

1980 Pontiac Firebird Formula

2dr Coupe • 8-cyl. 301cid/140hp 4bbl

#1 Concours condition

\$24,300

↗ +38.9%

#2 Excellent condition

\$17,000

↗ +24.1%

#3 Good condition

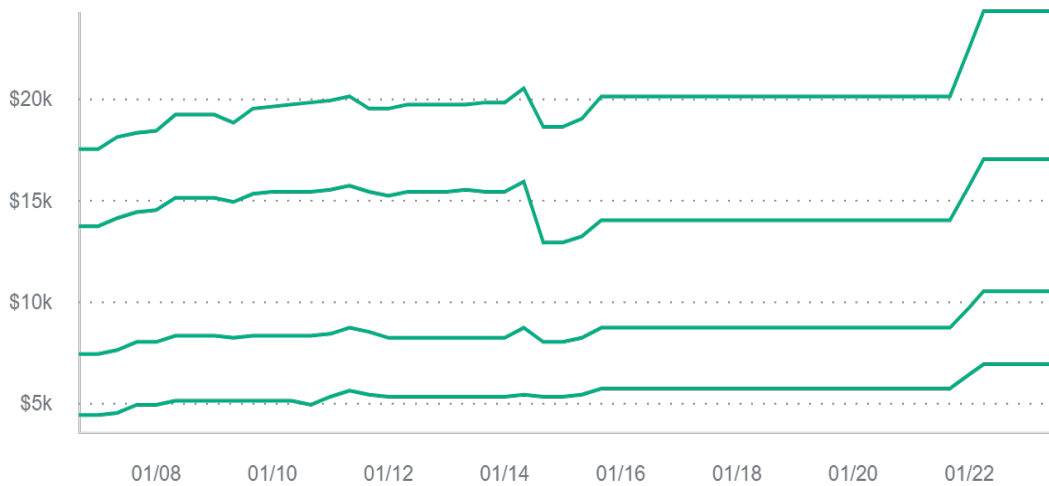
\$10,500*

↗ +41.9%

#4 Fair condition

\$6,900

↗ +56.8%



Value adjustments

| | | | | |
|-------------------------|--|------------------------------|---------------------|-----------------------|
| -10% for 6-cyl. | -15% for auto. | +10% for Special Edition. | +10% for T-tops. | +11% for Red Bird. |
| +7% for Yellow Bird. | -10% for 305/145 V8 on Trans Am. | | | |

Model description

The year 1980 was not a good one for the industry and Pontiac Firebird sales fell off in a big way. The Trans Am suffered particularly hard as total sales dropped 56 percent, despite offering 11 different models (including an Indy Pace Car) with five different engines, including a Turbo V-8.

Base prices jumped more than \$300 for each model in the spring, while the highest horsepower available was 210 bhp, from the new turbocharged 4.9-liter V-8. A total of 23,422 Trans Ams and Formulas were fitted with this engine. *Ward's Automotive Yearbook* reported all 1980 Pontiac Firebirds featured automatic transmissions.

*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)® on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

Firebirds changed little in appearance from 1979, the main exception being the introduction of an off-center hood power bulge for the Turbo engine, with a different screaming eagle decal. The Esprit was offered with a Yellow Bird package this year, replacing the Red Bird, but the Black Bird special edition continued. New Turbo mag wheels debuted and eventually were available across the Firebird range. Firebird Formula models also gained blacked-out taillights and twin split exhausts like the Trans Am. T-top production was limited to 35 percent of 1980 Firebird output.

Base Firebirds now started at \$5604 with a Buick V-6 and \$5784 with a 140-bhp 301 Pontiac V-8. The base engine for California was a 150-bhp Chevrolet 305 V-8 and all California cars were fitted with air conditioning. Esprit prices began at \$5967, Formula at \$6955, and Trans Am from \$7179. The 1980 Indy Pace Car was white over gray with special decals and the 301 turbo engine. The Indy Pace Car cost a staggering \$11,194, with an additional 14 more options available.

Many black and gold Special Editions had T-tops in 1980. Trans Am equipment included bucket seats, rally gauges with clock and tach, engine-turned dashboard, snowflake or Turbo mag wheels, front and rear spoilers, front and rear wheel opening flares, functional extractor on the front fenders, dual exhaust with split tips, and power bulge hood. The Trans Am Special Edition package cost \$1443 with T-tops, or \$748 without that feature.

The 1980 Pontiac Firebird was available in 15 exterior paint colors, including Cameo White (11), Platinum (15), Starlight Black (19), Tahoe Blue (24), Nightwatch Blue (29), Yellowbird Accent (37), Tahitian Yellow (51), Yellowbird Edition (56), Solar Gold (57), Barclay Brown (67), Francisco Red (72), Montreux Maroon (76), Carousel Red (79), Fiero Bronze (80), and Ontario Gray (84).

Car and Driver tested a 1980 Turbo Trans Am with the 210-bhp LU8 engine. The results were modest but respectable, with 0-60 mph in 8.2 seconds and a quarter-mile in 16.7 seconds at 86 mph. *Motor Trend* was blunt: "We had the distinct impression we were driving a normally aspirated 350 two-barrel Firebird of several years ago." Pontiac slipped to fifth place in the sales race behind Buick in the U.S. market.

Body styles

2dr Coupe

Engine types

8-cyl. 301cid/140hp 4bbl 8-cyl. 301cid/210hp 4bbl
 Turbo

1970-1981 Pontiac Firebird stats

| | | | |
|------------------|--------------|------------------|-------------|
| Highest sale | Lowest sale | Most recent sale | Sales |
| \$495,000 | \$451 | \$185,000 | 2458 |

Vehicle's condition classification

#1. Concours

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

#3. Good

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

#2. Excellent

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

#4. Fair

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.