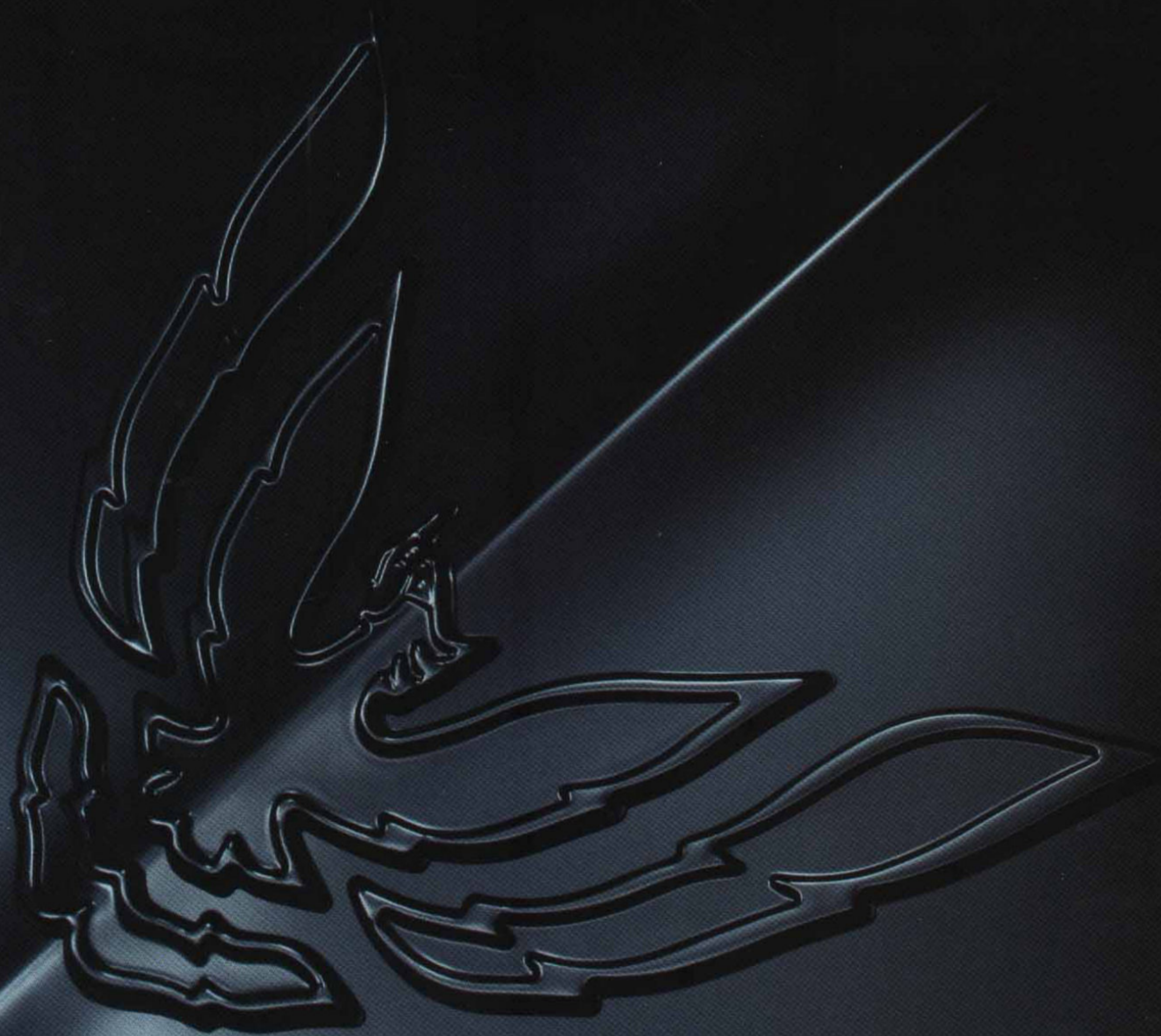


# FIREBIRD

97 PONTIAC





Back 30-some years ago, they called them pony cars (no doubt paying homage to a manufacturer who was just horsing around). They were cute. Kid stuff. Then came Firebird. With a 400-cubic-inch V8. Pavement trembled.

### **Scare the Neighbors**

Children hid behind parents. • As Firebird sticks its 30th candle in the birthday cake, everything and nothing has changed. For 1997, Firebird still sends tremors through the tarmac. But it won't scare the neighbors, just leave them in awe. And wishing the car were theirs. • What Firebird keeps from its

### **Attitude is Everything**

past is attitude. Because attitude is everything. Especially when you back it up with all the technology three decades of engineering advancement can unleash on the asphalt.



From Woodward Avenue to Pomona,  
Firebird has always known the meaning

## **Green Means Go**

of green. Green means go, and that's  
something Firebirds do well. • Whether  
in bone-stock street trim or decked out



for top fuel NHRA competition, Firebird  
knows how to perform and has the guts  
to prove it. • But Firebird's modern per-  
sonality shows a multidimensional  
face. No previous generation Firebird  
can stop or corner as well. Nor did they  
offer the high level of refinement and  
sophisticated safety equipment that is  
**Multidimensional**  
standard on every model. If those were  
the good ol' days, by automotive stan-  
dards, these days are better. Enjoy  
them now, or forever hold your peace.

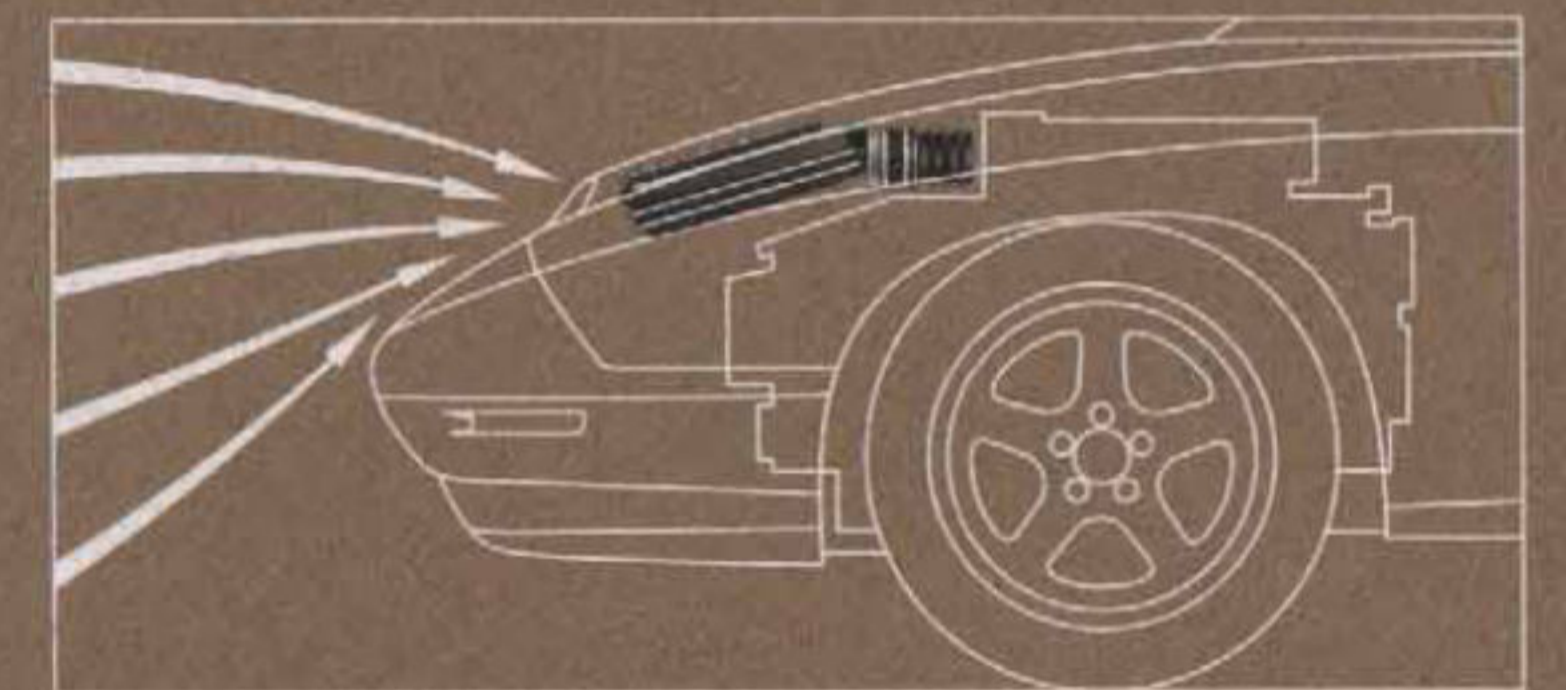




Trans Am in Black with WS6 Performance and Handling Package, 17" high-polished aluminum wheels and available T-tops.



Breathe deeply and say "ahh." The prescription for power is found in Ram Air, a Pontiac tuning tool for better than three decades. • For 1997, Trans Am is **Ram Air Induction** available with Ram Air (known on the option sheet as WS6) – a package whose main attraction is the functional cold-air induction system that's better able to satisfy the 5.7 liter V8's raven-



ous appetite for oxygen. By providing improved airflow, the dynamometer needle moves from 285 horsepower to 305. • A complete performance package, WS6 for coupes also includes special chassis components such as higher rate springs, tighter valved shocks, stiffer bushings and steamroller-sized tires (275/40ZR17) that carry a speed rating high enough to make them legal for racing in the SCCA and IMSA.



**Performance:** If you have to ask why, don't bother. • For those who know, Trans Am provides the red meat enthusiasts crave. Motor heads will immediately recognize its stiff body structure

**If You Have to Ask**

provides the basis for its magnetic handling, as well as excellent performance in barrier testing. • With torsional frequency measured at 26 hertz and bending at over 23 hertz, wheels remain in



position for maximum grip, body panels stay put for a welcome absence of squeaks, and the overall feeling is one of a supersonic bank vault. • Like it needed to prove itself, Trans Am has on the NHRA, IMSA and IROC circuits.

Vehicle shown with extra-cost options.



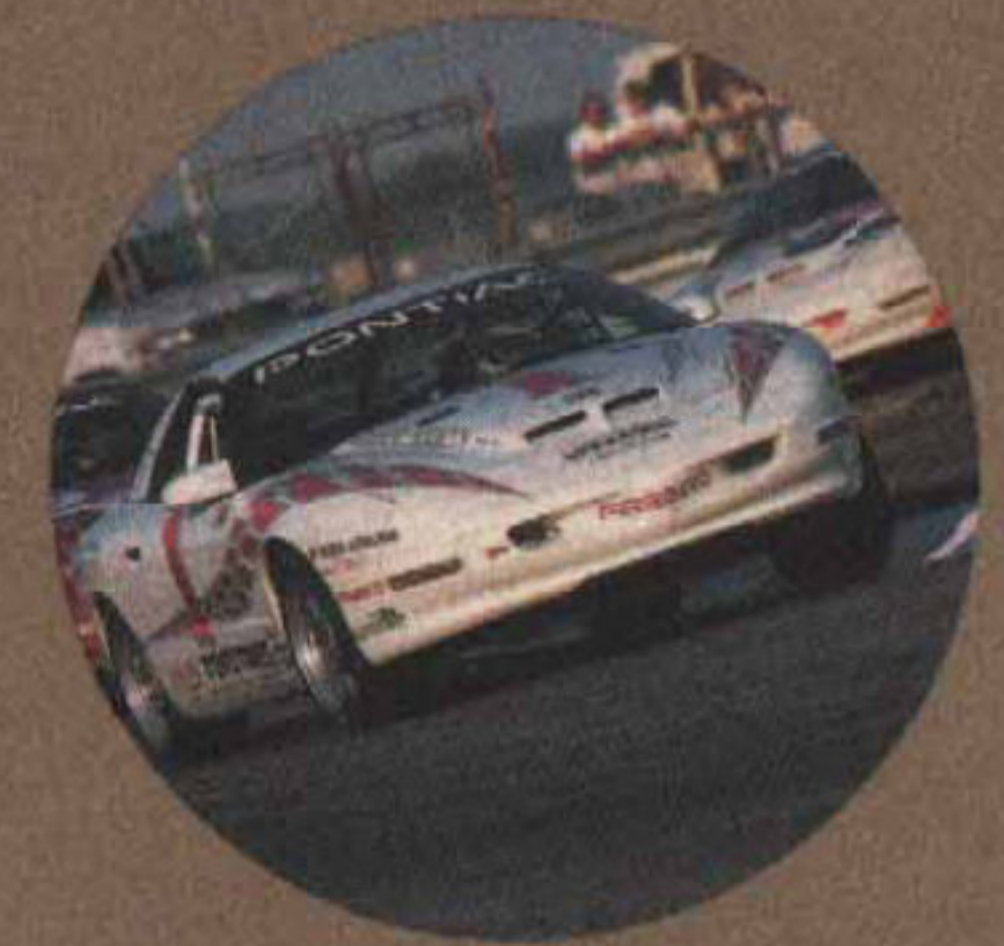
Formula in Red-Orange Metallic with 5-spoke aluminum wheels.

**Either**  
**you**  
**get it**  
**or you**  
**don't.**





**Understand this: If you have a 285-horsepower V8 under the hood, you'd better have the right equipment surrounding it. • Brakes. Essential for life,**



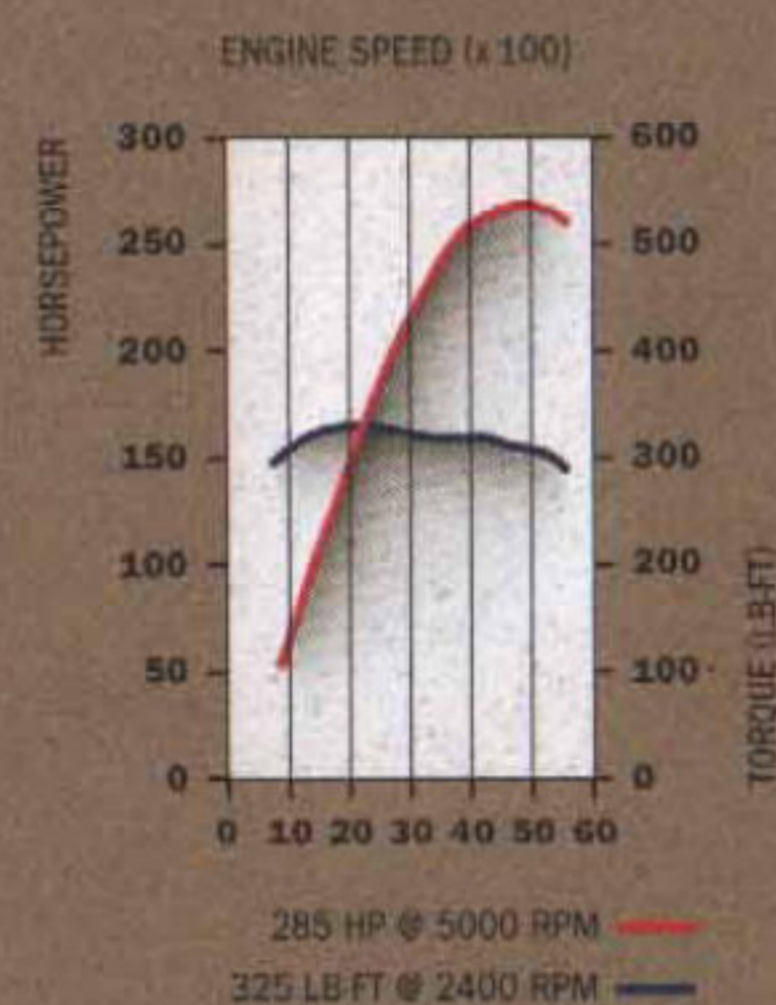
**liberty and the pursuit of driving excitement. Formula utilizes large vented discs at each corner, with hydraulics controlled by the quick-acting ABS-VI system. • Both transmissions are available with Traction**



**Control, an all-speed system that uses both engine power reduction and the ABS to help control wheel slip under power. Why let a little rain or snow curb your excitement? • Pontiac's Formula: The equation works.**



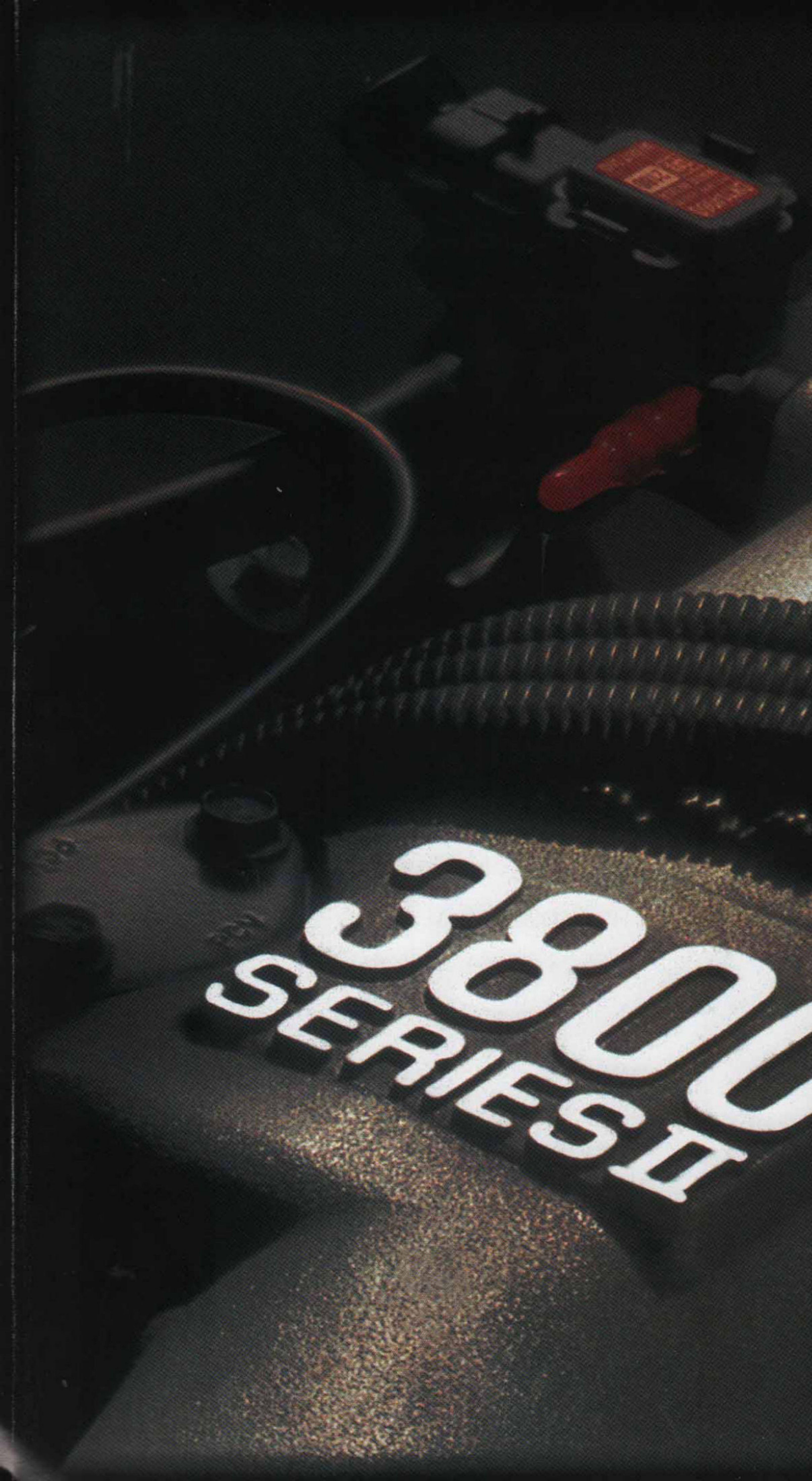
When you're looking for the formula of maximum performance, look no further than a compression ratio of 10.4:1, alu-



minum heads with roller followers, sequential-port fuel injection, highly efficient reverse-flow cooling and an optically based ignition system that measures crankshaft position 360 times per revolution. • If you can't get 285 horsepower out of these, go back and check your math. • Directing this power into forward motion are two sophisticated heavy-duty transmissions; standard is the 4L60 automatic with overdrive. For those who like to row the gears, the slick Borg Warner T56 6-speed manual is a no-cost option.



Photo shown includes extra-cost options.



When low operating costs are just as important as low 0-60 times, the V6-powered Firebird is the choice to make. With 200 horse-

## **No Excuses**

power on tap, no excuses are necessary. • Firebird's standard mill displaces 3.8 liters and includes some of the industry's most advanced technology. • Should Firebird's standard, racing-inspired suspension and front disc/rear drum brakes with ABS not be enough, upgrade with the 3800 V6 Performance Package. Feel the difference a few select parts can make: a faster steering gear, limited slip differential, dual outlet exhaust, four-wheel disc brakes and wider tires mounted on 5-spoke cast aluminum wheels. • As on every Firebird, dual front air bags are standard, but still fasten your safety belt every time you turn the key.



Firebird Convertible in Dark Green Metallic with 5-spoke aluminum wheels.



Firebird in Black with 3800 V6 Performance Package.



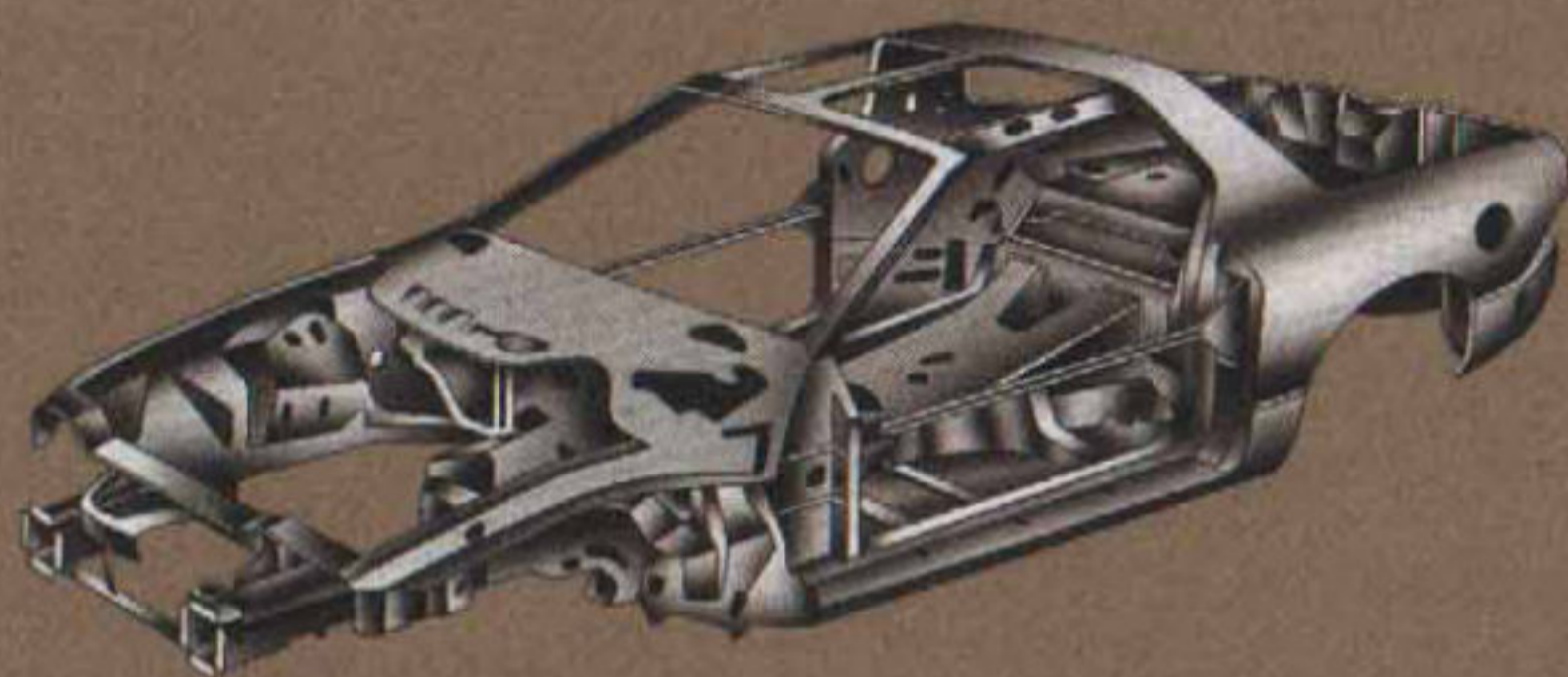
The first rule of success is to equip yourself with the proper tools. This axiom not only applies to business, but to automobiles as well. • Firebird provides drivers with what's needed for command of the road. • Instrumentation features large analog performance gauges with straightforward white-on-black markings. At night, instruments radiate a warm red glow that helps cut glare and improve **Straightforward Control** visibility. Many controls are also backlit for easy use, no matter what the lighting conditions. • Additional standards include the Tilt-Wheel adjustable steering column, PASS-Key II theft-deterrent system, Delco 2001 Series AM/FM stereo with cassette and graphic equalizer, folding rear seatback and electric hatch release. Even more is standard on convertibles, such as automatic power door locks, power windows and cruise control.

Trans Am interior shown in Dark Pewter with available leather seating surfaces. Extra-cost options shown.

To fully understand Firebird, look beyond its shape and performance. At its core, you'll find a structure that

## Designed to Protect

helps protect those inside with front and rear crumple zones. These work to absorb some of the energy generated



in a collision before it reaches the passenger compartment. • Beyond

Firebird's safety cage are specific standard and available features that help

drivers avoid collisions: anti-lock brakes, all-speed Traction Control, 2nd-

Gear Start, all-season tires. And help protect occupants: dual front air bags,

(always wear safety belts, even with air bags), 3-point safety belts in all posi-

tions, energy-absorbing instrument panel. • Firebird: Look good. Have fun.

Be safe.

### Firebird Occupant Protection and Crash

#### Avoidance Features

To help contribute to driving safety, each of the following features is included in the Firebird line:

#### Occupant Protection

- ▶ Manual lap/shoulder safety belts for all outboard positions.
- ▶ Driver and front passenger air bags.
- ▶ Automatic power door locks (standard on convertible and Trans Am models, available on all others).
- ▶ Illuminated entry (available with remote keyless entry).
- ▶ Energy-absorbing steering column.
- ▶ Energy-absorbing instrument panel.
- ▶ Folding front seatback locks, inertia type/manual, two-door models.
- ▶ Safety armrests.
- ▶ Breakaway inside rearview mirror.
- ▶ Security door locks and door retention components.
- ▶ Laminated windshield glass, urethane bonded.
- ▶ Head restraints, adjustable, front.
- ▶ Side door beams.
- ▶ Passenger-guard inside door lock handles.

#### Crash Avoidance

- ▶ Anti-lock braking system, four-wheel.
- ▶ Brake/transmission shift interlock.
- ▶ Available Traction Control and 2nd-Gear Start.
- ▶ Automatic daytime running lamps.
- ▶ Side marker lamps.
- ▶ Parking lamps.
- ▶ Four-way hazard warning flashers.
- ▶ Backup lamps.
- ▶ Directional signal control.
- ▶ Windshield defroster, washer and multi-speed wipers.
- ▶ Inside day/night rearview mirror.
- ▶ Outside rearview mirrors.
- ▶ Center high-mounted stop lamp.
- ▶ Brake system with dual master cylinder plus warning light.
- ▶ Starter safety switch.

- ▶ Dual-action hood latch (front opening).
- ▶ Low-glare finish—inside windshield moldings, wiper arms and blades, metallic steering wheel surfaces, inside rearview mirror frame and bracket.
- ▶ Illuminated heater and defroster controls.
- ▶ Tires with built-in tread wear indicators.

#### Theft Deterrence

- ▶ Visible vehicle identification number.
- ▶ Laser-etched VIN plate.
- ▶ Theft-deterrent steering column lock.
- ▶ Theft-deterrent key locking system.
- ▶ PASS-Key II theft-deterrent system.
- ▶ Remote inside hood release.
- ▶ Available audible theft-deterrent system.

#### And now, a word about...

#### This Catalog:

We've tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Pontiac dealer for complete details.

#### Engines:

Firebird models are equipped with engines produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.

#### Updated Service Information:

Pontiac regularly sends its dealers useful service bulletins about Pontiac products. Pontiac monitors product performance in this field. We then prepare bulletins for servicing our products better. Now you can get these bulletins too. Ask your dealer. To obtain ordering information, call toll-free 1-800-551-4123.

#### The Assembly of Firebird:

Firebird is assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Firebird incorporates

thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Firebirds with different or differently sourced components than originally scheduled. All such components have been approved for use in Firebirds and will provide the quality of performance associated with the Pontiac name. Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.


#### Warranty Protection:

Firebird's 3-year/36,000-mile (whichever comes first) no-deductible bumper-to-bumper limited warranty covers repairs, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle is covered, except for adjustments and normal maintenance.

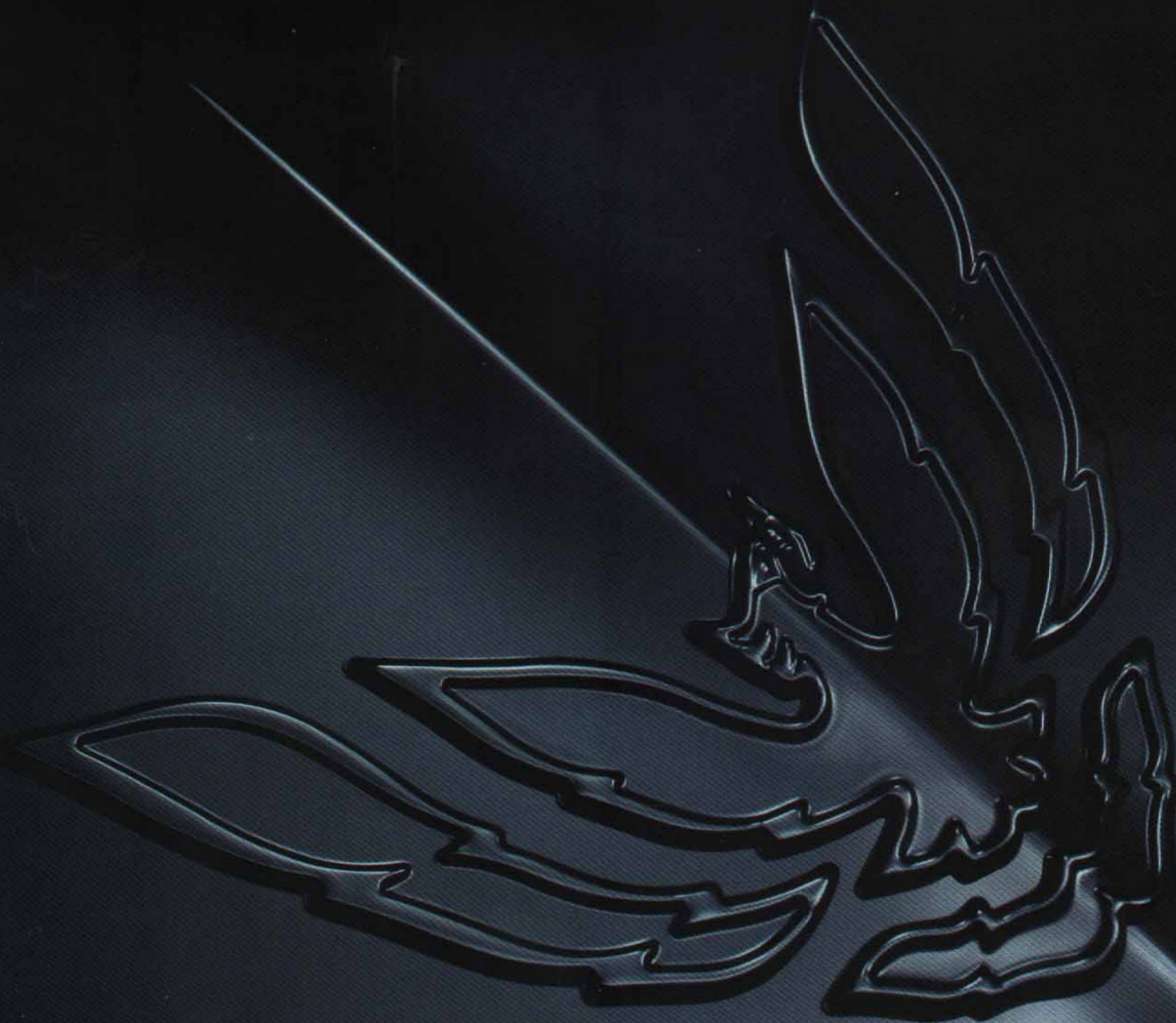
#### Corrosion Protection:

Firebird is designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for 6 years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your Pontiac dealer for terms of these limited warranties.

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