

PONTIAC 1977

Trans Am / Formula / Esprit / Firebird



The Firebird spirit.

It's grabbing life for all it's worth. It's making the good times happen. It's doing it all with style.

If that spirit moves you, friend, come along. Firebird, now in its eleventh year, offers you four dramatic ways to express it.

And the first way may be the most dramatic of all...our ultimate sport, Trans Am.

Notice your pulse jump a few beats as you glanced below? Trans Am does that to people. Especially this year, with an aggressive new grille. New squared-off dual headlamps. New shaker hood. It's a rush just enjoying it from afar.

But as someone with Firebird's kind of spirit, you don't operate from afar. So come closer. Reach for the door. Sit back in those rich all-Morrokide seats.

Now, do you feel it? You're in command. Everything is right there. The gleaming machine-turned dash with full rally gauges, clock and tach. Thickly padded Formula steering wheel. Even Turbo Hydra-matic.

You're cruisin' and you haven't even turned the key. Do it, friend. Feel that surge of excitement rush through your veins. It's Trans Am's standard 6.6 litre

(400CID) 4-bbl. V-8. And if you're looking for something more, there's the new T/A 6.6†. It has the horsepower of last year's 455 V-8 over a broader rpm range.

But wait, you're no driveway cowboy. So take it to the street. Feel Trans Am's smooth, eager acceleration. And that scatback agility afforded by variable-ratio power steering. Power front disc brakes. And Pontiac's famed Radial Tuned Suspension with GR70-15 radials.

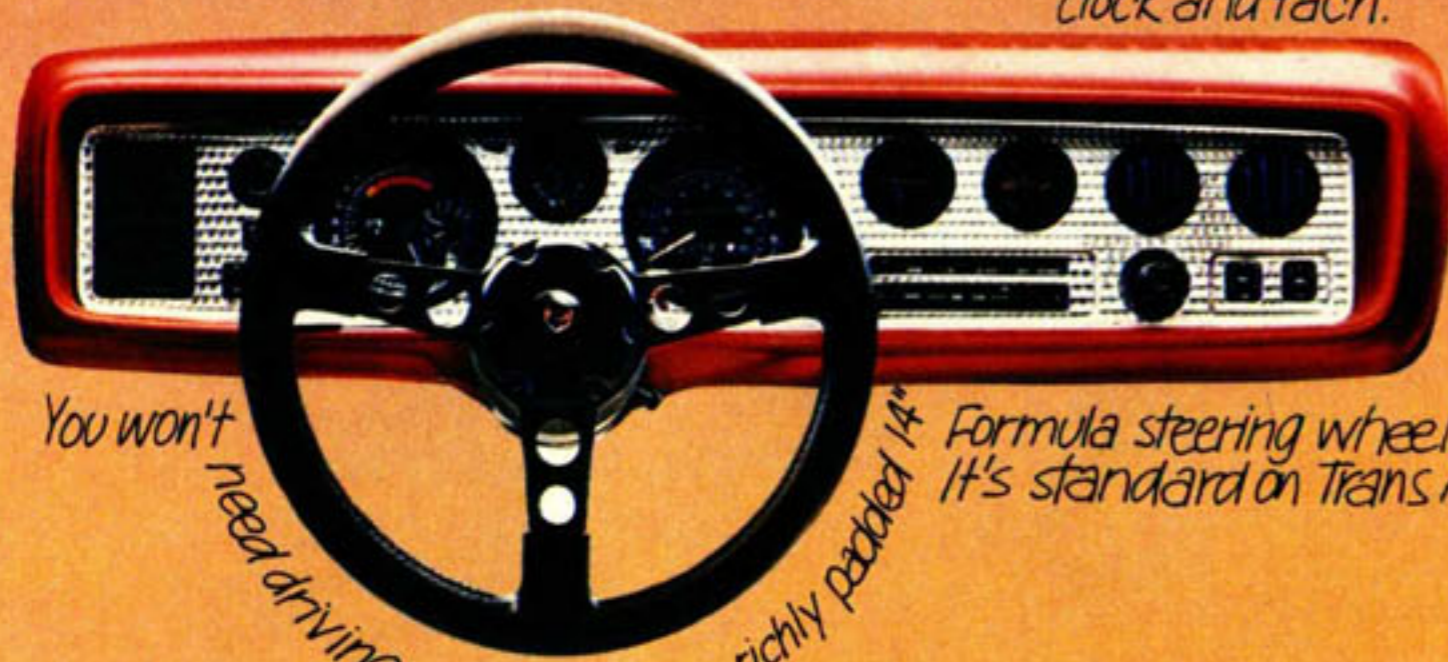
Obviously, this is potent stuff. So in case Trans Am is a little more than you want to handle now, no sweat. We've got three other great ones just pages away.

†See Facts and Figures pages for availability

*That's Trans Am below.
See opposite page for the exciting
Trans Am instrument panel.*



*For a dash of excitement,
Trans Am features a machine turned finish trim plate, rally gauges,
clock and tach.*



You won't need driving gloves with this richly padded 14" Formula steering wheel. It's standard on Trans Am.

Formula Firebird has so much spirit it could turn even ordinary drivers into enthusiasts.

But just imagine what it could do to you.

Suddenly, you'll insist on the most isolated parking spots. Eager to protect those beautiful Formula contours. With new hood and new dual air scoop design. Newly standard rear deck spoiler. Blacked-out grille. Chrome side splitter tailpipes.

You'll start driving the long way home just for the fun of it. Groovin' in your rich Morrokide bucket seats. Your finger on the pulse of Formula's all-new 5.0 litre (301 CID) 2-bbl. V-8†.

And eventually you'll accept the envious side glances, the flirtatious smiles of drivers around you. Especially if you order the Formula Appearance Package.

With blacked-out lower body and hood scoops. Multi-color stripes and large "Formula" super-graphics on the side. It's enough to keep 'em looking you over for years.

The Formula. A different species.

†See Facts and Figures page for availability

Some of the equipment shown or mentioned is optional at extra cost.



If the spirit moves you toward luxury,
Esprit is your breed of 'Bird.
For beneath these sporty lines, elegance
abounds.

Every day becomes another opportunity to
enjoy its comfort. With standard
Morrokide or newly-available velour
bucket seats. And added acoustical
insulation.

Every turn of the key signals another
spirited performance. This year with
a 3.8 litre (231 CID) V-6 that's smooth
and quiet.

And always, there's the chance to enjoy
some of the many little touches that
add so much. Sport mirrors. Custom
pedal trim plates. Deluxe wheel
covers.

Or you can also order Esprit's new blue
Sky Bird Appearance Package. It
features luxurious blue velour seat
trim. Two-tone blue exterior. Blue cast
aluminum wheels, Accent stripes.
And more.

Esprit. You could call it our "blue blood"
sport.

If you've got a spirit for great value, our
base Firebird fills the bill nicely.

It has the features that make Firebird one
of the greatest names in American
sports cars. The sporty good looks.
The handling and ride of Pontiac's
Radial Tuned Suspension.

It has the fun of a Firebird. Standard
3-speed† floor shift. Spunky 3.8 litre
(231 CID) V-6. Deep contour
Morrokide bucket seats.

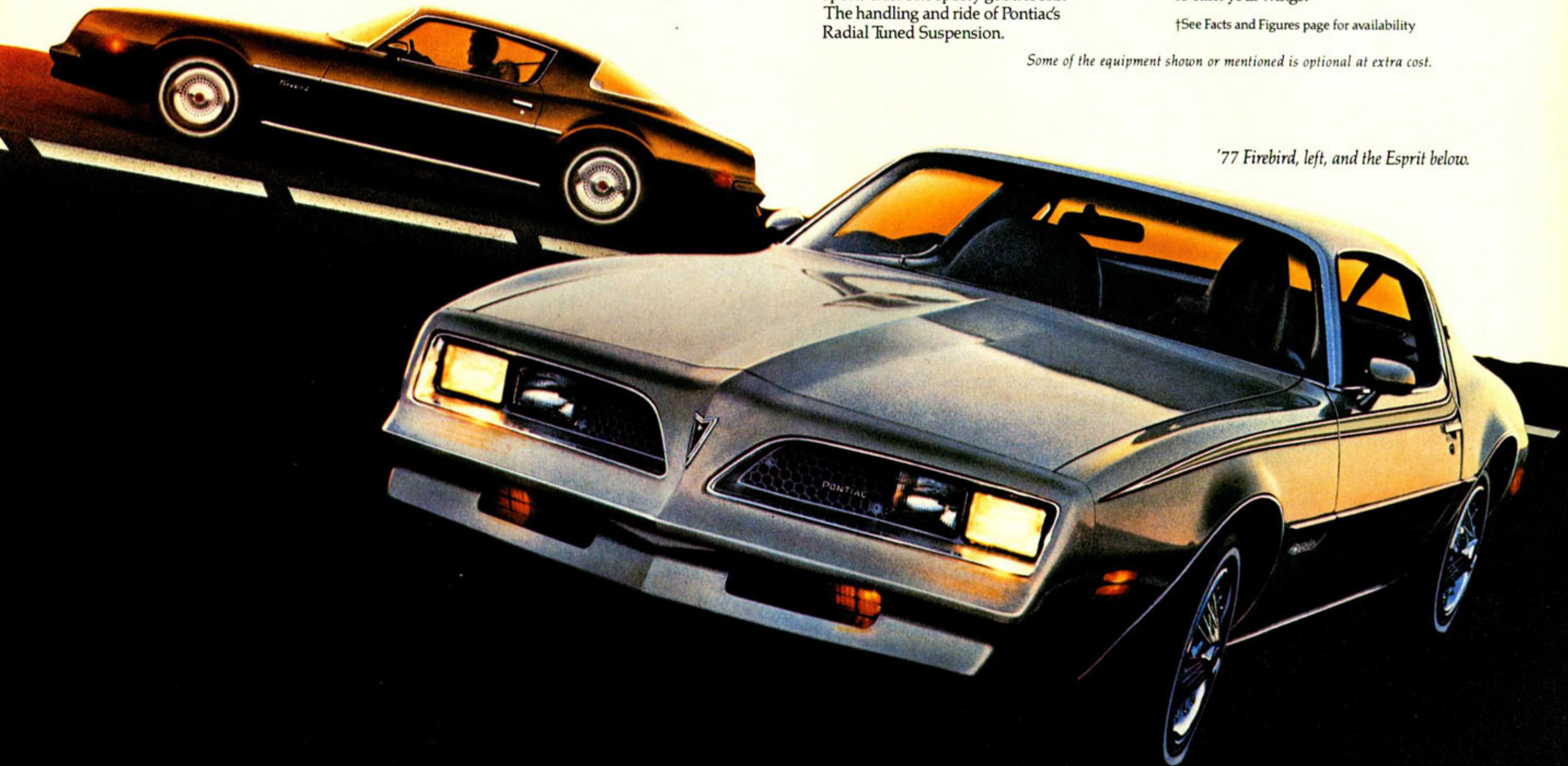
It's got Firebird's dependability, too. With
High Energy Electronic Ignition and
catalytic converter that can help you
go a long way between scheduled
maintenance.

But our base Firebird has something else
all its own—the lowest Firebird price.
Which means it's the easiest way yet
to earn your wings.

†See Facts and Figures page for availability

Some of the equipment shown or mentioned is optional at extra cost.

'77 Firebird, left, and the Esprit below.



What a set of pipes!
They're the chrome
side splitter
exhausts you'll
find standard
on Formula &
Trans Am.



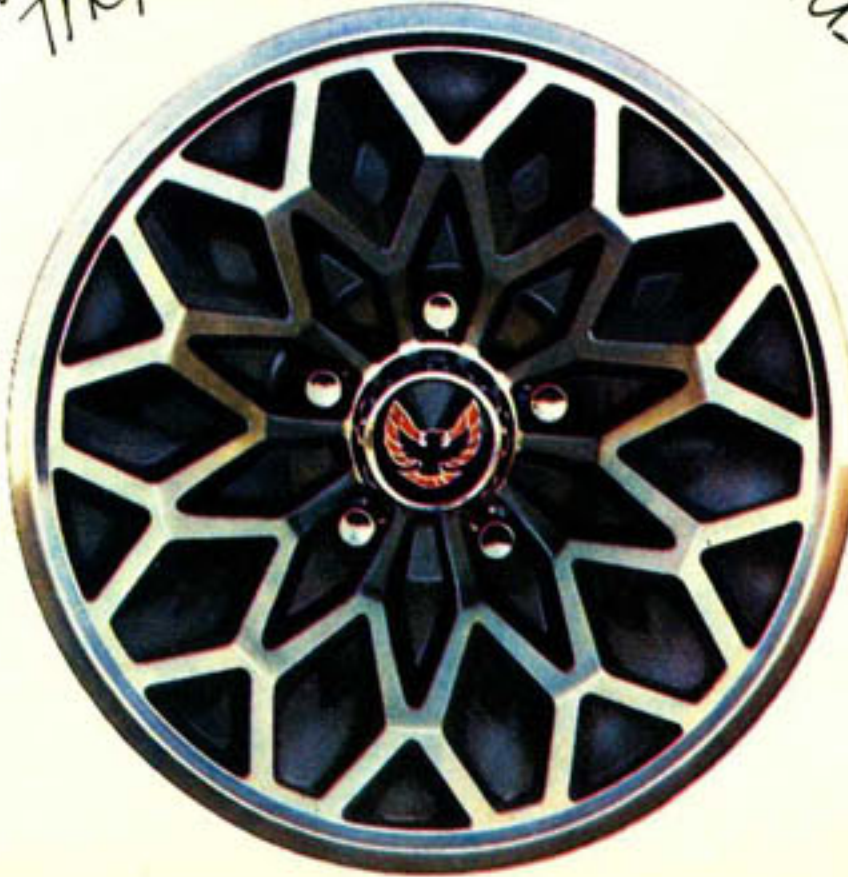
Show your colors with body colored Rally II
wheels. They're available on all Firebirds.
Regular Rally II wheels are standard on Trans Am.



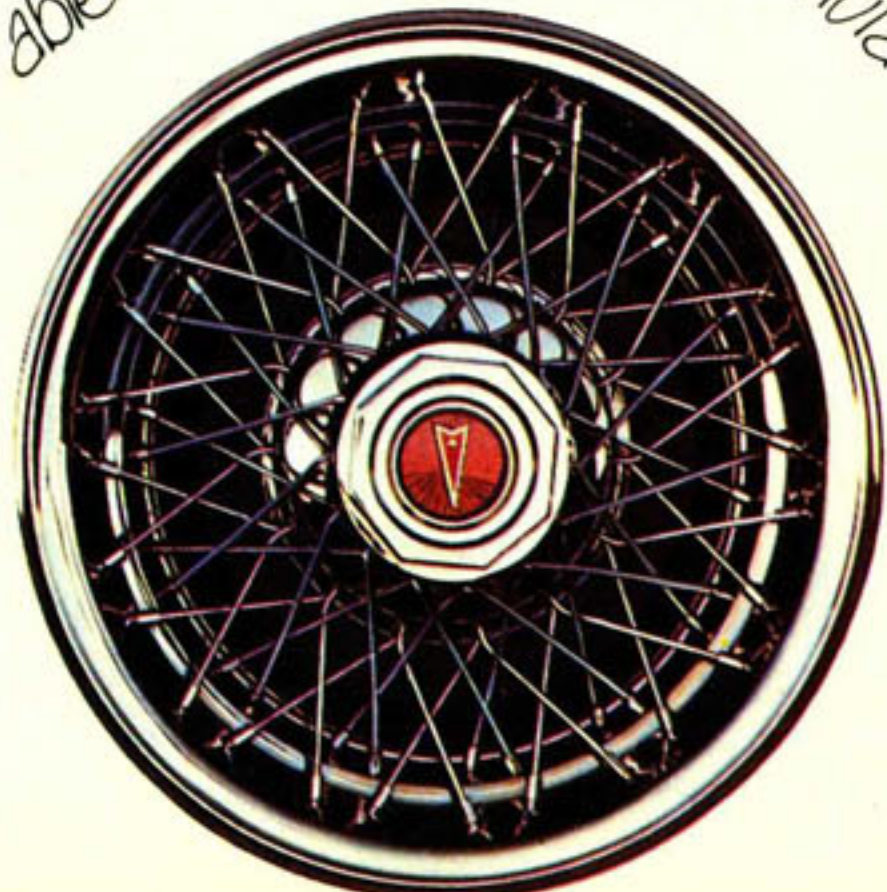
Pontiac's High Energy
Electronic Ignition
delivers up to 35,000
volts for quick
starts. Eliminates
points and
ignition condenser.
It's standard
on all Firebirds.



These dazzling new cast aluminum
wheels are a Pontiac exclusive.
They're available on all Firebirds.



For pure class, it's hard to beat
these wire wheel covers. They're avail-
able on Firebird, Esprit & Formula.

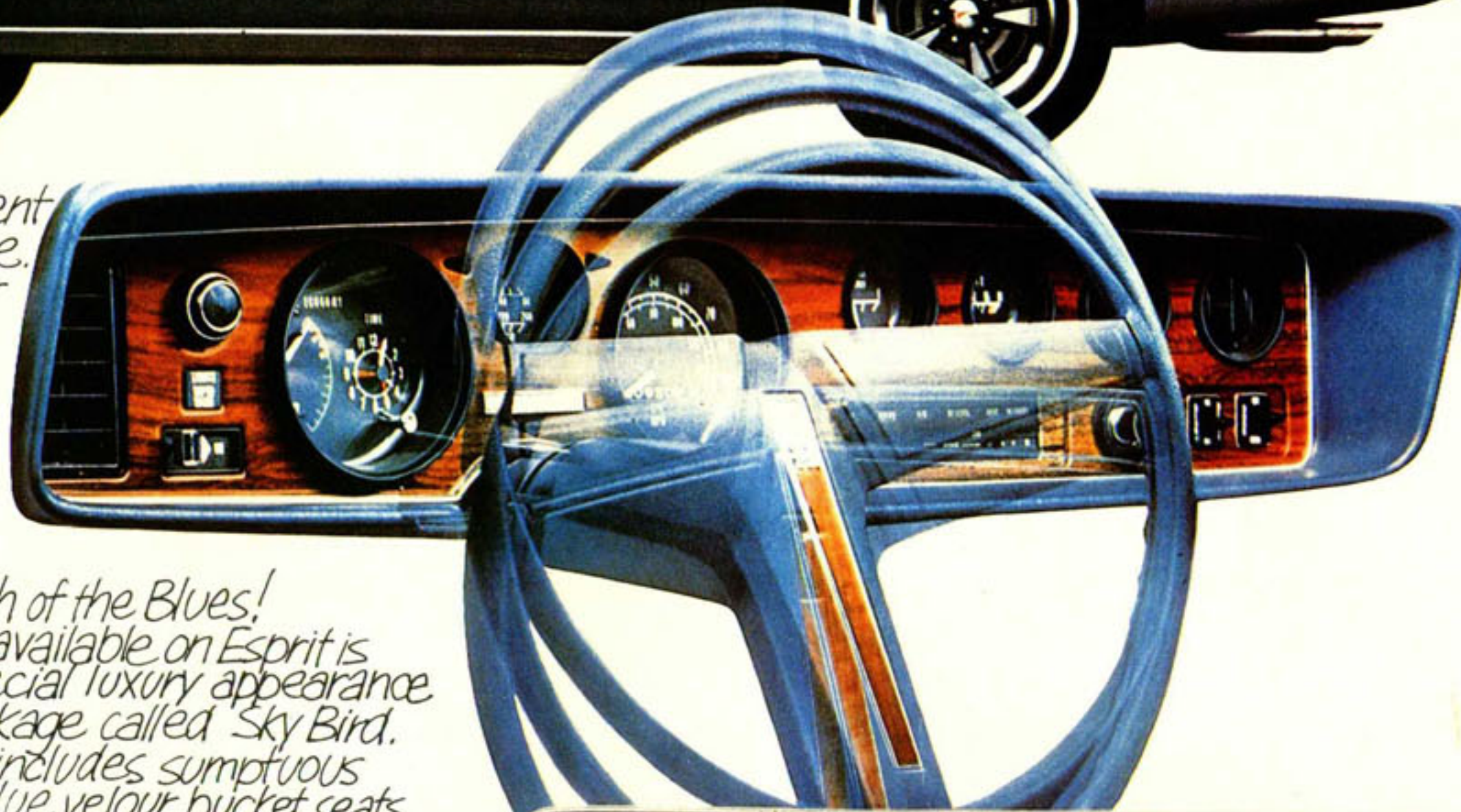


Firebird tames the road with standard
Tuned Suspension & steel belted radial tires.

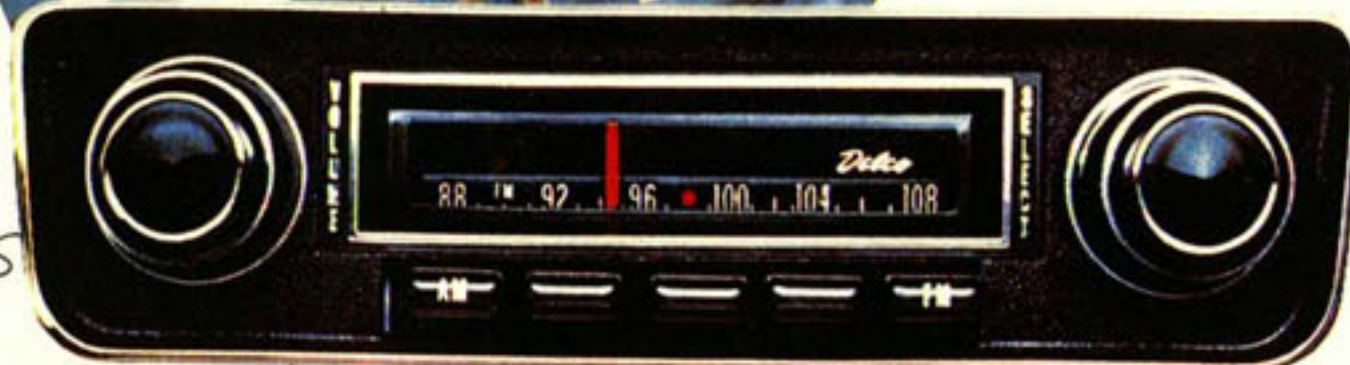
Grab even more excitement by ordering this stylish over the roof stripe.



Firebird's standard instrument panel is dashing, handsome. Rally gauges and the popular tilt steering wheel are available.



Rebirth of the Blues!
Now available on Esprit is a special luxury appearance package called Sky Bird. It includes sumptuous blue velour bucket seats, two tone blue exterior blue cast aluminum wheels, dark blue rear panel, blue grille panels, accent stripes, special identification & more.



Firebird's available AM/FM stereo radio. You can even order a separate 8 track tape deck unit.



Facts and Figures

MODELS

Hardtop Coupe, offered in four versions: Firebird, Firebird Esprit, Formula Firebird and Firebird Trans Am.

POWER TEAMS

Engines.

3.8 litre (231 CID) 2-bbl. V-6 standard on Firebird and Esprit.

5.0 litre (301 CID) 2-bbl. V-8 standard on Formula, available on Firebird and Esprit.

5.7 litre (350 CID) 4-bbl. available on Firebird, Esprit and Formula.

6.6 litre (400 CID) 4-bbl. V-8 standard on Trans AM, available on Formula.

T/A 6.6 litre (400 CID) 4-bbl. V-8 available on Trans Am and Formula.

Transmissions.

3-speed manual standard on Firebird and Esprit.

4-speed manual standard on Formula, available on Firebird, Esprit and Trans Am.

Turbo Hydra-matic standard on Trans Am, available all other models.

Ask your Pontiac dealer for full details on engine/transmission combinations.

STANDARD INTERIOR FEATURES

Standard Firebird Features

Front bucket seats and bucket-type rear seats with all-Morrokide trim. Front seat cushions of solid foam with integral springs. New deluxe cushion steering wheel in matching interior colors. Nylon-blend, cut-pile carpeting. Simulated rosewood applique on instrument panel trim plate. Speedometer graduated in kilometers per hour as well as miles per hour. Single-buckle seat and shoulder belt system. Fluid-on-demand windshield washer. Ash tray lamp. High-low level body ventilation. Trunk floor mat.

Special Firebird Esprit Features

Custom all-Morrokide bucket seats with lateral support design. New luxury cushion steering wheel in matching colors. Custom pedal trim plates. Door and instrument panel assist straps. Distinctive door trim panels. Rear ash trays. Added acoustical insulation.

Special Formula Firebird Features

New luxury cushion steering wheel in matching interior colors. Full-length front console.

Special Firebird Trans Am Features

Formula steering wheel. Rally gauges, electric clock and instrument panel tach. Aluminum swirl-finish instrument panel trim plate.

STANDARD EXTERIOR FEATURES

Standard Firebird Features

New grille and hood styling with integral body-colored bumpers. Hubcaps with the Pontiac crest. New rectangular headlamps. Bright windshield, rear window and grille moldings. Firebird emblems on sail panel and rear deck lid. Dual horns. Recessed windshield wipers.

Special Firebird Esprit Features

Esprit identification. New deluxe wheel covers. Body-colored sport mirrors, left-hand remote control. Body-colored door handle inserts. Bright moldings on roof, window-sills, hood, rocker panels and wheel openings.

Special Formula Firebird Features

Formula identification. New rear deck spoiler. New steel hood with twin simulated air scoops. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. Dual chrome splitter tailpipe extensions.

Special Firebird Trans Am Features

Trans Am decal on front fenders, grille panel and on wraparound rear deck spoiler. Front center air dam. Rear wheel opening air deflectors. Front fender air extractors. Body-colored sport mirrors, left-hand remote control. Blacked-out grille. 15" x 7" Rally II wheels with trim rings. Shaker hood and air cleaner. Dual chrome splitter tailpipe extensions.

| DIMENSIONS (inches) | Firebird & Esprit | Formula | Trans Am |
|---------------------------|-------------------|-----------|-----------|
| Overall length | 196.8 | 196.8 | 196.8 |
| Overall width | 73.0 | 73.0 | 73.0 |
| Wheelbase | 108.1 | 108.1 | 108.1 |
| Track, front/rear | 60.9/60.0 | 61.3/60.4 | 61.2/60.3 |
| Head room, front/rear | 37.3/36.0 | 37.3/36.0 | 37.3/36.0 |
| Leg room, front/rear | 44.1/29.6 | 44.1/29.6 | 44.1/29.6 |
| Shoulder room, front/rear | 57.4/54.4 | 57.4/54.4 | 57.4/54.4 |
| Hip room, front/rear | 52.4/45.8 | 52.4/45.8 | 52.4/45.8 |

STANDARD CHASSIS FEATURES

Standard Firebird and Esprit Features

Front disc brakes. Variable-ratio power steering. Coil-spring front and leaf-spring rear suspension. High Energy Electronic Ignition and catalytic converter which requires unleaded fuel. And Radial Tuned Suspension, which includes: FR-78-15 steel-belted radial tires, firm shock absorbers, jounce restrictors, computer-selected springs, front stabilizer bar.

Special Formula Firebird Features

Power-flex fan with 6.6 litre (400 CID) V-8. Heavy front and rear stabilizer bars.

Special Firebird Trans Am Features

Safe-T-Track limited-slip differential. Power brakes. Power-flex fan. GR70-15 steel-belted radial tires.

| CAPACITIES | Firebird/ Esprit | Formula/ Trans Am |
|-----------------------------------|---------------------|----------------------|
| Fuel tank (gals.) | 16.8 | 16.8 |
| Cooling system (qts.) | 13.2 | 17.4/15.3 |
| Oil, less filter refill (qts.) | 3.3 | 4.1 |

POPULAR EQUIPMENT AVAILABLE

New hatch roof with removable panels (special edition Trans Am only). Over-the-roof accent stripes. Canopy vinyl top. New wire wheel covers. New cast-aluminum wheels. Body-colored Rally II wheels with trim rings. Deluxe wheel covers (std. on Esprit). New Lombardy cloth bucket seats (not avail. on base Firebird). Custom Morrokide interior trim package (std. on Esprit). Air conditioning. Rally gauge instrument cluster. Cruise control. Electric rear window defroster. Front and rear consoles. AM, AM/FM, AM/FM stereo radios. 8-track stereo tape player. Formula steering wheel (std. on Trans Am). Added acoustical insulation (std. on Esprit). Remote deck-lid release. Dome and reading lamp. Formula Appearance Package including blacked-out lower body and grille, special striping and super-graphics. Special new Esprit Sky Bird Appearance Package including blue velour interior trim, two-tone blue exterior, dark blue accent on lower body with gradient blue tape stripe, medium blue cast aluminum wheels, blue luxury cushion steering wheel, decals, blue grille panels, blue custom seat belts and special sail panel identification.

Exterior colors

11. Cameo White



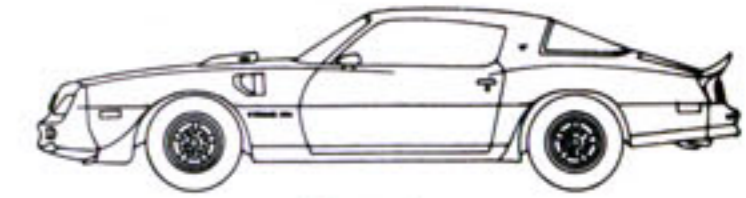
13. Sterling Silver



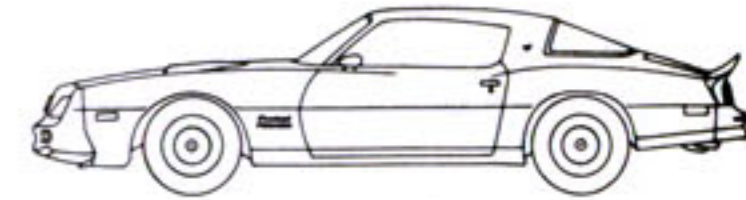
19. Starlight Black



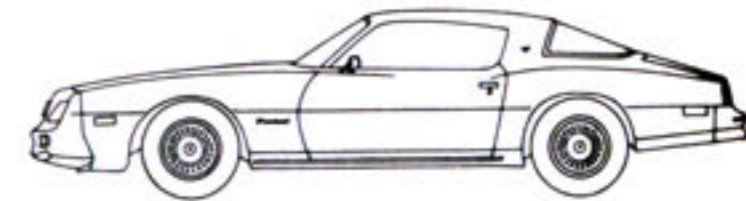
29. Nautilus Blue



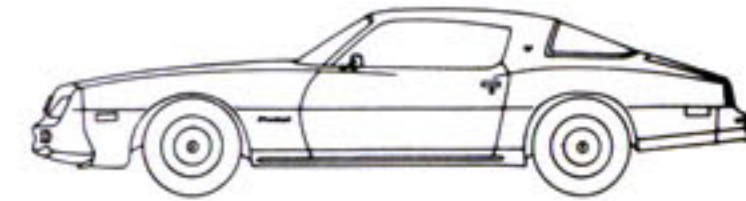
Trans Am



Formula



Esprit



Firebird



36. Firethorn Red



61. Mojave Tan



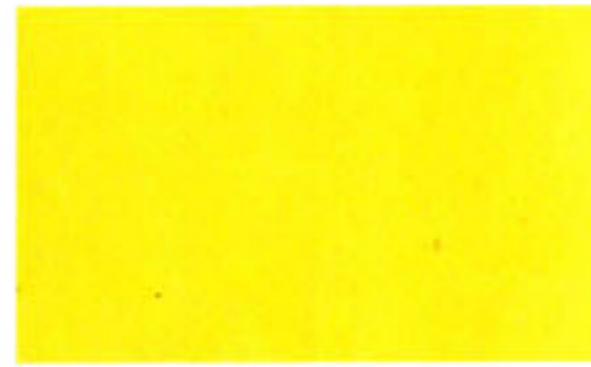
69. Brentwood Brown



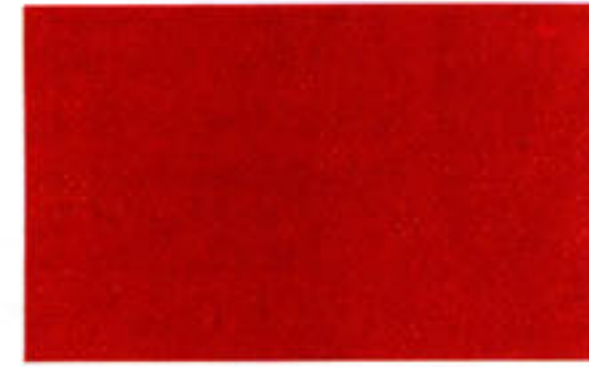
78. Mandarin Orange



38. Aquamarine



51. Goldenrod Yellow



75. Buccaneer Red



22. Glacier Blue



44. Bahia Green



63. Buckskin

Colors shown are representative only. Printed reproduction does not permit accurate color fidelity. Actual colors may be seen at your Pontiac-Buick dealer's.



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