

# 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-Monokote 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—a life

(400 CE) 4-444 V-8. And if you're looking for something more, there's the new T/A 6.01. 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 scabback agility afforded by variable-ratio power steering. Power front disc brakes. And Pontiac's famed Radial Tired 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 radio.*



*You won't wear driving gloves with this nifty rubber 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.

*The Formula. A different species.*

You'll start driving the long way home just for the fun of it. Coconuts in your finger on the pulse of Formula's all-new 3.0 liter (300 CID) 2-441 V-6!

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" supergraphics on the side. It's enough to keep 'em looking you over for years.

*See Facts and Figures page for availability.*

*Some of the equipment choices 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 Monokide 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 liter (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 Toned Suspension.

It has the fun of a Firebird. Standard 3-speed floor shift. Sporty 3.8 liter (231 CID) V-6. Deep contour Monokide 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.



Firebird takes the road with standard  
Turner Suspension & steel belted radial tires.



Pontiac's High Energy  
Electronic Ignition  
delivers up to 3,000  
volts for quick  
starts. Eliminates  
ignitor condenser.  
It's standard  
on all Firebirds.

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



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



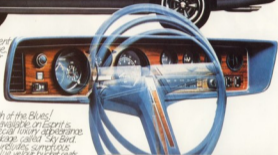
For pure class, it's hard to beat  
these wire wheel covers. They're avail-  
able on Firebird, Esprit & Formula.



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



Firebird's standard instrument panel is dashingly 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: Turbo, Firebird, Formula, Firebird and Formula Trans Am.

### POWER TRAINS

#### Engines

3.8 liter (231 CEE) 2-161, V-6 standard on Firebird and Esprit.

3.0 liter (181 CEE) 2-161, V-6 standard on Formula, available on Firebird and Esprit.

3.7 liter (230 CEE) 4-161, available on Firebird, Esprit and Formula.

6.8 liter (400 CEE) 4-161, V-8 standard on Trans Am, available on Formula.

T/A 6.8 liter (400 CEE) 4-161, 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-Morokide 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 stainless 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-Morokide 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 tail 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-trim, 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 deflector. 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	37.4/34.4	37.4/34.4	37.4/34.4
Hip room, front/rear	32.4/45.8	32.4/45.8	32.4/45.8

### 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, junior restrictors, computer-selected springs, front stabilizer bar.

#### Special Formula Firebird Features

Power-flex fan with 6.8 liter (400 CEE) 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 (gals.)	13.2	17.4/15.3
Oil, less filter (qt.)	3.3	4.3

### 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 Leathershock cloth bucket seats (not avail. on base Firebird). Custom Morokide 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, deluxe blue grille panels, blue custom seat belts and special tail panel identification.

# Exterior colors



11. Cameo White



13. Sterling Silver



19. Starlight Black



20. Nautilus Blue



Wildcat



Formula



Esprit



Firebird



26. Fireborn Red



61. Mojave Tan



69. Bristwood Brown



78. Mandarin Orange



38. Aquamarine



51. Goldenrod Willow



75. Buccaneer Red



22. Glacier Blue



44. Bahia Green



63. Buckskin

Color shown are representative only.  
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may be seen at your Pontiac-Buick  
dealer's.



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