

The Magnificent Five are here/the Pontiac Firebirds



Leave it to Pontiac to do it right. To build a sports car that's completely different. And build it in five exciting versions so that one of the five Firebirds is just right for any kind of driving. Five new sports cars with different driving personalities—one of them yours.

They all share features like wide oval tires, a wood grain dash and deep carpets as standard equipment. And all five are available as a convertible or hardtop coupe in regular or custom trim versions. The convertible has an expanded Morrokide interior and bucket seats as standard, the coupe gives you a choice of these bucket seats or the extra-cost bench.

Which Firebird is for you? Well, as a starter, we even

made one of these sleek, exotic machines an economical fun car! But don't let the word economy bother you. This Firebird has the same exciting features and options as the rest of the magnificent Firebird line.

In fact, the main reason for the economy title is because it has a thrifty, one-barrel carburetor, regular fuel version of our astonishing Overhead Cam Six engine. It's astonishing because it serves up traditional six-cylinder economy while the Overhead Cam gives it the muscle to keep up with V-8s. And that's not traditional. At 165 horsepower, the Firebird is pretty spirited economy.

230 cu. in. OHC 6/1-bbl carburetor/regular fuel/
165-hp/3-speed, column shift.

Firebird



How about a car that's a sports car for you, a family car for your wife? That's the Firebird 326.

We took the features that make driving fun and added them to the elements that make a car practical for a family. Like putting in expanded Morrokide front bucket seats as standard, and then giving you the option of ordering our fold-down rear seat for extra cargo space. And, in the coupes, the extra-cost option of the thin profile front bench seat and fold-down center armrest.

And using a 326 cubic inch V-8 that delivers 250 horsepower, and does it on regular gas. The all-synchro three-speed transmission is standard but if you want something a little special, order the automatic.

Or go all the way with a custom interior-exterior trim package or even air conditioning. Whatever you add to it, the Firebird 326 makes room for a family in a sports car.

326 cu. in. V-8/2-bbl carburetor/regular fuel/250-hp/3-speed, column shift.

Firebird 326



Imagine what you'd have if you took a specially high-tuned version of our exotic, Overhead Cam Six engine and then built a lightweight touring car around it. Well stop imagining—here it is.

With special high rate springs, sticky wide oval tires and a floor-mounted, all-synchro three-speed.

There's nothing like it this side of the Atlantic. And on the other side, a rally-inspired machine like this would carry a custom price tag.

It's called the Firebird Sprint. And when you try

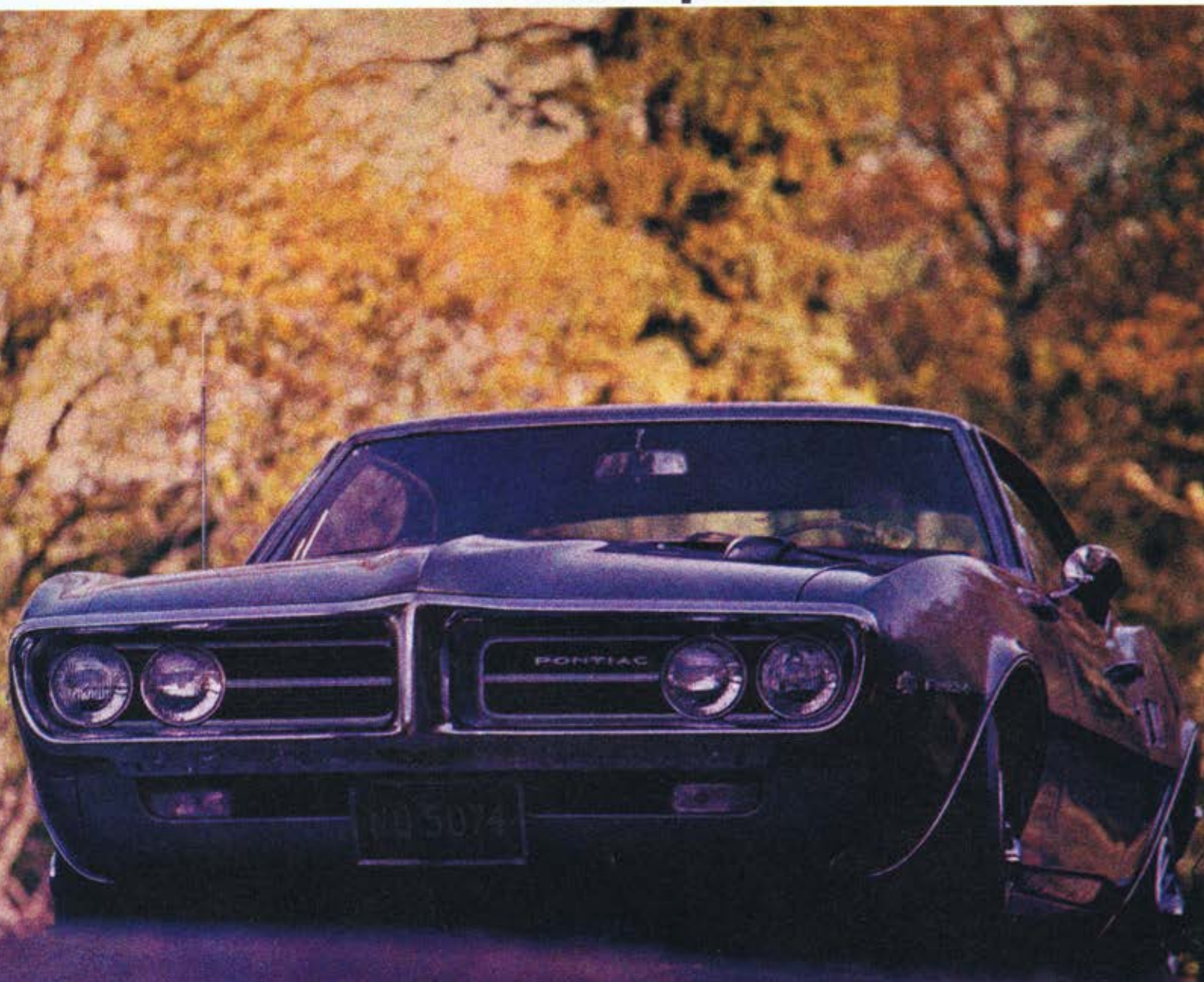
out the 215 horsepower in the high-revving engine, you'll see why it's called Sprint.

Options available for the Sprint include a four-speed manual transmission, Rally II, mag-type steel wheels, front disc brakes, a special gauge cluster and a hood-mounted tach. And more. See the back of the catalog.

Front bucket seats are standard, and you can take your choice of the convertible or the hardtop coupe.

230 cu. in. OHC 6/4-bbl carburetor/premium fuel/215-hp/3-speed, floor shift/h.d. suspension.

Firebird Sprint



The HO in Firebird HO stands for high output. That's what makes it our light heavyweight.

The output comes from a 326 cubic inch V-8 with a 4-barrel and dual exhausts and totals 285 horsepower. We coupled this to a manual three-speed with wide oval tires and heavy rate springs and added the sports striping. Now you can see what the HO is all about.

If you'd rather, you can add options like a four-speed

manual or an automatic transmission, stereo tape, redline tires and any of the dozens of other options available for the Firebirds.

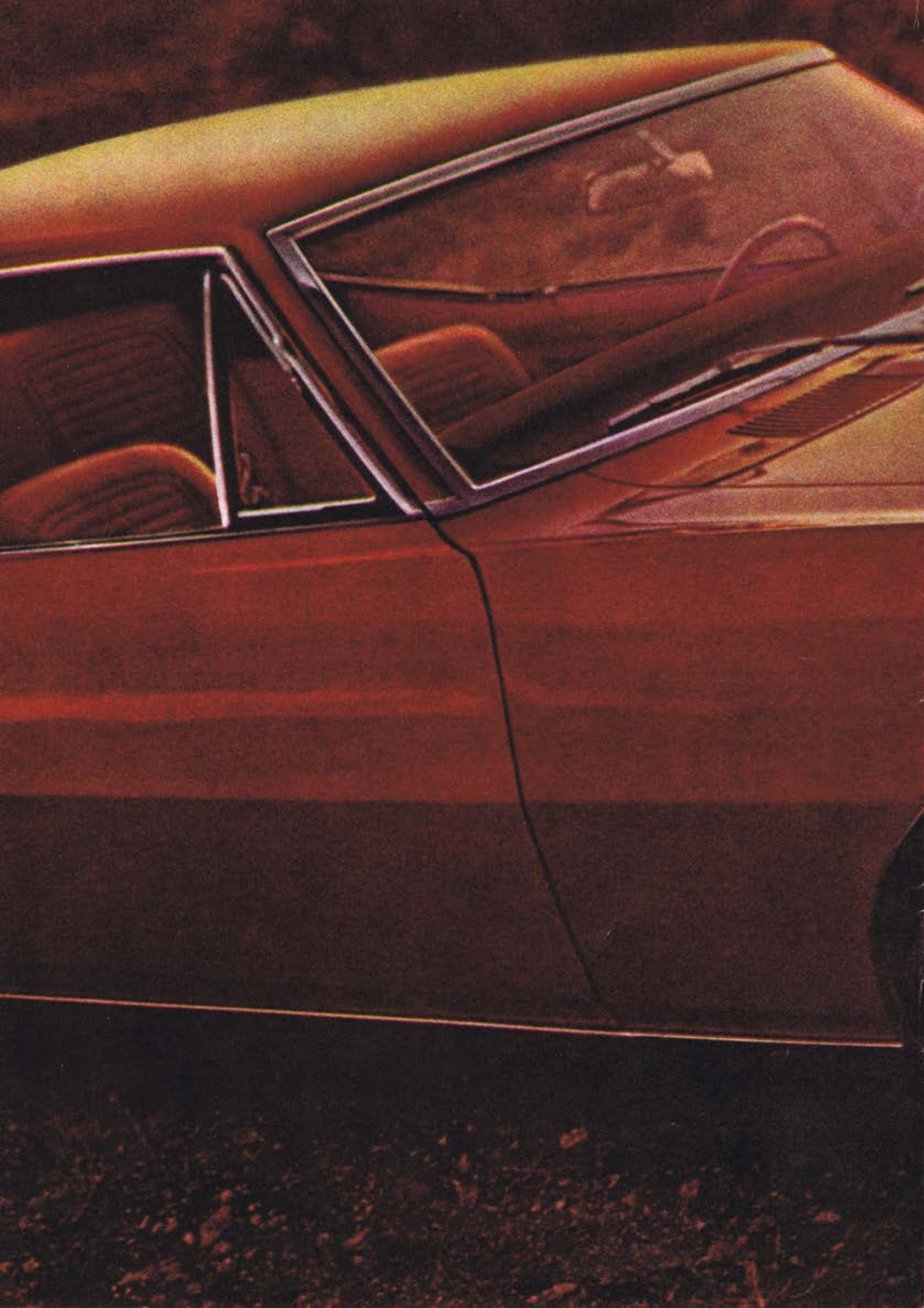
And naturally, this list includes items like hood-mounted tachometer, your choice of axle ratios and our limited slip differential. So start with the HO, and go.

326 cu. in. V-8/4-bbl carburetor/premium fuel/285-hp/3-speed, column shift/dual exhaust.

Firebird HO









400

Firebird



When it talks, you listen.

400 cubic inches, 10.75:1 compression, rated at 325 horsepower @ 4800 rpm, 410 lb. ft. of torque @ 3400 rpm, dual exhausts. (And those dual hood scoops become functional if you order the Ram Air option.)

Special, extra-firm suspension, redline wide oval tires, a floor-mounted, heavy-duty, all-synchro three-speed and front bucket seats. All standard!

And if that isn't enough, consider options like front disc brakes, a heavy-duty four-speed or the three-speed Turbo Hydra-Matic, mag-type steel wheels, hood-mounted tach, exhaust splitters, shoulder belts and a special gauge cluster.

And of course, the Firebird 400 gives you your choice of convertible or hardtop, regular or custom trim, and any one of 15 paint colors—if it really matters.

400 cu. in. V-8/4-bbl carburetor/premium fuel/325-hp/h.d. 3-speed, floor shift/dual exhaust/h.d. suspension.

Firebird 400



These bucket seats are standard in all Firebirds. As is this expanded Morrokide interior, seat back safety latches and seat belts, front and rear.



The custom trim option includes these slim buckets, molded door interior panels, integral front armrests, deluxe steering wheel and decorative exterior trim moldings. Worth the extra cost.



The thin profile bench seat is available in any of the Firebird coupes. The bench seat is extra-cost but the rest of the interior you're looking at comes standard.

The sports wheel, and the special gauge cluster are extra-cost. But if you're the rally type you won't think they're much extra. And that wood grain style dash is standard.

The extra-cost, 2-speed automatic. With the Firebird 400, you can order the 3-speed Turbo Hydra-Matic. For floor shift, you need the extra-cost console. (So we made it specially attractive.)

A 3-speed manual is standard. On the floor of the Sprint and the 400, on the steering column of the rest. A 3- or 4-speed manual is extra-cost and on the floor. (Naturally, the console is available, extra-cost, as is that walnut shift knob.)



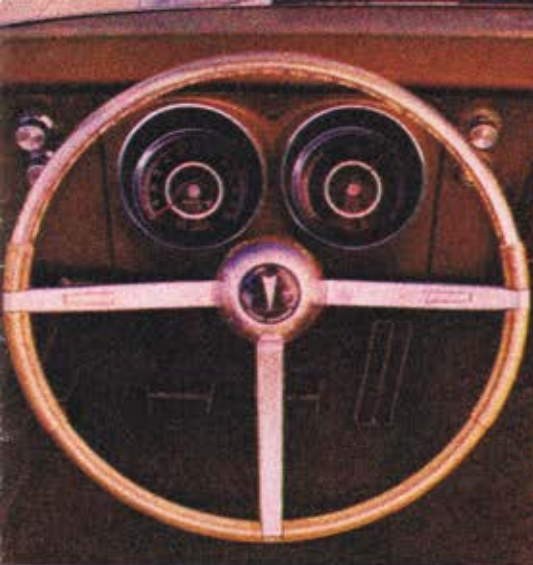
If AM-FM radio isn't enough, order the extra-cost stereo tape deck. It includes a rear speaker and its eight tracks can give you up to 60 minutes of anything that can go on tape.



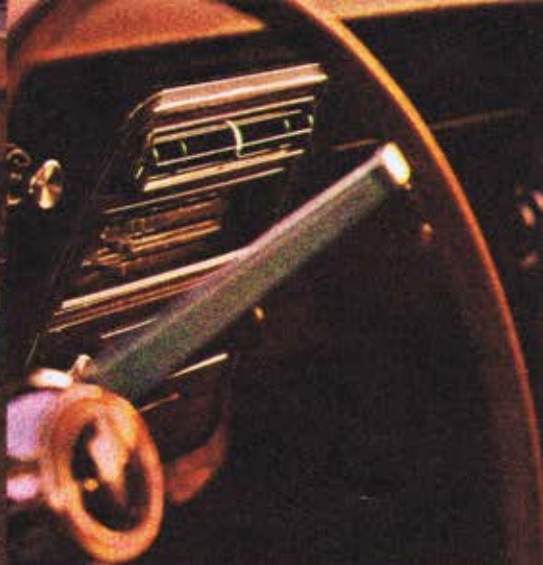
The formal look in a fun car. A rich, Cordova vinyl roof covering available, at extra-cost, in black, white or cream.



Rally II wheels. Mag styled, but all steel for strength. Extra-cost. Redline wide ovals (or white-walls) are standard on the 400, otherwise optional at extra cost.



The deluxe steering wheel and standard instrument cluster. A place for everything and everything in its place.



Have the coolest sports car on the block —add our extra-cost custom air conditioner.



The hood-mounted tach lets you shift properly without looking down from the road. (You do use a tach for shifting, don't you?)

The assist grip (it's too good looking to call it a grab bar) is part of the extra-cost custom trim package.



The extra-cost, fold-down rear seat. It makes a carpeted cargo space that's perfect for big dogs, small children and all sorts of packages.



Those scoops are real with the 400's Ram Air option. This induction system, combined with a different cam and valve springs, lifts the hp peak above 5000 rpm. Extra-cost, but you get what you pay for.



A very sporting extra-cost combination. Redline wide oval tires and polished steel Rally I wheels. The wheels are available only with disc brakes. (The wide ovals are standard on all Firebirds.)



Want more of the sports car look? Add the chromed exhaust splitters and gleaming wire wheel discs.



The Space Saver Spare. Adds 3 cubic feet of usable space to the luggage compartment. Deflated, but if you ever need it, a pressure can, packed with the tire, inflates it in seconds.

Five Firebirds for every kind of driving.

	Firebird	Firebird Sprint	Firebird 326	Firebird HO	Firebird 400
Engine Size (cu. in.)	230	230	326	326	400
Engine type	OHC 6, 1-BBL Regular fuel	OHC 6, 4-BBL Premium fuel	V-8, 2-BBL Regular fuel	V-8, 4-BBL Premium fuel	V-8, 4-BBL Premium fuel
Std. transmission	3-speed Man. (column)	3-speed Man. (floor)	3-speed Man. (column)	3-speed Man. (column)	Heavy-duty 3-speed (floor)
Opt. transmissions (extra cost)	2-speed Auto.	4-speed Man., or 2-speed Auto.	4-speed Man., or 2-speed Auto.	4-speed Man., or 2-speed Auto.	4-speed Man. or 3-speed Turbo Hydra-Matic
Bore & stroke (inches)	3.88 x 3.25	3.88 x 3.25	3.72 x 3.75	3.72 x 3.75	4.12 x 3.75
Horsepower	165 @ 4700 rpm	215 @ 5200 rpm	250 @ 4600 rpm	285 @ 5000 rpm	325 @ 4800 rpm (325 @ 5200 rpm, Ram Air)
Torque (lb. ft.)	216 @ 2600 rpm	240 @ 3800 rpm	333 @ 2800 rpm	359 @ 3200 rpm	410 @ 3400 rpm (410 @ 3600 rpm, Ram Air)
Compression ratio	9.0:1	10.5:1	9.2:1	10.5:1	10.75:1
Oil capacity (less filter)	5 Quarts	5 Quarts	6 Quarts	6 Quarts	6 Quarts
Camshaft duration, degrees—intake	228	244	269	269	273
exhaust	228	244	277	277	289
overlap	14	26	47	47	54
Camshaft lift @ zero lash—intake	.400	.438	.375	.375	.410
exhaust	.400	.438	.410	.410	.413
Valve head diameter—intake	1.92	1.92	1.92	1.92	2.11
exhaust	1.60	1.60	1.64	1.64	1.77
Carburetor, bore dia.—primary	1.75	1.38	1.69	1.44	1.38
secondary		2.25		1.69	2.25
jetting—primary stick: .069, auto: .065		.071	.057	.092	.070
secondary		.1365		stick: .080, auto: .083	.1365
Spring rates, lbs./in. deflection, front wheel	73	85	85	85	92
rear wheel	100	115	115	115	135
Shipping weight (lbs./hp.)					
Coupe	2929 (17.7)	3006 (13.9)	3119 (12.4)	3143 (11.0)	3186 (9.8)
Convertible	3203 (19.4)	3280 (15.2)	3393 (13.5)	3417 (11.9)	3460 (10.6)
with 4-spd trans.		+9.0	+6.0	+6.0	-26.0
with auto. trans.	-12.0	-12.0	-30.0	-30.0	+25.0
Radiator cap., qts.	12.1	12.1	18.6	18.6	17.8
Axle ratio[†] Manual trans. (MPH/1000 rpm, high gear)	3.08:1 (24.1)	3.55:1 (20.9)	3.23:1 (23.0)	3.36:1 (22.1)	3.36:1 (22.1)
Auto. trans.	2.56:1 (29.0)	3.23:1 (23.0)	2.56:1 (29.0)	3.23:1 (23.0)	3.08:1 (24.1)
Optional ratios	3.36:1 (22.1) 2.93:1* (25.4) 3.23:1† (23.0)	2.78:1 (26.7)	3.08:1 (24.1) 2.93:1 (25.4)	3.55:1 (20.9) 3.90:1 (19.0)	3.55:1 (20.9) 3.23:1† (23.0) 3.90:1† (19.0) 4.33:1† (17.0)

*Some ratios require extra-cost items like a h.d. cooling package, limited slip differential, etc. Special 4.11:1 ratio available, dealer installed.

†w/automatic ‡w/air conditioning §w/Ram Air

All five Firebirds, like every '67 Pontiac, have a host of standard safety features to help make your driving safer and more comfortable. Some of these are:

Shoulder belt anchors; Padded sun visors; Dual-speed windshield wipers; Windshield washer; Pushbutton seat belt buckles—front and rear (retractors on front); Safety door locks and hinges; Passenger-guard door locks—all doors; Corrosion-resistant brake lines; Folding seat back latches; Padded instrument panel; Four-way hazard warning system; Dual master cylinder brake system with warning light; Backup lights; Outside rearview mirror; Energy absorbing steering column; Energy absorbing steering wheel; Lane-change signal in direction signal control; Inside, day-night, shatter-resistant vinyl-edged mirror with breakaway support.

In addition to the options and accessories on the previous pages, you can personalize your Firebird with these:

Cruise control; Disc brakes (front wheel); Electric clock; Head restraints; Heavy-duty battery; Heavy-duty radiator; Limited slip differential; Luggage carriers; Power brakes; Power steering; Power windows; Safeguard speedometer; Ski carriers; Soft Ray glass (all around or windshield only); Tonneau Cover.

For more information, ask your dealer to show you the rest of the Firebird accessory list.

Get a Firebird model customizing kit. A selection of engines lets you build a beautifully detailed model of any one of the Magnificent Five Firebirds. Or, if you'd rather, order the assembled Firebird model. The customizing kit or the finished model are each only \$1.25.

Just print your name and address, enclose \$1.25 in cash, check or money order (no stamps, please) and mail to Firebird Model, Model Products Corp., 126 Groesbeck Hwy., Mt. Clemens, Mich. 48043. With the finished model, indicate your choice of Firebird Red Convertible or Tyrol Blue Hardtop.

Firebird General Specifications

Wheelbase	108.1
Tread: Front	59
Rear	60
Tire size*	E 70 x 14, wide-oval
Luggage compartment	9.9 cubic feet, usable
Length, overall	188.8
Width, overall	72.6
Overall height: Coupe	51.5
Convertible	51.4
Headroom: front Coupe	37.0
Convertible	37.5
rear Coupe	36.7
Convertible	36.8
Leg room: front Coupe	42.5
Convertible	42.5
rear Coupe	29.5
Convertible	29.8
Fuel tank capacity	18.5 gallons
Steering gear ratio: manual	24:1 w/6 cyl.; 28:1 w/V-8
power	17.5:1

Brake, diameter: drums 9.5 inches; 269.2 sq. in. swept area (total, std. system)
front, disc 11.12 inches; 323.6 sq. in. swept area (total, opt. system)

*Space Saver Spare is standard, conventional spare tire is a no extra-cost option.

All options noted herein are extra-cost equipment unless otherwise specified. Ask your dealer for all price information on any model or special equipment you desire. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time in colors, materials, equipment, specifications, prices and models. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan. Printed in U.S.A.

