

# PONTIAC FIERO OPENS TO RAVE REVIEWS.



## **CAR AND DRIVER**

*September, 1983*

"The Fiero 2M4 is a mid-engined, rear-wheel-drive two seater. Detroit has for years toyed with such a layout but has never before manufactured one for sale to the public...the Fiero 2M4 is a true sports car...the Fiero 2M4 is a thrill to look at, a joy to ride in, and a ball to drive..."

## **MOTOR TREND**

*September, 1983*

"...the Fiero has its own brand of fresh technology: a space frame machined to tolerances normally reserved for engines and transmissions. And unlike some breakthroughs that are invisible to the eye and only obscurely understood, the results of the precision are sitting right there on the Pontiac showroom floors..."

## **ROAD & TRACK**

*September, 1983*

"As a commuter car...the Fiero is already an attractive proposition, with looks, comfort and quality to reach a wide range of buyers...Young working couples without children might find it ideal, while it could appeal to almost anyone as a second car for runabout and pleasure use...In the meantime, we think Pontiac was wise in concentrating on getting the basic car right...and welcome its addition to the ranks of affordable machines for enthusiast drivers."





# YOU'VE READ THE REVIEWS. YOU'VE SEEN THE FACTS.

## NOW EXPERIENCE FIERO FOR YOURSELF.

### SEE IT

See the new Fiero at your Pontiac dealer today. Check out the Enduraflex™ panels and see how they "give" to your touch. Sit in the contoured seats and take hold of the wheel. This is one of the most exciting American cars in years!

### DRIVE IT

Experience the cat-like agility of the Fiero's mid-engine design. Feel the response from its 2.5 liter electronically fuel-injected engine. Drive one of the most innovative American cars ever!

### PRICE IT

With all its advanced technology, the Pontiac Fiero had a designed-in goal of affordability. Find out from your Pontiac dealer why the Pontiac Fiero is one of *the* deals of the automotive world.







# DRAMATICALLY INNOVATIVE. EXCLUSIVELY PONTIAC.

Pontiac is a proud car company. And well it should be. Over the last 25 years, from the era of "Wide-Track" Bonnevilles and GTO's to the ultra-aerodynamic Firebirds, few car companies have demonstrated more engineering innovation and product excitement than Pontiac. So when Pontiac engineers were given the freedom to design a car they themselves would love to own, they responded with a proud new American car unlike anything else *in the world*: the totally new Fiero 2M4!

To appreciate what Pontiac engineering "magic" has accomplished, you first have to understand what the Fiero is. In concept, Fiero is a stylish and sporty personal car. In reality, the Pontiac Fiero is this and more. It's a unique and exciting example of brilliantly innovative engineering.



Fiero 2M4 is the very *first* 2-seat(2), mid-engined(M), 4-cylinder(4) production car built in America. Fiero's mid-engine design places the powertrain unit behind the driver, but ahead of the rear wheels, resulting in excellent front-to-rear dynamic balance — and impressive handling performance.

Fiero's innovative space-frame chassis uses principles gleaned from modern racing car design, giving it strength without the penalties of excess weight. The space-frame highlights one of the most innovative features of the Fiero: It's built like no other car in the world.

The most innovative Fiero assembly process is the *milling and drilling* of the space-frame.

The "mill and drill" machine is a computerized fixture that automatically prepares the space-frame for the location of the Enduraflex™ body panels. The space-frame is precisely gaged and located to within .5mm (.02 in.) in the fixture, then 39 epoxy-filled steel body mount pads are "milled" down to the correct height. The mounting holes are then "drilled" for the Enduraflex™ panels. This milling and drilling process is a *worldwide* industry first.

The strength of Fiero's space-frame

chassis allows Pontiac engineers to design the body panels to be *non-structural*. This means the panels do not play a supportive role in the Fiero chassis design. The beauty of these lightweight Enduraflex™ "skins" is that they're designed to cope with the realities of everyday driving. The front fenders actually bounce back from minor impacts, and all panels resist minor dents and dings. The Enduraflex™ panels are also designed to retain their beauty over the long haul: *they will never rust.*

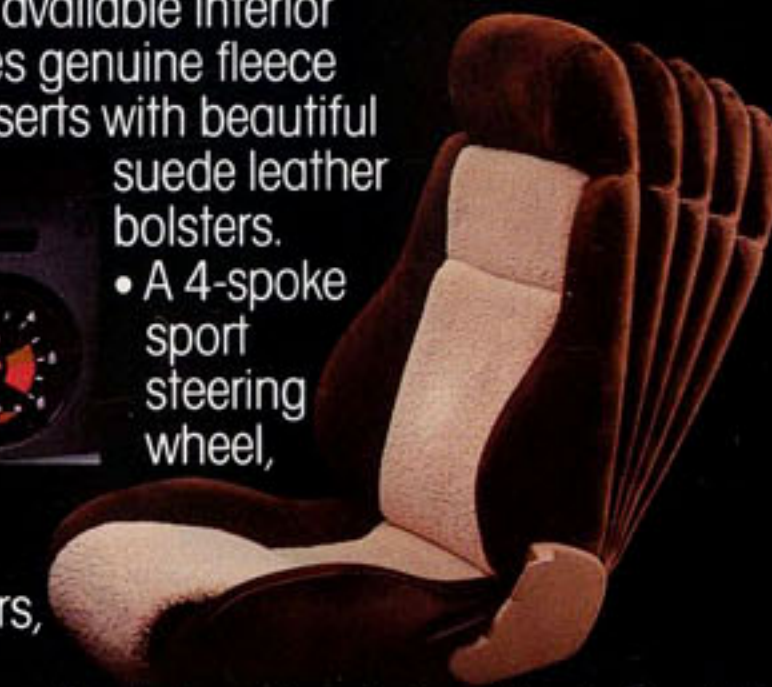
## DESIGNED FOR THE BUSINESS OF DRIVING

Pontiac interior designers artfully blended function with comfort and convenience in the Fiero interior environment. Standard features on the Fiero Coupe and Fiero Sport Coupe models include:

- Full instrumentation in a freestanding instrument cluster, with electric speedometer, odometer, trip odometer, 6000 RPM tachometer, and fuel, temperature and voltmeter gages.
- Courtesy instrumentation includes door ajar, rear compartment lid ajar, low oil pressure warning, engine warning and seat belt reminder (a tone is used in place of a buzzer).



- An upshift light comes on Fieros equipped with a 4-speed manual transmission.
- Reclining bucket seats with contoured backs and built-in lateral support. The Fiero SE Coupe available interior includes genuine fleece seat inserts with beautiful suede leather bolsters.
- A 4-spoke sport steering wheel,



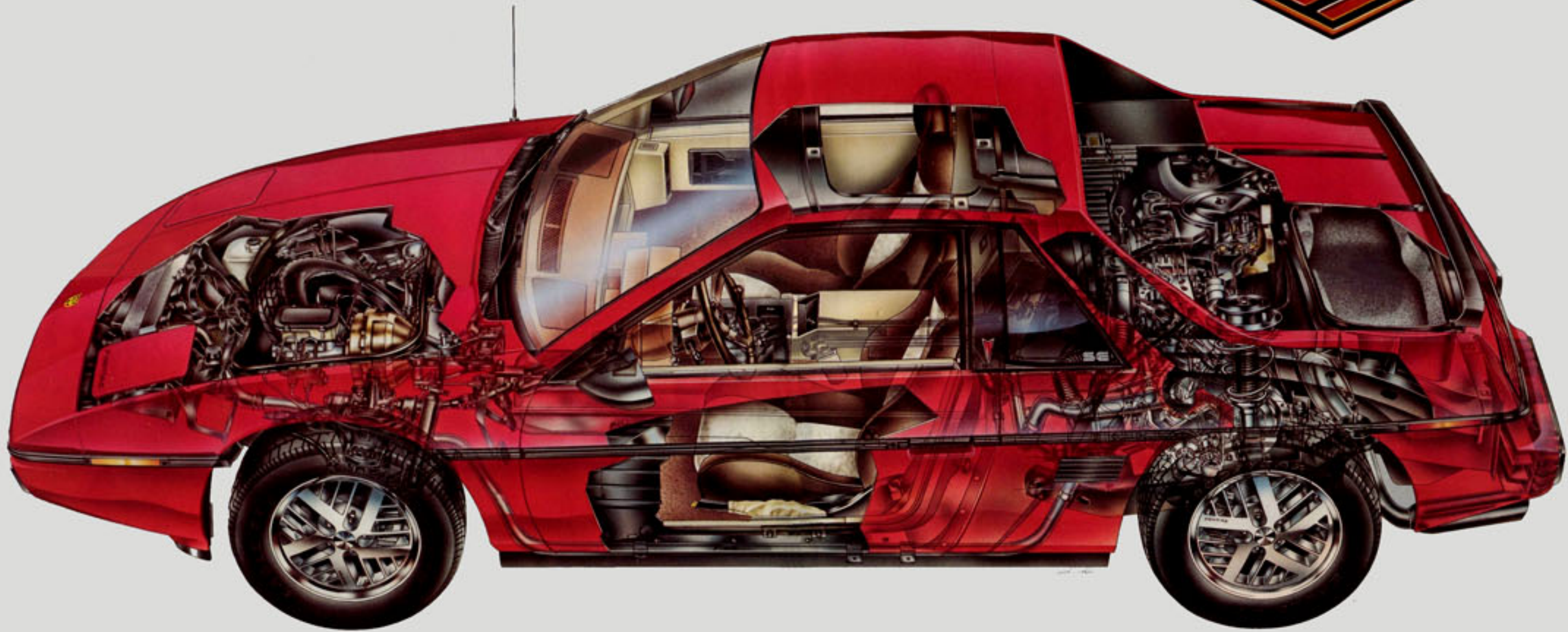
side window defoggers, custom color-coordinated seat and shoulder belts, full carpeting, full-length console (two-tone color on Fiero SE Coupe), and dual map lights.

Fiero Sport Coupe and Fiero SE Coupe models can also be ordered with available equipment such as custom air conditioning, controlled cycle wipers, cruise control with resume speed feature, tinted glass (standard on SE), tilt steering wheel and an electric rear window defogger.





# ITS REAL BEAUTY LIES IN THE LOGIC OF ITS DESIGN



The Pontiac Fiero has been called one of the most innovative American cars ever, and here's why:

Fiero is the very *first* 2-seat American production car to exploit the advantages of a mid-mounted engine, resulting in excellent front-to-rear weight distribution.

Fiero's innovative space-frame chassis uses principles gleaned from modern racing car design,

giving it strength without the penalties of excess weight.

Fiero is equipped with fully independent suspension, rack and pinion steering, power 4-wheel disc brakes with aluminum calipers and a 23mm front stabilizer bar, *all standard.*

Fiero offers an available Y99 suspension package including recalibrated shocks, stiffer steering gear and 14" wheels with P195/70R14 steel-belted radials. (Avail-

able on Fiero Sport Coupe and Fiero SE Coupe. Not available on Fiero Coupe.)

Fiero also offers an available WS6 performance handling package that includes special springs and shocks, 14" hi-tech cast aluminum wheels and P215/60R14 Goodyear Eagle GT radials. (Standard on Fiero SE Coupe, shown. Not available on Fiero Coupe.)

Fiero is powered by a 2.5 liter, transverse-mounted 4-cylinder engine with electronic fuel injection and 9.0:1 compression ratio. This engine employs "swirl-port" technology, which means the intake passages of the cylinder head are shaped in a spiral path to "swirl" the air/fuel mixture for a smoother and faster burning combustion process.

Fiero transmissions include a 4-speed on Fiero Coupe, a per-

formance-geared 4-speed on Fiero Sport Coupe and SE, and an available 3-speed automatic on Fiero Sport Coupe and SE.

Fiero's innovative Enduraflex™ panels will never rust, the front fenders, door panels, and lower quarter panels "give" on minor impacts, and the other panels resist minor dents and dings.

Fiero's space-frame is milled and drilled to an accuracy of  $\pm 5$ mm on each body panel mount.

The Fiero is obviously much more than a new Pontiac. The Fiero's basic concept, engineering execution, materials usage and assembly technology represent, in many ways, what lies in store for the future of the automotive industry. The Pontiac Fiero is on the leading edge of innovative automotive design!