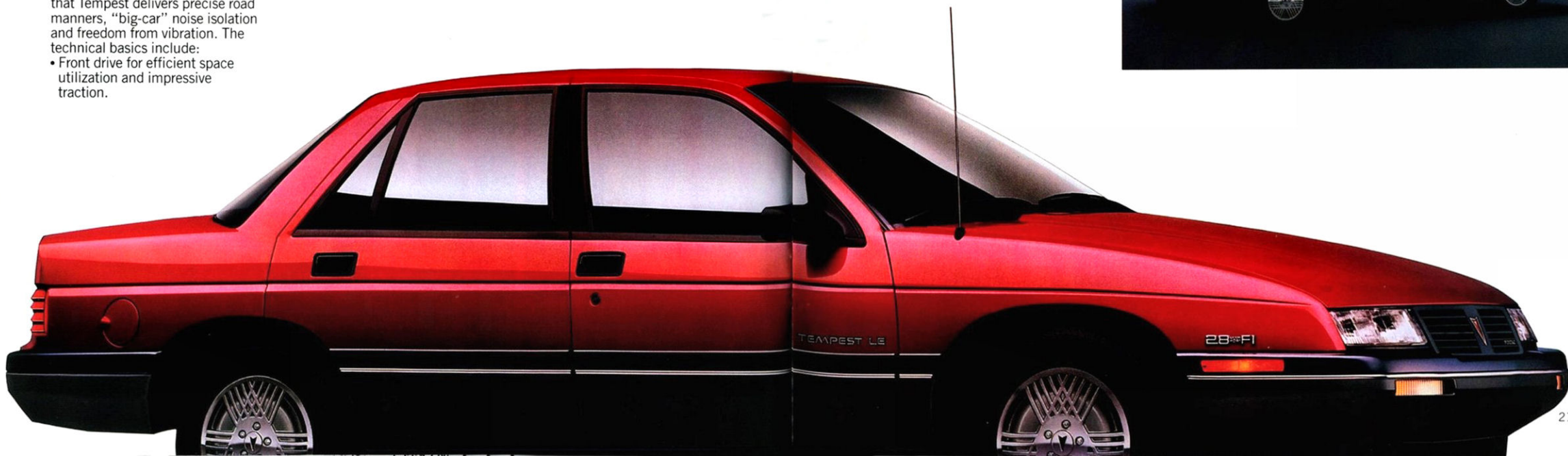
- Lustrous base-coat/clear-coat paint for a "wet Look" shine.
- Full wheel covers.
- Flush-lens halogen headlamps.
- Dual sport mirrors, with left-hand remote control.

High Style, High Content, Low Price

Tempest has a lower base price than many compact and mid-size sedans available in Canada. Yet Tempest offers:

- Interior room for five adults.
- A large trunk.
- A powerful V6 engine option.
- A wind-tunnel-tested aerodynamic shape.
- Room, performance and style... at a Pontiac price.

That's the Tempest philosophy. And no matter what you're looking for in a new car, you'll like the logic of this new Pontiac.



TEMPEST

Small outside. But big inside. think of Tempest's interior as your family's second living room. It's comfortable, spacious and very nicely furnished. Two easy chairs up front, a matching three-seat sofa in back, all scientifically designed to fit the human form.

Stretch-Out Space for Five

Tempest is a fine example of space-efficient design. While exterior dimensions are trim, interior measurements are generous. In classic sedan style, Tempest lets five adults stretch out and enjoy plenty of head, leg and hip room.

Room With a View

Tempest's large glass area, sloping hood line and thin pillar design all contribute to this car's excellent all-around visibility.

Comfort/Convenience Features

Rich fabrics in a choice of four colours, full-foam seat construction, wall-to-wall carpeting—these are some of the components of the *standard* Tempest interior shown at right. Other features, all included at no extra cost:

- Reclining front bucket seats in cloth with adjustable head restraints.
- Four-way mechanical seat adjuster on the driver's seat.
- Tri-mount front seats for excellent rear foot room.
- Custom soft-vinyl door trim panels with cloth inserts.
- Moulded one-piece headliner for improved sound isolation.
- Cloth-covered sun visors (with left-hand map strap) fit flush with the headliner.

The well-planned Tempest interior. Even in standard form, it sets a new standard in affordable excellence. The LE Custom Cloth interior, below left, adds plush fabrics and special trim to the already accommodating Tempest interior. You'll enjoy an especially inviting interior with the following features:

- More deeply contoured seating.
- Custom Cloth reclining front bucket seats with adjustable head restraints.
- Four-way mechanical adjusters for driver's and passenger's front seats.

- 1 *Tempest LE interior*
- 2 *Tempest standard interior*
- 3 *Tempest instrument panel with available AM/FM stereo cassette and air conditioner*
- 4 *Available gauge package with tachometer*

- Custom door trim panels with front lower storage pockets, accent mouldings and "LE" emblems.
- Right-hand visor mirror.
- Soft-covered trunk wheel-housings.

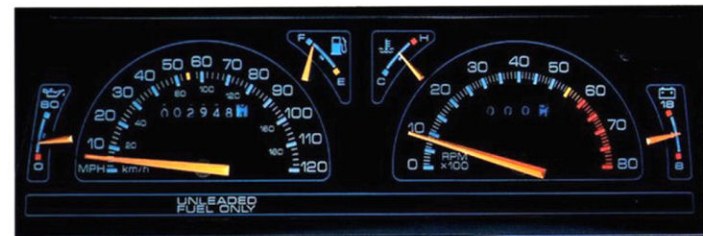
LE Custom trim. It makes Tempest an even more distinguished alternative to the ordinary sedan.

Tempest communicates. As you buckle into the contoured driver's seat, you'll immediately notice the easy-to-use controls and straight-forward, legible instrumentation. While gadgets and gimmickry remain popular in some quarters, Tempest engineers have created an ergonomically satisfying environment for the demanding driver. Standard features include:

- Analogue speedometer/fuel gauge.
- Large rotary windshield/washer control.
- Headlamps-on warning tone.
- Large inside rearview mirror with day/night feature.



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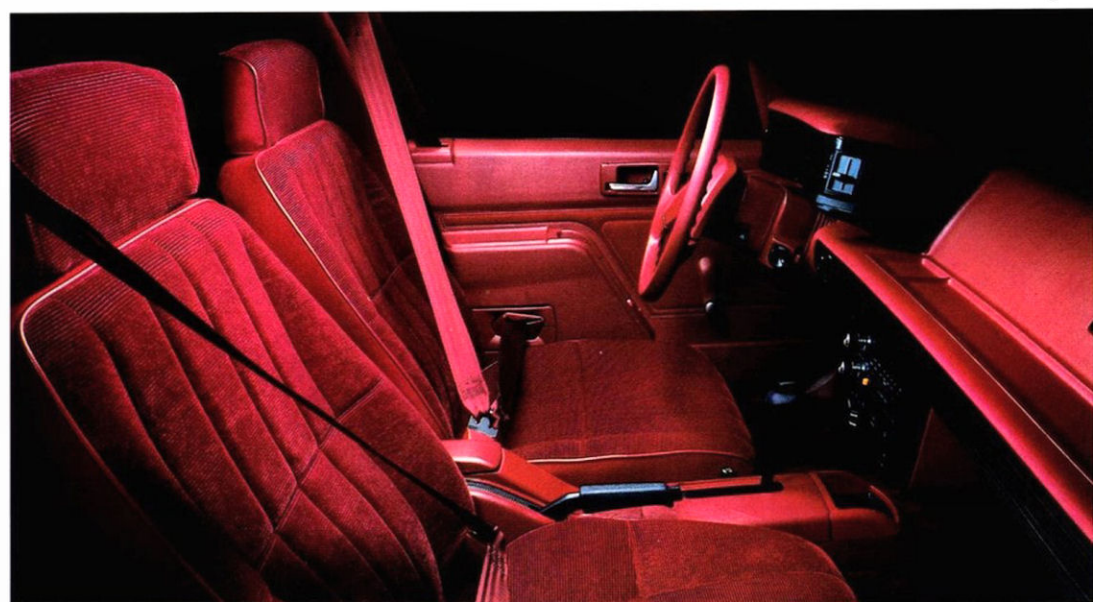


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Instruments in Canada are metric where required.



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2

TEMPEST

Lively Performance

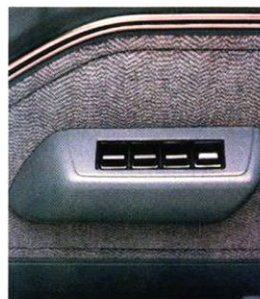
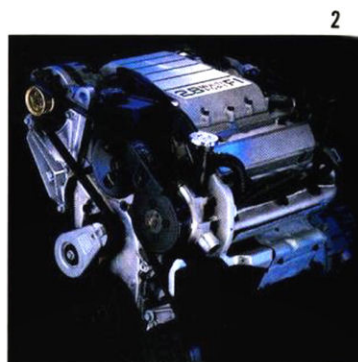
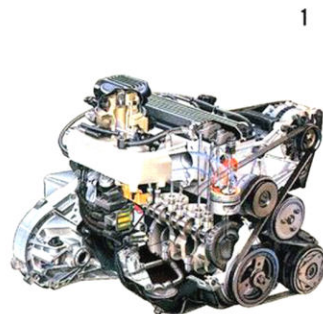
The standard 2.0 Litre 4-cylinder with Electronic Fuel Injection may surprise you with its energy and quiet highway cruising attitude. Features of this 90-HP engine include:

- A single serpentine belt drive that never needs adjustment and is designed to outlast conventional belts.
- A computer-controlled coil ignition system that eliminates the distributor. This advanced system virtually eliminates engine "ping" and the need for periodic timing adjustments.
- Simplified routine maintenance. Fluid levels are easily checked via clearly labeled dipsticks and containers.

Illustrated below:

- 1 2.0 litre Four with Electronic Fuel Injection.
- 2 2.8 litre V6 with multi-port Fuel Injection.
- 3 Reclining front bucket seats with adjustable head restraints.

- 4 Available power window controls are in convenient door pad.
- 5 Available Comfortilt steering wheel adjusts to several different positions.
- 6 Available floor console with storage bin houses transmission shift lever. Shown with optional automatic transmission.



1989 PONTIAC TEMPEST FACTS AND FIGURES

There's plenty of excitement in every new Pontiac. Take time to study Tempest's long list of standard and available equipment, some of which are shown below.

FEATURES

	Tempest	LE
EXTERIOR FEATURES		
Base coat/clear coat paint	S	S
Black antenna, mirrors, door handles, door and trunk lock	S	S
Black front/rear upper bumper fascia with chrome insert	S	S
Black rocker panel moulding	S	S
Black window and door mouldings, centre pillar	S	S
Bodyside mouldings, black with chrome insert	S	S
Bright argent grille, centre divider with Pontiac emblem	S	S
Depressed-park windshield wiper system with wet-arm washers	S	S
Flush "door-into-roof" styling	S	S
Flush-lens, composite, quad halogen headlamps	S	S
Mirrors - LH remote controlled, RH manual	S	S
P195/70R14 All Season steel-belted radial blackwall tires	S	S
Semi-flush side glass	S	S
Gunmetal Grey lower accent paint	S	S
Tri-lace full wheel covers	S	S

INTERIOR FEATURES

AM/FM stereo with clock, seek and scan, and 4 speakers	S	S
Carpet trunk floor mat	S	S
Carpeted front cowl kick panels	S	S
Cigarette lighter and lighted ashtray	S	S
Colour-keyed safety/shoulder belts, front and rear	S	S
Colour-keyed steering wheel	S	S
Console, floor	S	S
Drawer-style glove box with lock and lamp	S	S
Driver's side instrument panel open storage compartment	S	S
Easy-access fuse panel	S	S
Electric analog speedometer	S	S
Floor mats, front and rear, with carpet inserts	S	S
Four-way manual seat adjuster, driver	S	S
Headlamp-on warning tone	S	S
Hood insulation	-	S
Lamps, Instrument panel courtesy, trunk, underhood, dual map	S	S
Moulded one-piece headliner	S	S
Multi-function turn signal lever	S	S
Nylon colour-keyed carpeting	S	S
Power ventilation system	S	S
Reclining front bucket seats, adjustable head restraints	S	S
Rotary windshield wiper/washer control	S	S
Side window defoggers	S	S
Soft vinyl door panels, carpeted lower panel, co-ordinated inserts	S	S
Sun visors, cloth covered, flush fit	S	S
Tinted glass, Soft Ray	S	S

MECHANICAL FEATURES

Computer Command Control	S	S
Defroster, rear window	S	S
Delco-GM Freedom II Plus Battery	S	S
Dual Horns	S	S
Extensive anti-corrosion protection	S	S
Front wheel drive	S	S
Heater, engine block	S	S
MacPherson strut front suspension	S	S
Power front disc/rear drum brakes	S	S
Power rack and pinion steering	S	S
Ratchet wheel wrench	S	S
Semi-independent trailing-arm rear suspension	S	S
Unitized body-frame construction	S	S
Windshield wiper system, intermittent	S	S

S - Standard A - Available - - Not available

Then ask your dealer about the Easy Option Packages (shown below) that group a selection of popular options into one easy-ordering package for your convenience.

DIMENSIONS

	mm	in.
Wheelbase	2626	103.4
Length (overall)	4659	183.4
Width (overall)	1725	68.0
Height	1338	52.7
Tread - Front	1412	55.6
- Rear	1400	55.1
Usable trunk space	382.6 litres (13.5 cu. ft.)	
Curb weight	1169 kg (2577 lbs.)	
Headroom - Front	988	38.9
- Rear	950	37.4
Legroom - Front	1100	43.4
- Rear	889	35.0
Hiproom - Front	1292	50.9
- Rear	1300	51.2
Shoulder Room - Front	1407	55.4
- Rear	1412	55.6

POWER TEAMS

MODEL	ENGINE	TRANSMISSION
Tempest & LE	2.0 litre fuel-injected 4 cyl.	5-speed manual (standard) automatic
	2.8 litre multi-port fuel-injected V6	5-speed manual (standard) automatic

Pontiacs are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.

MODEL LINEUP

Tempest - 4-door sedan
Tempest LE - 4-door sedan

AVAILABLE OPTIONS

☐ 2.8 Litre MFI V6 engine	☐ Hi-Tech aluminum wheels
☐ Automatic transmission	☐ AM/FM stereo ETR radio with seek/scan, clock, digital display and cassette tape player
☐ Firm ride and handling	☐ Air Conditioning
☐ Rear deck lid luggage carrier.	☐ AM stereo/FM stereo ETR radio with seek/scan, clock, digital display cassette tape player and graphic equalizer

EASY OPTION PACKAGES

	Tempest	Tempest LE	
PACKAGE CODE	X06	X07	X08
Cruise control, electronic	X	X	X
Instrumentation, gauge package with tachometer		X	X
Power Deck lid release	X	X	X
Door locks			X
Windows			X
Seats, Custom trim		X	X

FIREBIRD

The '89 Pontiac Firebirds are proof positive that the rear-wheel-drive performance coupe is more than alive and well. It's pumped-up and spoiling for some excitement.

Take the Trans Am GTA tearing across the bottom of the page. Its sinuous sculpturing and available leather appointments are a cover for the real operation: a shoulder-squeezing 5.7 L V8 with tuned-port fuel injection. Give it the spurs and you'll see what it means to have your steak and eat it, too.

If GTA's a little too rich for your blood, you're still in luck, because there's also the slick Trans Am, the hot-hardware Formula and the tight, clean Firebird Coupe. Drive any of 'em, and all the reasons why you've been ready to compromise your way into something less will fade rapidly into the mirror. That's the way it's always been for the Firebird. The history of the Trans Am is dotted with high points: The original '69 with Ram Air IV; the bellowing Super Duty 455's of '73 and '74,

and the "Last-of-the-Mohicans" '79 with the 400 4-barrel V8.

TRANS AM GTA

Now it's time to add another one to the list: GTA. It's by far the most aerodynamic and sophisticated of the group—and darn near the fastest. Comparison aside, the key to this simmering slice of car karma is behind the wheel. Here's a quick test drive.

The Powertrain.

No prisoners for this road warrior: Motivation is an available tuned-port fuel-injected 5.7 L V8—a perfect rebuke to the "less-is-more" types. It's mated to a crisp-shifting four-speed automatic, and turns the tires through a beefy 3.27:1 limited-slip rear axle. Should you choose to shift for yourself, this 5.7 L bruiser can be replaced with its tuned-port fuel-injected 5.0 L cousin, driving through a 5-speed manual to a 3.08:1 axle.

Test GTA's mountainous torque with your toe and it lunges forward with a resonate growl. Press further, and the scenery blurs rapidly as the growl becomes a guttural roar.

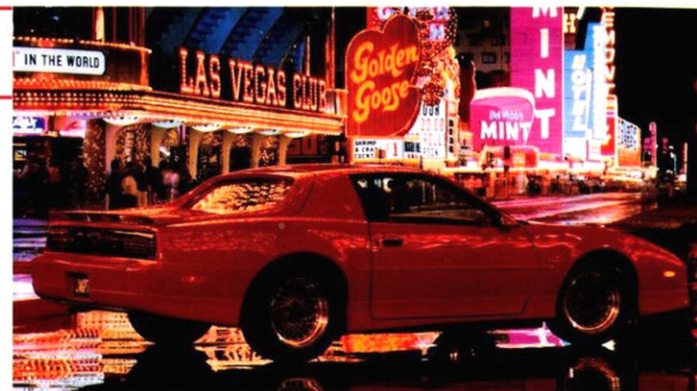
The Design.

The way the GTA looks is properly smashing. The aero package is standard, as is your choice of five monochrome, clear-coated finishes and a sprinkle of gold body colour cloisonné' identification accents the exterior.

As if GTA wasn't distinctive enough already, you can order a notchback hatch, as shown in the picture to your right, for an even more individual profile.

The Ergonomics.

Open the door of a GTA and you get the instant impression that this isn't exactly an airport rent-a-car. The steering wheel, replete with duplicate function radio controls, is one of the fattest leather-wrapped articles you're likely to find this side of a Hereford steer.



The articulating seats hug your torso like a sweat shirt, while round analog gauges keep time with your driving beat.

Let the rest of 'em have their little gray sedans; you are hereby invited to relish the most sophisticated and stylish Pontiac performance coupe going. Enjoy. That's what the GTA is all about.



FIREBIRD

TRANS AM

Welcome to the "legends-of-the-street" section, starring the reigning knight of the night patrol, Trans Am. Subtlety isn't this baby's strong suit. Trans Am's pushy... and proud of it.

The Powertrain.

An apt credo for the T/A's powertrain palette might be "of the V8, by the V8, and for the V8." First, there's an electronically fuel-injected 5.0 L engine, with 170 horsepower. A choice of 5-speed stick or optional 4-speed automatic is up to you. Ditto for the tuned-port fuel-injected 5.0 L powerplant. There are two different ratings for this one, depending on your choice of transmissions and options: 215 hp with the 5-speed manual, and 190 with the optional automatic.

The big 5.7 L with tuned-port fuel injection and a 4-speed automatic is the top engine available. Order it, the option code bags you a bunch of other stuff; Pontiac dealers have the details.

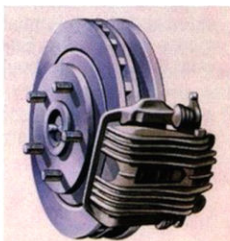
The Suspension.

Here, there's a choice. Level II is set up for serious corner clipping. Big stabilizer bars, 12.7:1 quick-ratio steering and Deep-Dish, 15-inch wheel ride with 65-series radials, producing a flat, firm ride. Power four-wheel disc brakes are standard with any of the powertrains.

The available Level III suspension is just a pencil check away. When you spec the big 16-inch Goodyear ZR50 gatorback tires, a raft of handsome hardware comes with them, like uprated

springs, stabilizer bars, struts and shocks. As with the Level II setup, power four-wheel discs are standard across the engine spectrum.

- 1 Vented rear disc brakes to stop you faster.
- 2 Without the keys coded diode, you're stopped cold. Standard equipment.
- 3 Firebird Trans Am.
- 4 Firebird Formula.



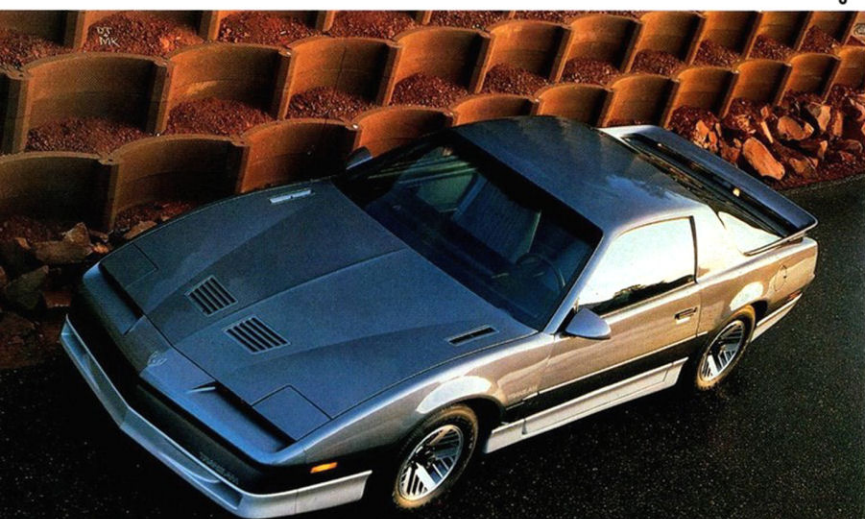
1



2

3

4



Instruments in Canada are metric where required.



FIREBIRD FORMULA

Firebird Formula is the automotive equivalent of a pack of smokes rolled up in a T-shirt sleeve; a lean, muscular performance machine that can tackle any street corner in town. If you have a hunch that this car is what they used to call a "sleeper", you're right.

The Powertrain.

Engine selections for the Formula read the same as for Trans Am: throttle-body and tuned-port-injected 5.0 L V8s with standard sticks or available automatics, and the mighty 5.7 L engine with the automatic.

Drive before you decide. Then, let the seat of your pants be your guide. Formulas with the 5.7 L or the 5-speed/5.0 L TPI engine get the dual-converter exhaust system that gives a 50% reduction in exhaust gas back pressure, and a 10 horsepower increase at the rear wheels. Make "rrrruummm" for Daddy!

The Design.

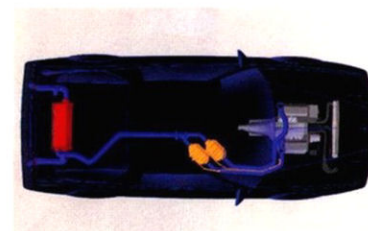
You're not going to lose this one in a parking lot. Not with its domed performance hood, aero-wing rear deck spoiler and Formula graphics. Colour selection includes four two-tones, all over silver or gray, with a contrasting accent stripe. For the purists there are four solid colours—red, black, white and bright blue. As with all Firebirds, a clear coat wraps the paint for protection and a shine that looks like it cost a week's worth of waxing and sweating. To top it all off, the Formula's aero numbers are among the best in the marketplace.

5 Formula instrument panel.

6 Firebird Formula.

7 Formula's dual-converter exhaust system.

8 Five-speed manual shifter.



7



8

6



FIREBIRD

FIREBIRD COUPE

If a slightly less vehement approach to your Firebird might be in order, then you're in the right place. Say "Coupe" and you get legendary Firebird style and performance at a bottom line that's almost too good to be true. See for yourself...

The Powertrain.

The Coupe's standard engine is the high-winding 2.8 L V6 with multi-port fuel injection.

Transmission choices are either the 5-speed manual or an optional 4-speed automatic. Either way, you get a well-balanced GT machine with sharp reflexes and a stingy attitude.

If you insist, the 5.0 L V8 with electronic fuel injection is available for added rock-and-roll potential.

The Ergonomics.

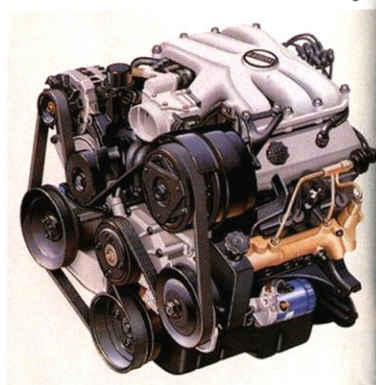
This is one "entry level" car that's not about to be used as an excuse for trading up to something else. Standard Pallex cloth trim adorns the highly contoured bucket seats. A complete array of warm red backlit gauges call off the cadence,

and a standard AM/FM stereo provides the music to march by.

The Suspension.

The words "Firebird" and "handling" are virtually synonymous for a very good reason. The standard suspension is almost the same outfit that goes under the famous Trans Am. That's really just another way of explaining why this car is a blast to drive. It's an experience you should arrange for at your earliest opportunity.

- 1 Firebird Coupe.
- 2 Firebird bucket seats.
- 3 2.8 litre multi-port fuel-injected V6.
- 4 Warm-red backlit gauges.



Instruments in Canada are metric where required.



1989 PONTIAC FIREBIRD FACTS AND FIGURES

There's plenty of excitement in every new Pontiac. Take time to study Firebird's long list of standard and available equipment, some of which are shown below.

Then ask your dealer about the Easy Option Packages (shown below) that group a selection of popular options into one easy-ordering package for your convenience.

FEATURES

	Firebird	Trans Am	Formula	Trans Am GTA
EXTERIOR FEATURES				
Antenna, power	A	A	A	S
Aero package (includes front and rear fascia rocker panel extension and quarter panel extension)	-	S	-	S
Black-finish stationary antenna	S	S	S	-
Black-finished fascia pads	S	-	S	-
Body-colour body side mouldings	A	A	A	S
Body-colour one-piece resilient Endura front panel and front bumper	S	S	S	S
Concealed rectangular quartz halogen headlamps (electrically operated)	S	S	S	S
Decal, bird (on fascia) (Emblem-GTA)	S	S	S	S
Decal, bird on sail panel (Emblem-GTA)	S	S	S	S
Door handles and lock cylinder - black	S	S	S	S
Endura rear bumper	S	S	S	S
Fog lamps (in front fascia)	-	S	-	S
Front air dam	S	S	S	S
Front fender air extractors	-	S	-	-
Glass, Soft Ray tinted	S	S	S	S
Hood air extractors	-	S	-	S
Hood air louvers	-	S	-	S
Lower accent panel with striping	S	S	S	S
Mirrors, Sport, LH remote control, RH manual convex (body colour)	S	-	S	-
Sport, electric L & RH	A	S	A	S
Visor Vanity	S	S	S	S
Rear deck spoiler - body colour	S	-	-	-
Rear deck spoiler - Aero (body colour)	-	S	S	S
Rear hatch "power pull-down" feature	S	S	S	S
Tail lamps	-	S	-	S
"real density" lens with smooth contour appearance	S	-	S	-
One-piece multicoloured lens Amber turn	S	-	S	-
Tires (radial)				
P215/65R15 Eagle GT + 4 steel-belted blackwalls	S	S	-	-
P245/50R x 16 steel-belted radials	-	A	S	S
Compact spare tire	S	S	S	S
Wheels:				
Hi-Tech Aluminum - deep dish	S	S	S	-
Diamond Spoke Aluminum	-	A	S	-
Wraparound Soft Ray tinted liftback glass with strut supports	S	S	S	S
INTERIOR FEATURES				
Air Conditioning	A	A	A	S
Cargo area carpeting	S	S	S	S
Cigar lighter	S	S	S	S
Cloth headliner with foam backing	S	S	S	S
Cover, Rear Compartment Security	A	S	S	S
Cruise control, electronic	A	A	A	S
Out-pile carpeting	S	S	S	S
Day/night rearview mirror	S	S	S	S
Door locks, power	A	S	A	S
Dual horns	S	S	S	S
Folding rear seat	-	-	-	S
Full-length front console integral with instrument panel	S	S	S	S
Gauges, instrumentation (including tachometer and trip odometer)	S	S	S	S
Graphite-finished instrument panel	S	S	S	S
Hatch release, power	S	S	S	S
Inside hood release	S	S	S	S
Lamps, dome and reading	S	S	S	S
Lockable storage compartment in left-rear quarter panel	S	S	S	S
Mats, carpet inserts, F & R	S	S	S	S
Luxury Interior Trim Group	-	S	-	-
Multi-function control lever	S	S	S	S
Radio:				
AM/FM stereo with cassette	S	S	S	-
AM stereo/FM stereo, cassette, equalizer	A	A	A	S
Reclining front bucket seats	S	S	S	S
Side window defoggers	S	S	S	S
Steering wheel, Four spoke	S	-	-	-
Leather-wrapped	A	S	S	-
Leather-wrapped (radio controls)	-	-	-	S
Comfortilt	S	S	S	S
Windows, power	A	S	A	S
MECHANICAL				
Defroster, rear window	S	S	S	S
Delco-GM Freedom II battery	S	S	S	S
Heater, Engine Block	S	S	S	S
Hidden windshield wiper (with washer)	S	S	S	S
Limited Slip Differential (RPO G80)	A	A	A	S
MacPherson strut front suspension (modified)	S	S	S	S
Power front disc/rear drum brake system	S	S	S	S
front disc/rear disc system	-	-	S	S
Power steering	S	S	S	S
Rear-wheel drive	S	S	S	S
Suspension, Firm Ride & Handling	-	S	A	S
Torque arm/track bar rear suspension	S	S	S	S
Wiper system, intermittent	S	S	S	S

S - Standard A - Available - - Not available

DIMENSIONS

	mm	in.
Wheelbase	2566	(101.0)
Length (overall)	4777	(188.8)
Trans Am	4867	(191.6)
Width	1838	(72.4)
Height (overall)	1271	(50.0)
Tread - Front	1541	(60.7)
-Rear	1564	(61.6)
Cargo Volume rear seat up	292 litres	(10.3 cu. ft.)
Cargo Volume rear seat folded down	879 litres	(31.0 cu. ft.)
Curb Weight	1396 kg	(3102 lbs.)
Headroom - Front	940	(37.0)
-Rear	905	(35.6)
Legroom - Front	1092	(43.0)
-Rear	756	(29.8)
Hiproom - Front	1430	(56.3)
-Rear	1087	(42.8)
Shoulder Room - Front	1466	(57.7)
-Rear	1430	(56.3)

POWER TEAMS

MODEL	ENGINE	TRANSMISSION
Firebird	2.8 litre multi-port fuel-injected V6 (standard)	5-speed manual (standard) automatic with overdrive
	5.0 litre fuel-injected V8	5-speed manual (standard) automatic with overdrive
Formula & Trans AM	5.0 litre fuel-injected V8 (standard)	5-speed manual (standard) automatic with overdrive
	5.0 litre tuned-port injected V8	5-speed manual (standard) automatic with overdrive
	5.7 litre tuned-port injected V8	automatic with overdrive
Trans AM GTA	5.0 litre tuned-port injected V8 (standard)	5-speed manual (standard) automatic with overdrive
	5.7 litre tuned-port injected V8	automatic with overdrive

Pontiacs are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.

MODEL LINEUP

Firebird - 2-door Coupe	Trans Am - 2-door Coupe
Firebird Formula - 2-door Coupe	Trans Am GTA - 2-door Coupe

EASY OPTION PACKAGES

PACKAGE CODE	Firebird	Formula
Cover, Rear Compartment Security	X	
Cruise Control - Electronic	X	X
Mirrors, Sport, electric twin remote	X	X
Power Door locks	X	X
Windows	X	X

Welcome to Over Three Decades of Pontiac Performance, Innovation...and Excitement!

There's a "Little GTO" in everything we build.

1956	Pontiac's Safari sports wagon shows style and available dual-quad V8 power.	1968	The Motor Trend Car-of-the-Year gets whacked with a wrecking bar to demonstrate the first "Endura" nose.	1980	Trans Am introduces the first turbo V8 in a production automobile, and paces the Indy 500.
1957	Fuel injection introduced on the limited edition Bonneville.	1969	Trans Am numero uno. Blue stripes on white, and red-hot with a Ram Air IV 400 V8.	1981	Computer Command Control is standard equipment on all Pontiacs.
1958	Tri-power Pontiacs pace Indy, and pound the streets.	1970	Pontiac introduces the 455 V8. It's the torque of the town.	1982	Firebird Trans Am sets a C ₆ record of .34; the lowest to date for any GM-tested production automobile.
1959	Pontiac introduces Wide Track; wins Motor Trend Car-of-the-Year.	1971	New polycast "Honeycomb" wheels are a Pontiac first.	1983	The 6000 STE takes first of three Car and Driver "10-Best" awards.
1960	Pontiac-powered Challenger I runs 406 mph at Bonneville.	1972	"Unitized Electronic Ignition" becomes a Trans Am option.	1984	Fiero is introduced, wins a Car and Driver "10-Best" and paces the Indy 500.
1961	The new Tempest wins Motor Trend Car-of-the-Year.	1973	Pontiac announces the Grand Am to rave reviews.	1985	Grand Am is reintroduced and marches on the imports.
1962	Grand Prix is introduced with buckets, console, and a 303 hp Trophy V8.	1974	Banshee III show car hints of Firebird styling advances to come.	1986	Specially-modified GTP-L Fiero debuts; 7 pole or fast qualifier positions and 3 wins. Quite a track record for a rookie season.
1963	Stacked headlights start a trend on the '63 Pontiacs.	1975	All Grand Prix ride steel-belted radials and the first Radial Tuned Suspension.	1987	The new Bonneville makes Car and Driver's "10-Best" list.
1964	The Great One is born. GTO shrinks time and distance with a tri-power 389 V8.	1976	Pontiac introduces the Sunbird Coupe and Hatchback.	1988	The all-new Grand Prix wins Motor Trend Car-of-the-Year honours.
1965	All Pontiacs win Motor Trend Car-of-the-Year honors, as "Little GTO" tops the charts.	1977	The newest Pontiacs since Wide-Track are introduced, creating a template for the industry.	1989	With that behind us, you know there's a lot to look forward to. If you want even more Excitement, '89 is comin' right up!
1966	The revolutionary Overhead Cam Six is introduced for the Tempest and LeMans.	1978	The legendary WS6 Performance Suspension arrives as an option for Trans Am and Formula.		
1967	The first flight of the "Magnificent Five" Firebirds.	1979	The 10th Anniversary Trans Am paces the Daytona 500.		

STANDARD FEATURES ON ALL PONTIACS

OCCUPANT PROTECTION

Manual lap/shoulder safety belts for driver and right front passenger, driver side includes visual and audible warning system • Manual lap/shoulder safety belts, outboard rear seat positions • Manual lap safety belts, centre front/rear seat positions, where applicable • Energy absorbing steering column • Energy absorbing instrument panel • Energy absorbing seat back tops, front • Laminated safety windshield glass • Safety interlocking door latches • Side-guard door beam • Passenger-guard inside door lock handles • Inertia-locking, folding front seat backs, two door models (manual release on Firefly) • Safety armrests • Head restraints, driver and right front passenger (adjustable or integral).

Tempered safety glass, side windows; also rear windows (plastic rear in Sunbird convertibles) • Pressure lock radiator cap • Dual sun visors.

ACCIDENT AVOIDANCE

Side marker lights and reflectors • Parking lamps that illuminate with headlights • Four-way hazard warning flasher • Back-up lights • Centre high-mounted stop lamp • Directional signal control with lane change feature • Windshield defroster, washer and multi-speed wipers • Inside rearview mirror • Outside left rearview mirror (Right mirror where applicable) • Brake system with dual master cylinder and warning light • Starter safety switch • Dual action hood latch (front opening hood vehicles) • Low glare finish on inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces • Illuminated heater and defroster controls • Illuminated windshield wiper and washer controls (if on instrument panel) • Tires with built-in tread wear indicators • Safety road wheel rims • Audible brake lining wear indicators, disc brakes • Self-adjusting fuel brakes • Pressure relief fuel cap (pressure relief fuel system on Firebird).

THEFT DETERRENCE

Audible reminder for ignition key removal • Theft deterrent steering column lock • Visible vehicle identification number • Marked body parts (where applicable). Remote inside hood release • Theft deterrent key system (separate ignition key, except Firefly).



Protection Plan

Why not take a good thing and make it better. Your GM Total Warranty provides

valued superb coverage. The General Motors Protection Plan is just more of a good thing.

When considering an extended service contract look for the logo above; there are many extended service contracts available on the market today but there is only ONE that comes from General Motors. The General Motors Protection Plan is part of the GM family and provides coverage for up to 6 years or 150,000 kilometres.

The GM Protection Plan provides additional protection during and after the new vehicle limited warranties. Ask your General Motors dealer for details and information about the genuine GM Protection Plan.

GM's 3 year/80,000 km new vehicle warranty covering the entire vehicle (except tires which are covered by tire manufacturer) is included on every 1989 GM passenger car (except Allante) and light duty trucks.

A \$100 deductible per repair visit applies after the first 12 months or 20,000 km. See your GM dealer for terms and conditions of the Total™ GM Warranty.



A WORD ABOUT CORROSION PROTECTION

Your 1989 GM passenger car was designed and built to resist corrosion. It comes with a standard 6-year/160,000 kilometres corrosion perforation limited warranty. Application of additional rust-inhibiting materials is not necessary or required under the 6-year/160,000 kilometre corrosion coverage. Ask your dealer for details.

GM LEASING

The smart option...GM's easy-to-lease plan. Ask your dealer for details.

A WORD ABOUT ENGINES

Pontiacs are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated companies worldwide.

A WORD ABOUT THIS CATALOGUE

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