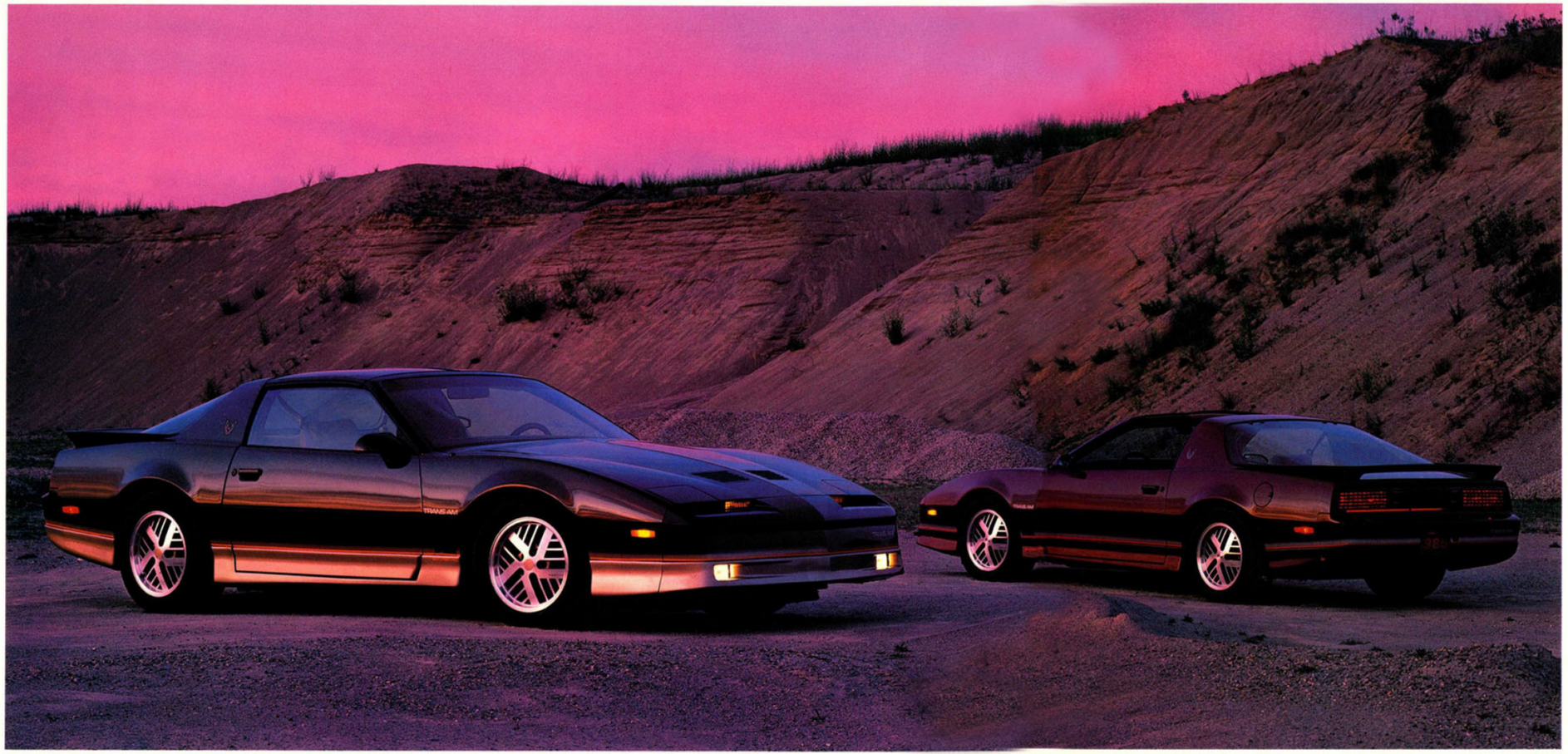
FIREBIRD



PONTIAC
1985



The shape is lean, low and wicked. Undeniably aerodynamic. Instantly recognizable. It's Trans Am for 1985, the most serious machine we offer today's driving enthusiast.

Trans Am features new wind-cheating surface detailing in the front and rear, with aero-tuned rocker and quarter panel extensions. A new hood with louvres and air extractors. Built-in fog lamps. And, smooth contoured tail lamps. All standard. A new aero wing spoiler (shown) will also be available.

Trans Am is equipped with a muscular 5.0 litre 4-bbl. V-8 engine with cold air induction, electronic spark control and free-breathing exhaust. A crisp 5-speed manual gearbox. And the very competent Y99 suspension that includes large (32mm front/23mm rear) stabilizers, 15" Goodyear Eagle GT's and modified MacPherson front struts.

Or, order the available WS6 special performance package for the ultimate in Trans Am handling. It includes gas pressurized shocks, 16" x 8" hi-tech wheels with P245/50VR16 tires (shown), larger 34mm front/25mm rear) stabilizers, 4-wheel disc brakes and quick-ratio power steering. This combination has achieved in excess of .9g in Pontiac engineering tests.

Match all this with Trans Am's newly available 5.0 litre High Output V-8 engine with multi-port electronic fuel injection (requires automatic transmission), and your command of the road will be unrivalled.

The most serious piece of machinery we put on the road.



The 1985 Firebird SE makes a striking automotive statement. Its sleek lines put it on the leading edge of aerodynamic science. But look beyond its stunning appearance, and you'll discover the true Firebird engineering that makes SE such a capable road car as well.

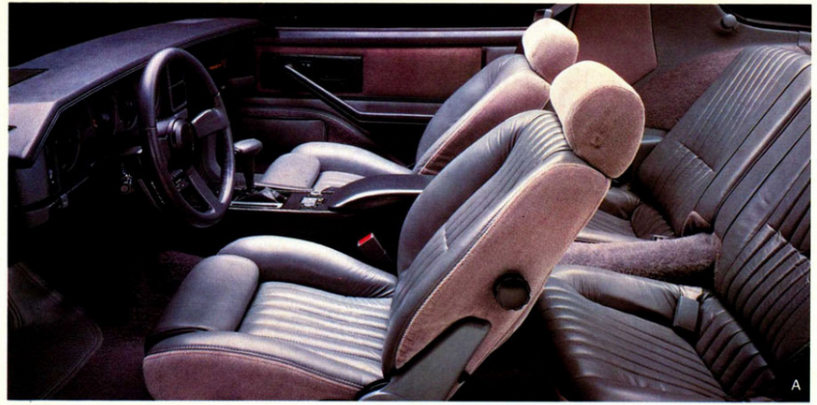
Start with the 2.8 litre V-6 engine beneath its louvered hood. It has advanced multi-port electronic fuel injection for razor-sharp response and power. A standard 5-speed manual gearbox. And a suspension system that includes front and rear stabilizers, MacPherson front struts and a torque arm/track bar rear design for impressive roadability and response.

Or if you choose, order the available Y99 Rally Tuned suspension. Its combination of quick-ratio power steering, P215/65R15 tires, 15″ wheels, and large front and rear stabilizers help give you an even greater degree of response and road feel.

Firebird is vivid evidence of Pontiac's commitment to value and performance. Its gleaming exterior is highlighted by retractable halogen headlamps, and such available features as diamond spoke wheels, rear deck spoiler and distinctive two-tone paint (shown).

A responsive 2.5 litre 4-cylinder engine with roller valve lifters, swirl-port combustion chambers and electronic fuel injection is standard. As is a 5-speed manual gear-box. You can also order the available 4-speed automatic.

Sophisticated engineering, aerodynamic styling and performance in the Firebird tradition.





Instruments in Canada are metric where required.







The science of relating people to the machines they use is called ergonomics, and it takes on special importance when applied to the inside of an automobile. At Pontiac, we study this science to design interiors, carefully developing controls, seating and lines of sight to ensure driver involvement and comfort.

The available Firebird interior (A) is a prime example. The articulated reclining front seats feature six areas of adjustment including lumbar support.

The standard floor console (C) provides storage space and places switches for available power windows and mirrors within easy reach. And to help you keep in touch with your Firebird's vital functions, there's a full set of gauges including tachometer (B) (available on Firebird). Trans Am's available 5.0 litre V-8 engine with multi-port electronic fuel injection produces 210 horsepower @ 4400 rpm (E).

There's also an overhead console (D) that includes a reading lamp, flashlight and handy storage pocket. It's standard on SE and available on Firebird and Trans Am.

An ergonomically designed driving environment that's pure Firebird.

1985 FIREBIRD FACTS & FIGURES

Select the combination of "extras" that make your Pontiac uniquely yours from the long list of standard and available features, some of which are given below. Ask your dealer about group packages and the many other features not indicated below. Your dealer will also advise you of the availability of the various items on the model of your choice.

	Firebird	Trans Am	S/E
Engines–2.5 litre 4 cyl.	S	–	–
2.8 litre V6	A	–	S
5.0 litre V8	A	S	A
5.0 litre V8 HO	–	A	–
Transmissions–4-spd. Manual	S	–	–
5-spd. Manual O.D.	A	S	S
4-spd. O.D. Automatic	A	A	A
Brakes–Power–Front Disc/Rear Drum	S	S	S
Front Disc/Rear Disc	–	A	A
Steering–Power	S	S	S
Tires–195/75R x 14 Radial (black)	S	–	–
(white)	A	–	–
205/70R x 14 Radial (black)	A	–	S
(white lettered)	A	–	A
215/65R x 15 Radial (black)	A	S	A
(white lettered)	A	A	A
Stabilizer Bar–Front	S	S	S
Rally Tuned Suspension	A	S	A
Limited Slip Axle	A	A	A
Cruise Control	A	A	A
Seats–Bucket, Reclining	S	S	S
Steering Wheel–Formula	S	S	–
Leather-wrapped	A	A	S
Tilt Steering	A	A	A
Mirrors–Sport	A	S	S
Compact Spare	S	S	S
Cigarette Lighter	S	S	S
Controlled Cycle Wipers	A	A	A
Spoiler–Rear Deck	A	S	A
Tungsten Halogen Headlamps	S	S	S
Gauges–Rally with Tachometer	A	S	S
Radio–AM	S	S	S
AM/FM	A	A	A
AM/FM Stereo	A	A	A
AM/FM Stereo/Cassette	A	A	A
4-Speaker System	A	A	A
Antenna–Power	A	A	A
Special Performance Package	–	A	–
Insulation Package–Extra Quiet	A	A	S
Rear Window Wiper & Washer	A	–	A
Mouldings–Roof Drip/Windowsill	A	–	–
Door Edge	A	A	A
Bodyside Protective	A	A	S
Power–Seats–6-way	A	A	A
Door Locks	A	A	A
Deck Release	A	A	S
Windows	A	A	A
Wheels–Trim Rings	A	–	–
Wire Covers	A	–	–
Diamond Spoke Aluminum	A	A	S
Hi-Tech Turbo Aluminum	A	S	A
Custom Covers	A	–	–
Locking Package	A	A	A
Console	S	S	S
Air Conditioning–Manual	A	A	A
Rear Window Defroster	A	A	A
Roof–Hatch	A	A	A
Cover Cargo Security	A	A	A
Glass–Soft-Ray Tinted	A	A	A
Lock Fuel Filler Door	A	A	S

S-Standard A-Available (extra cost) – - Not Available

DIMENSIONS	COUPE mm	COUPE in
Wheelbase	2566	101.0
Overall Length	4823	189.9
Overall Width	1838	72.4
Height	1262	49.7
Tread, Front/Rear	1541/1564	60.7/61.6
Headroom, Front/Rear	940/905	37.0/35.6
Legroom, Front/Rear	1092/756	43.0/29.8
Shoulder Room, Front/Rear	1466/1430	57.7/56.3
Hiproom, Front/Rear	1430/1087	56.3/42.8
Cargo Volume–Rear Seat Up	328 litres	11.6 cu. ft.
Down	879 litres	31.0 cu. ft.
Fuel Tank Capacity	60.5 litres	13.3 gal.

A word about engines.
These Pontiacs are equipped with GM-built engines produced by various divisions and affiliates of General Motors Corporation and GM of Canada.

Order Code	Displacement	Carb. bbl	Cyl.	†V.I.N.	*Source	Transmission
LQ9	2.5 litre (151 CID)	EFI	4	2	(1)	5-spd. Manual O.D. 4-spd. O.D. Automatic
LB8	2.8 litre (173 CID)	MPFI	V6	5	(2)	5-spd. Manual O.D. 4-spd. O.D. Automatic
LG4	5.0 litre (305 CID)	4	V8	H	(2)	5-spd. Manual O.D. 4-spd. O.D. Automatic
LB9	5.0 litre (305 CID)	TPI	V8	F	(2)	4-spd. O.D. Automatic
L69	5.0 litre HO (305 CID)	4	V8	G	(2)	5-spd. Manual O.D.

*Produced by GM (1) Pontiac Division USA (2) Chevrolet Division USA

†The V.I.N. (Vehicle Identification Number) Engine Code is the eighth entry (letter or numeral) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

MODEL LINEUP
Firebird–2-Door Coupe
Firebird Trans Am–2-Door Coupe
Firebird S/E–2-Door Coupe

STANDARD FEATURES ON ALL PONTIACS

SAFETY FEATURES

OCCUPANT PROTECTION • Manual lap/shoulder belts for driver and right front passenger (driver side includes visual and audible warning system). • Manual lap belts at each rear seat position, (and centre front, when applicable) • Energy absorbing steering column • Energy absorbing instrument panel • Energy absorbing tops, front seats • Laminated safety windshield glass and tempered safety side and rear window glass, (except plastic rear window, Sunbird convertible) • Safety interlocking door latches • Passenger-guard inside door lock handles • Inertia-locking, folding front seat backs, (manual release, Firefly) • Safety armrests • Safety strength seat attachments • Head restraints, driver and right front pass. (adjustable/integral) • Dual sun visors • Smooth contoured door and window regulator handles • Pressure lock radiator cap.

ACCIDENT AVOIDANCE • Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Back-up lights • Directional signal control (and lane change feature–except Firefly) • Windshield defroster, washer and dual speed wipers • Inside rearview mirror with vinyl-bonded glass • Outside left rearview mirror • Brake system with dual master cylinder and warning light • Starter safety switch • Dual action hood latch system (except rear opening Fiero) • Low glare finish on instrument panel top, inside windshield mouldings, wiper arms/blades, metallic steering wheel surfaces • Illuminated heater and defroster controls • Illuminated windshield wiper and washer controls (if on I/P) • Tires with built-in tread-wear indicators • Safety road wheel rims • Audible brake lining wear indicators, all disc brakes • Self-adjusting brake feature • Pressure relief fuel cap (pressure relief fuel system, Firebird).

ANTI-THEFT • Audible reminder for ignition key removal • Anti-theft steering column lock • Visible vehicle identification number • Remote inside hood release • Anti-theft key system (separate key for ignition). Except Firefly.

A word about assembly, components, and optional equipment in these vehicles.
The vehicles described in this brochure are assembled at various Divisions of General Motors Corporation. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited and related companies and their suppliers. 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.

Please note that certain optional equipment can be ordered only in conjunction with other optional equipment.

Also, upgrading from specified standard equipment may be necessary when certain optional equipment is ordered. Ask your sales representatives for details.

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. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your dealer for complete information.

PONTIAC BUILDS EXCITEMENT

Printed in Canada GM-4610

The Pontiac Philosophy... road cars with a purpose

For the past 25 years, Pontiac has been responsible for some of North America's greatest road cars. And this proud heritage is what drives us today.

Over the years, we've learned one important lesson: Great road cars don't materialize overnight. It takes years of dedicated development work. It means a suspension development engineer spending week after week in search of that perfectly balanced combination of ride and handling. It means designers trying endless combinations of subtle but detailed refinements on the shape of a future Pontiac, working hour after hour in the wind tunnel to achieve aerodynamic performance and the ultimate Pontiac look. It means interior designers reviewing thousands of variations on instrumentation, lighting, controls, seating, steering wheels, pedal placement, environmental systems, color and texture, all in the quest for the optimum driving environment. It means engine development specialists working with cylinder head designs, fuel-injection systems, turbo and supercharging, and computer electronics, all toward the goal of optimum performance *and* operating efficiency. And it means advanced technicians probing the outer limits of automotive thinking, contemplating future transportation designs beyond our imagination, ones that will uphold the proud Pontiac tradition 25 years from now.

Our goal is to build the finest road cars that we possibly can. To some car companies, that challenge is too heavy a burden to bear. At Pontiac, we know no other way.

COMMITMENT TO

Excellence

At General Motors, a lot of new thinking has gone into our products. New thinking aimed at completely satisfying you, the customer. Our designers and engineers are making history in aerodynamic design, computer aided technology, fuel efficiency and safety.

As further proof of our goal of totally satisfying you, at GM dealerships we are implementing a "Commitment to Excellence" Delivery Procedure.

The program includes: a thorough new-vehicle inspection by both the service technician and the salesperson; a full tank of fuel; plus a follow-up survey based on your impression of the delivery process.

With a commitment like that, you've got a lot of excellent reasons to "Look at GM Today". See your dealer for complete details.



FOR YOUR PROTECTION

New Vehicle Limited Warranty–This warranty covers any repairs needed during the basic coverage period due to defects in material or workmanship. Any required adjustments will also be made during the basic coverage period of 12 months or 20,000 kilometres, whichever comes first. The complete vehicle, except tires, is covered during this period.

Powertrain Coverage–This powertrain warranty covers gasoline engines and other powertrain components up to a total of 24 months or 40,000 kilometres, whichever comes first. This powertrain warranty also covers specific diesel engine components to 36 months or 80,000 kilometres, whichever comes first. All powertrain warranty repairs are subject to a $100 deductible for each repair visit.

Corrosion (Rust-Through) Coverage–General Motors warrants for 1985 passenger cars, light duty trucks and vans that your General Motors dealer will repair or replace at no charge any body sheet metal panel found to have developed perforation (rust-through) due to corrosion. This warranty begins on the date the vehicle is first delivered or put in use and extends for 36 months, regardless of distance travelled by the vehicle.

Battery Coverage–If your battery should fail under normal service due to a defect in material or workmanship after the basic coverage period expires, but before the vehicle has been in use 36 months, it can be replaced on a pro rata adjustment basis for a new Delco battery. The pro rata adjustment price of the new battery will be based on the number of months the original battery was in use since the start of the new vehicle warranty. Contact a dealer handling your vehicle for further details on such adjustments.

Tires are warranted by the tire manufacturer.

Owner Assistance–The satisfaction and goodwill of owners are of primary concern to GM dealers and General Motors of Canada Limited. In the event a warranty or some other matter is not handled to your satisfaction, the following steps should be taken:

1. Discuss the problem with your dealership management.
2. Contact the General Motors Zone Office closest to you as listed in the Owner Assistance Section of your Warranty and Owner Assistance Booklet.
3. Contact the Customer Service Representative, General Motors of Canada Limited, Oshawa, Ontario.

Special Policy Adjustment Program Beyond the Warranty Period–General Motors is proud of the protection afforded by its warranty coverages. In order to achieve maximum customer satisfaction, there may be times when General Motors will establish a Special Policy Adjustment program to pay all or part of the cost of certain repairs beyond the terms of the warranty. Check with your General Motors dealer or the nearest G.M. Zone Office to determine whether any special policy adjustment program is applicable to your vehicle.

GM **Protection Plan**

Protection Plan–While there are many service contracts available on the market today, *there is only one which gives you an agreement directly with General Motors.* It is the one with the Protection Plan logo shown. This logo on all Plan material assures you that the service contract you are buying is the GM Plan, the finest such program available to GM owners.

The GM Protection Plan provides optional added mechanical and electrical repair 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 Canada **Official Supplier to The 1986 World Exposition** EXPO 86