

# Pure Pontiac!

The 1971 Performance Cars



They're specialty cars. Built for special purposes. And special kinds of drivers who have one thing in common.

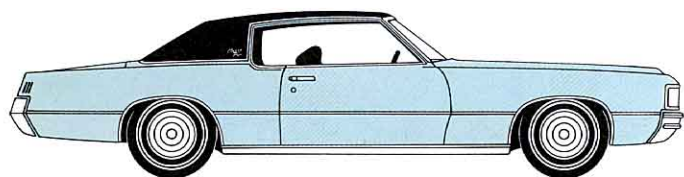
They like to drive. There's something about a finely tuned, beautifully responsive automobile that really turns them on. And drive it they must.

Call them buffs. Or devotees. We simply think of them as avid enthusiasts.

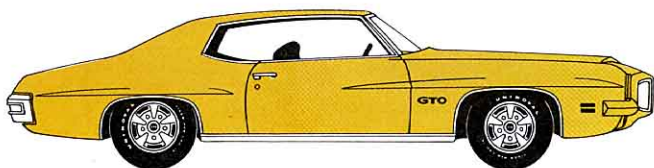
Of course, not all enthusiasts are the same. Some like their cars big. Some medium. Some small. So Pontiac makes specialty cars in three different sizes. And a wide range of personalities.

If you're an enthusiast, you're going to like all the specialty cars Pontiac builds. But one of them is going to be right on for you. The car. Kind of a mechanical statement of what you are.

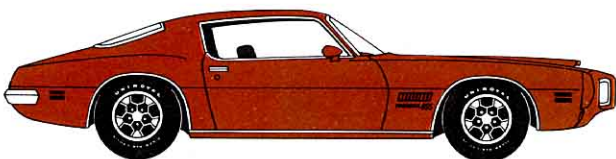
Which car? There couldn't be a better time to find out.



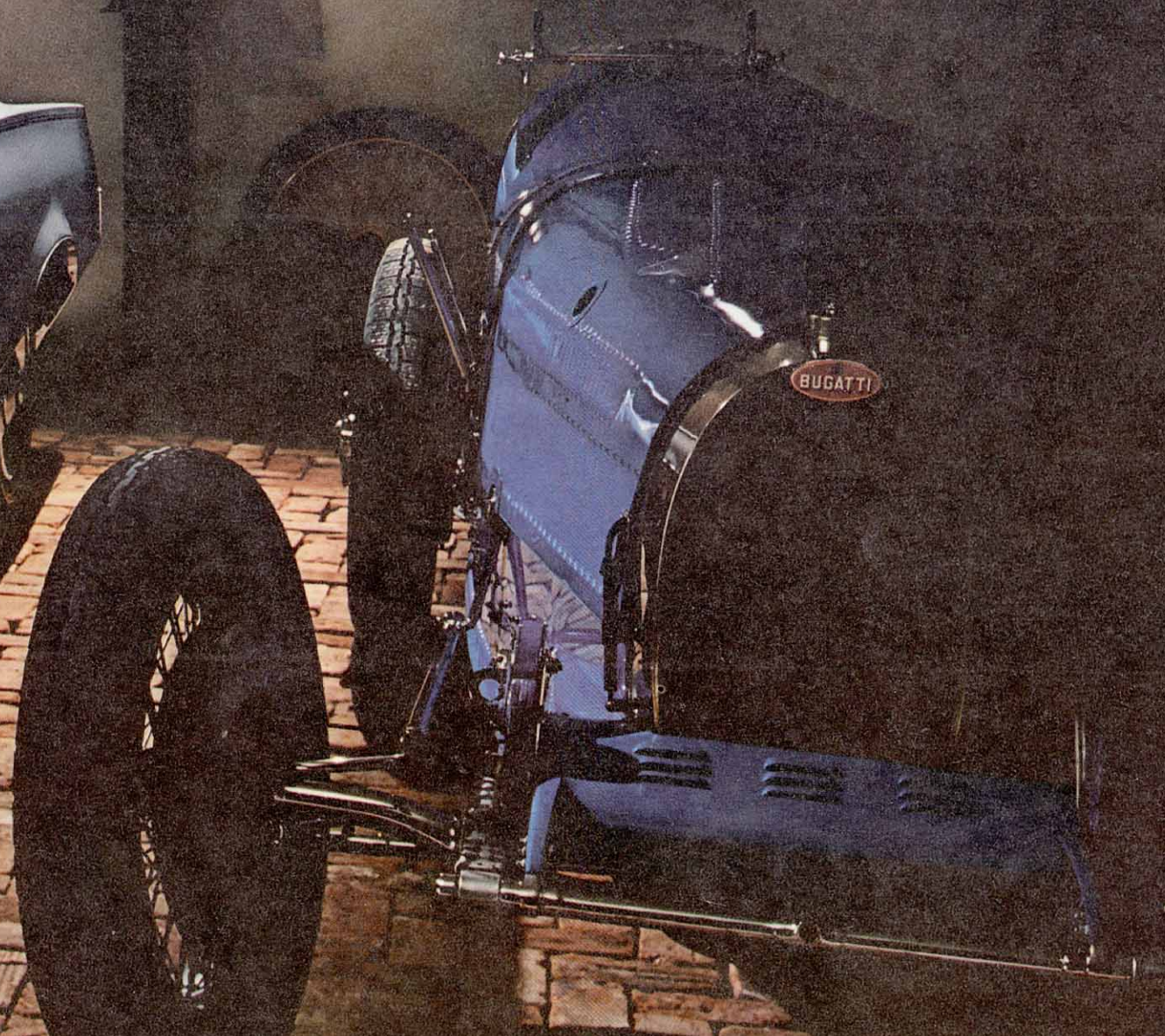
Full-Size: Grand Prix, Models "J" & "SJ" . . . . . page 4



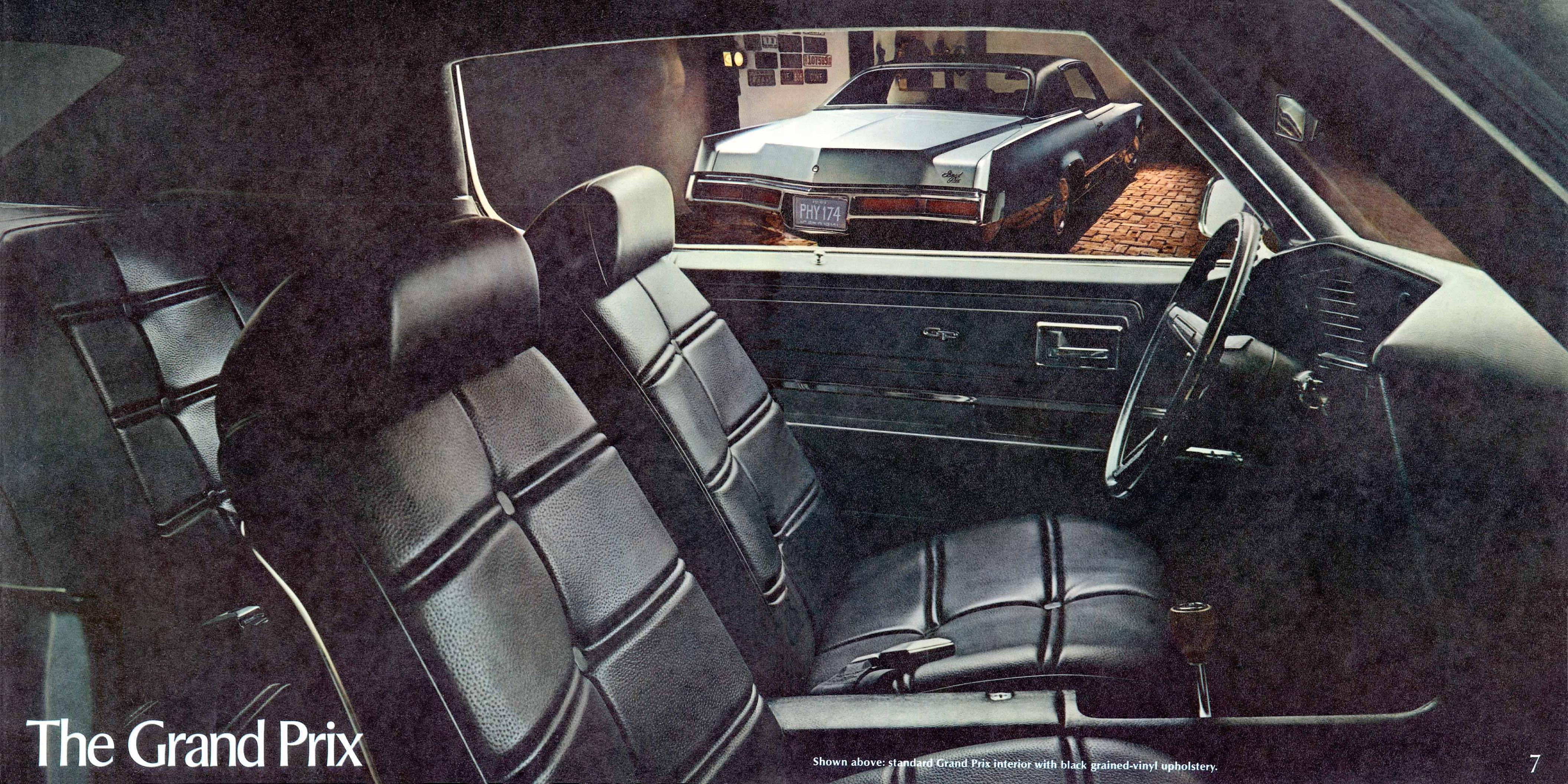
Mid-Size: GTO, The Judge, GT-37. . . . . page 10



Sport-Size: Firebird, Esprit, Formula Series, Trans Am. . . . . page 18



# The Grand Prix



# The Grand Prix

Shown above: standard Grand Prix interior with black grained-vinyl upholstery.

# The Grand Prix

We call it a classic.

Not because of its classic grille, profile and sculptured rear end. Handsome though the styling may be, no classic ever made it on looks alone.

A classic car evolves out of a special relationship between an automobile and a driver. And with the new Grand Prix, that relationship starts as soon as the driver gets behind the wheel.

The driver sits in a command seat. Kind of a cockpit. All the switches, selectors and controls are grouped for easy access and readability. Like nothing since the Bugattis were in business.

Bucket seats go on either side of the vinyl-covered console. They're upholstered in a leatherlike grained vinyl. If it weren't so thick, it would make a great pair of driving gloves.

The interior's plush. But not the kind that suggests the addition of a doily. Or a bud vase. It gives you comfort without getting in the way of your driving.



The same "comfortable fun" philosophy applies to Grand Prix's ride and handling. As you know, cars that really handle aren't usually known for their smooth ride. Grand Prix is. And we managed both with a bit of typical Pontiac ingenuity.

Take GP's frame. Chassis engineers call its design full-separate. Meaning it's a full frame completely separated from the body.

It's rigid. So when you hit a bump, the frame doesn't get rubbery. And because it's separate, the body (with the exception of a few wires and the speedometer cable) is isolated and insulated from the frame by thick natural rubber mounts. Result: Quiet smoothness.

The suspension is tailored. Coil springs at every wheel. They're quieter than leaf springs. And they maintain a more constant state of resilience.

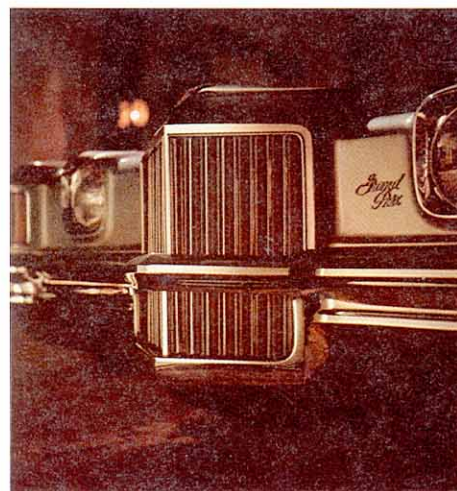
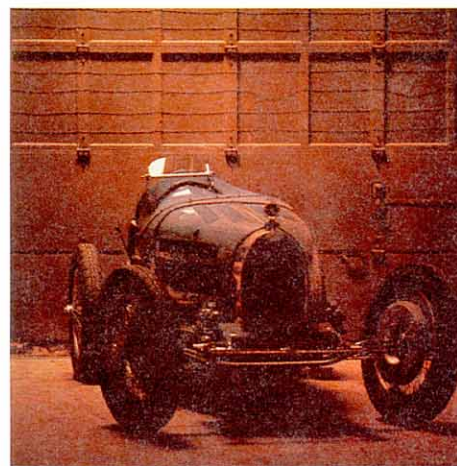
Of course, any coil spring will compress and expand. But lateral support is needed. So Grand Prix's rear axle is snubbed down with a 4-link system of upper and lower



control arms. The rear axle stays at its proper attitude, within its full range of travel.

While coil springs give Grand Prix its smooth ride, beefy shocks keep things firmly on the road. And a front stabilizer bar assists in taking the lean out of corners. That's how we got Grand Prix's remarkable combination of good riding and good handling. It's a luxury car that doesn't wallow. A performance car that doesn't jar.

Nice. But you have to get moving to appreciate it. So GP's standard power comes from a 400-CID V-8 that delivers 300 gross



horsepower (255 net).<sup>†</sup> More power is available with the 455-CID V-8. 325 gross horsepower (260 net).

Like every 1971 Pontiac engine, these performers are designed to operate efficiently and effectively on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, another benefit is longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular-grade gasoline with a research octane number of 91 or higher may be used.

Grand Prix gives you a choice of three transmissions to handle that power. The standard heavy-duty, Hurst-shifted Muncie 3-speed manual. The available Hurst-shifted Muncie 4-speed. Or the Turbo Hydra-matic you can order.

The way a car responds to a driver has a lot to do with the way a driver responds to the car. So GP has power steering. But it's a special kind. Variable-ratio power steering. The farther you turn, the faster it

turns. Moving down a straightaway, the ratio is 16.0:1. Good road feel. And the same kind of response you'd get with non-power steering.

But in a tight corner—or a tight parking spot—the ratio drops to 12.4:1. You get quick response. 2.9 turns, lock to lock.

The standard power brakes are special, too. They're power front disc brakes. You know how highly resistant they are to fade.

Little things are important to the relationship between car and driver. Some of the most seemingly insignificant features on the Grand Prix, for example, are very significant when it comes to the way a driver feels about the car. (They also give you a clue to the way we feel about it.)

Two hood pop-up springs instead of one. They keep the hood straight—and secure.

Lamp sockets. As in all Pontiacs, they're pushed in, then turned. Lamps are more secure that way.

Windshield washers. The jar capacity on all Pontiacs has been increased 34%. So you run out of washer fluid less often.

Maybe now you see why we call the '71 Grand Prix a classic. The car is eager and responsive with a sporty kind of elegance. So is the GP driver. And that's the kind of relationship that makes a car a classic.

With everything the Grand Prix has to offer, some enthusiasts just can't get enough of a good thing. If you're one of them, you should know about the Model "SJ" Grand Prix.

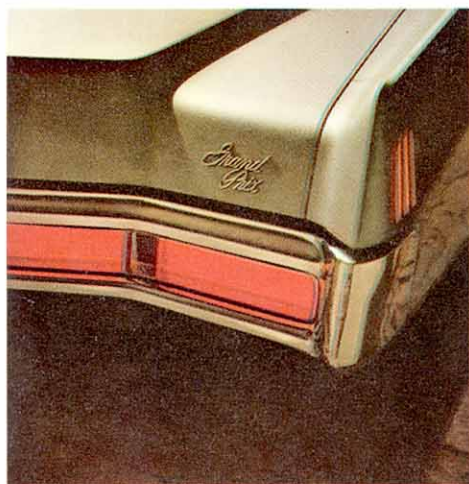
For one thing, it carries a Pontiac exclusive. A maintenance-free bat-

tery. Completely sealed, it never needs water. And it puts out 35% more power than a comparably sized conventional battery.

A 455-CID 4-bbl. V-8 is standard. You'll know how it's operating with the rally gauges (oil and water) set in the special engine-turned cockpit instrument panel.

Outside, a pair of body-colored mirrors (left mirror, remote-controlled), G78—14 bias-belted white-striped tires and special Model "SJ" insignia. Those insignia will let the world know what you've got going for you.

Grand Prix Model "SJ"



| Dimensions                           |           |
|--------------------------------------|-----------|
| Overall Length (in.)                 | 212.9     |
| Overall Width (in.)                  | 76.4      |
| Overall Height (in.)                 | 52.0      |
| Wheelbase (in.)                      | 118.0     |
| Track Front/Rear (in.)               | 62.0/60.0 |
| Turning Diameter (curb-to-curb, ft.) | 39.3      |
| Head Room, Front/Rear (in.)          | 37.5/36.5 |
| Leg Room, Front/Rear (in.)           | 42.4/31.6 |
| Shoulder Room, Front/Rear (in.)      | 58.2/57.1 |
| Hip Room, Front/Rear (in.)           | 57.5/52.7 |
| Trunk Capacity (cu. ft.)             | 12.0      |

| Engines                                   | 400 V-8<br>4-bbl. | 455 V-8<br>4-bbl. |
|---|-------------------|-------------------|
| Standard on                               | Model "J"         | Model "SJ"        |
| Available on                              | —                 | Model "J"         |
| Gross Horsepower @ rpm†                   | 300 @ 4800        | 325 @ 4400        |
| Net Horsepower @ rpm†                     | 255 @ 4400        | 260 @ 4000        |
| Gross Torque @ rpm (lb.-ft.)†             | 400 @ 3600        | 455 @ 3200        |
| Net Torque @ rpm (lb.-ft.)†               | 340 @ 3200        | 380 @ 2800        |
| Displacement (cu. in.)                    | 400               | 455               |
| Bore and Stroke (in.)                     | 4.12 x 3.75       | 4.15 x 4.21       |
| Compression Ratio                         | 8.2:1             | 8.2:1             |
| Carburetor Barrels (no.)                  | 4                 | 4                 |
| Carburetor Bore Diameter—Primary          | 1.38              | 1.38              |
| —Secondary                                | 2.25              | 2.25              |
| Camshaft Duration, Degrees—Intake         | 273               | 273               |
| —Exhaust                                  | 289               | 289               |
| —Overlap                                  | 54                | 54                |
| Camshaft Lift @ Zero Lash Intake          | .410 ± .011       | .410 ± .011       |
| Exhaust                                   | .413 ± .011       | .414 ± .011       |
| Valve Head Diameter Intake                | 2.11              | 2.11              |
| Exhaust                                   | 1.77              | 1.77              |
| Exhaust System (type)                     | Dual              | Dual              |
| Fuel Tank Capacity (gal.)                 | 23.5              | 23.5              |
| Cooling System Capacity (qt.)             | 18.7              | 18.1              |
| Crankcase Oil Capacity (qt.)              | 5                 | 5                 |
| Spring Rates, (lbs./in.) Deflection—Front | 280 (310 H.D.)    | 280 (310 H.D.)    |
| —Rear                                     | 144 (160 H.D.)    | 144 (160 H.D.)    |
| Stabilizer Bar Front                      | 1.00 (1.032 H.D.) | 1.00 (1.032 H.D.) |
| Rear                                      | —                 | —                 |
| Axle Ratios Manual Transmission           | 3.23:1            | N.A.              |
| Turbo Hydra-matic                         | 3.08:1            | 3.07:1            |

A dark green classic Chevrolet Camaro GTO is the central focus, parked in a garage with vertical wood paneling. The car features a prominent front grille with a mesh pattern and 'GTO' lettering, dual round headlights, and a hood scoop. A 'GTO' badge is visible on the front fender. To the right, a motorcycle is partially visible, with a racing helmet hanging on the wall behind it. The scene is lit with dramatic, low-key lighting, highlighting the car's contours and the textures of the garage.

The GTO





# The Judge

Shown above: GTO Convertible with standard knit vinyl and expanded Morrokide upholstery in Sandalwood.



The GT-37

# The GTO

It was back in 1964 when it all began. Out of a shop in Pontiac, Michigan, swaggered a car with a slightly ungainly name . . . and a legend to build.

Gran Turismo Omologato. The ultimate American road car.

What made the GTO right then is what makes it right now. Power. Handling. Comfort. The totality of the vehicle.

Power translates as engines. Standard is a 400-CID V-8 delivering 300 gross horsepower (255 net).†

There's also an available 455-CID V-8 that develops 325 gross horsepower (260 net). And the biggest news for 1971. A new Pontiac engine. The 455 H.O. LS5.

The new LS5 has cylinder heads with 2.18" x 1.15" intake ports (less radiused corners). A big combustion chamber. And 1.76" diameter exhaust ports for quicker purging of the combustion chamber.

A lightweight aluminum intake manifold has smoother surfaces for better fuel flow. And aluminum gives the manifold a more uniform temperature; radiates heat rapidly to stay cooler.

Our high-lift, long-duration 068 camshaft was tailored by computer for the exact specs of the LS5. It's ground to a tolerance of one-millionth of an inch.

The LS5's standard hydraulic valve lifters are quieter than solids.

And never need adjustment. Crankshaft bearing caps with four bolts on the mains give the LS5 the best strength-to-weight ratio in the business.

One final item on the LS5 that helps produce 335 gross horsepower (310 net): We made an extra cut in the combustion chamber. To unshroud the intake valves. This allows air to flow from the valve into the combustion chamber with less restriction.

Installed performance of the LS5 is better than any Pontiac engine in history. Both bottom and top ends.

All of which is a little astounding when you consider that the LS5, like every '71 Pontiac engine, has a relatively low compression ratio to allow the use of low-lead or unleaded gas. And, as you know, lowering the compression ratio lowers the general performance curve of an engine.

The key to this seemingly paradoxical situation is what our engineers call "tractive force."

You see, what comes out of the crankshaft is only one function of a car's performance. Even on the straightaway, a car's performance is determined by the net result of all its drive-train components. And that's what tractive force is. The force exerted by the turning of the drive wheels.

To keep the tractive force of every Pontiac up to snuff, we've lowered the axle ratios, which multiplies the lowered engine torque and results in a tractive force as good as, or better than, last year's cars equipped with higher compression engines.

Because of the lower compression, Pontiac's '71 engines should require tuning less often. And since low-lead fuel is usually less expensive than premium, you should save money every time you fill it up.

Order the LS5, and you can make GTO's new scoops scoop. Last year's scoops were efficient, but

this year's are more so. They're longer. And they open in the high-pressure area just above GTO's tough Endura bumper. So they're able to ram colder, denser air to the waiting 4-bbl. carb. Screened openings and baffles with drains to trap rain and snow eliminate the need for manually operated inlet doors.

Transmissions are pretty important to tractive force, too. And, as usual, GTO has the best.

Standard is a heavy-duty Muncie 3-speed with a floor-mounted Hurst shifter. You can order close-or wide-ratio Hurst-shifted Muncie 4-speeds. Or the Turbo Hydra-matic that's available.

Since we claim the GTO is the ultimate road car, maybe we should explain exactly how it handles a road.

The suspension includes high-rate coil springs. Heavy-duty shocks. A 1.125" stabilizer bar in the front. A .875" bar in the rear. So it can handle any road. Without a rock-hard ride.

While we're on the suspension, Pontiac would like to introduce a new automotive term. Ridge-nibble. Some wry engineering-type thought it up. Just so we could tell you GTO isn't bothered by it.

Ridge-nibble happens when one of your front tires is running right on the edge of two pavement surfaces of different heights. The tire can't decide whether to drop down

to the lower level . . . or climb up to the higher one. So it does neither. And both. It just sort of waddles back and forth between the two.

GTO's front suspension geometry is now designed to overcome this problem and make the car go exactly where you point it. Not off in some direction of its own. For proof, just try to nibble a ridge sometime. Or go through a turn. GTO has a way of Wide-Tracking around it like the car was locked in a slot.

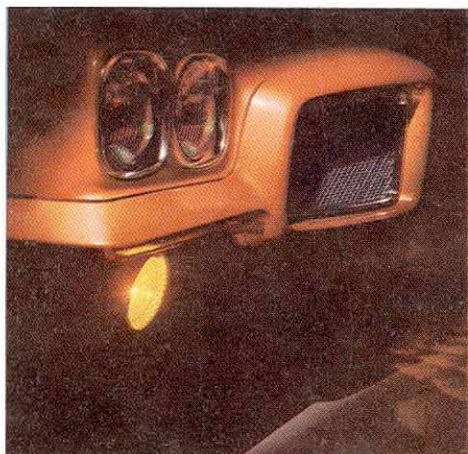
If you drive where tight turns and severe braking are commonplace, we highly recommend the available front disc brakes. They're outstanding because they stay drier when you run in the wet. And they're great if you get on them a lot.

Of course, if you're primarily a straight-ahead driver, you'll appreciate the fact that GTO comes standard with drum brakes. The no-drag factor makes them great for straight lines.

Now some people have a notion that a tough car has to be tough to ride in. We scoff. Remember, we promised a total car and two-thirds of our name is Grand Touring. So you have a right to expect nothing less.

GTO's bucket seats are upholstered in knit vinyl and expanded Morrokide. They breathe. No goose bumps in the winter—or heat rash in the summer.

You get nylon-blend carpeting. Castillian leather textured vinyl and



engine-turned aluminum accents on the vinyl-covered instrument panel.

Hood and instrument panel tachs, clocks, sound systems and a whole array of instruments are also available for your GTO.

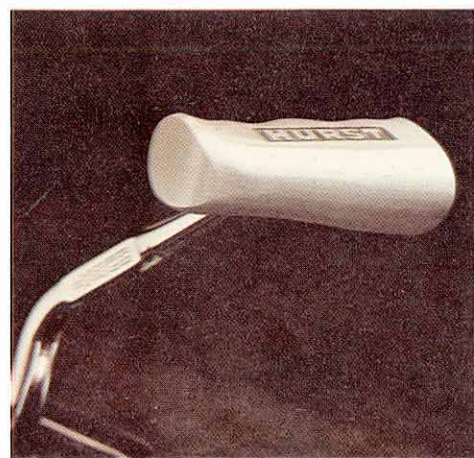
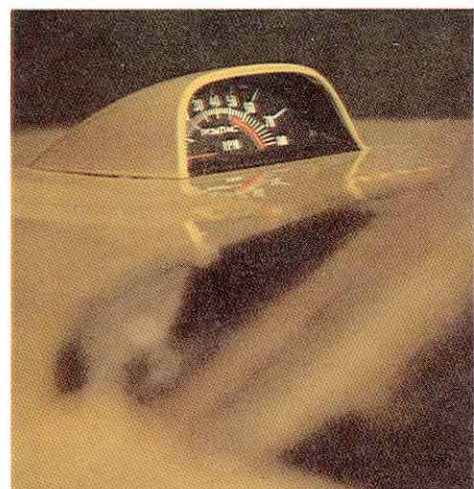
But no matter how you order it, you'll know something very right is happening every time you take it out. Totality. That's why GTO is the ultimate American road car. It's Pure Pontiac!

## The Judge

In spite of its name, we just can't see many parental types gently nudging The Judge into their parking spots at work.

Subtle it's not. It comes in some of the keenest colors this side of a light show. And with some equally keen features.

First of all, it's a GTO. Which is a nice place for any car to begin. But



The Judge is a very special GTO.

The 455-CID H.O. LS5 engine is standard. With functional hood Ram Air. And a heavy-duty Muncie 3-speed transmission with a floor-mounted Tee-handle Hurst shifter.

Outside, special Rally II wheels are tucked inside G70—14 bias-belted, white-lettered tires. There's a 60" fiberglass rear-deck airfoil. Big Judge decals. And body striping that'd put a first sergeant to shame.

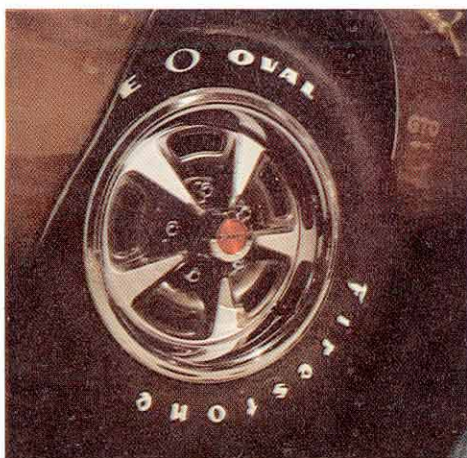
The Judge. If anybody asks how you ever came up with a car like that, tell him it happened with a little help from your friends. At Pontiac.

## The GT-37

If you're after the response of a GTO, but you're willing to sacrifice some of the frills, remember this simple code: GT-37.

A GT-37 is a Pontiac T-37 Hard-top or Coupe ordered with your choice of any V-8 Pontiac builds. From the 350-CID 2-bbl. to the 455-CID H.O. LS5 4-bbl. (The same engines that you can get on our lowest priced T-37.)

Special GT-37 equipment includes: The GTO exhaust system. Low-restriction split duals running through a steel rear valance panel. A heavy-duty Muncie 3-speed transmission with Hurst floor-mounted shifter. Special Rally II wheels (dechromed, like The Judge's). G70—14 bias-belted, white-lettered



tires. Hood locking pins. Vinyl accent striping. And GT-37 nameplates on the trunk and front fenders.

What makes the GT-37 so

exciting is that you can get most of the mechanics of a GTO. For less money. And with less weight. Think about that, budget-minded sports fans.

| Dimensions                           | GTO         | The Judge   | GT-37     |
|--------------------------------------|-------------|-------------|-----------|
| Overall Length (in.)                 | 203.3       | 203.3       | 202.8     |
| Overall Width (in.)                  | 76.7        | 76.7        | 76.7      |
| Overall Height (in.)                 | 52.0        | 52.0        | 52.0      |
| Wheelbase (in.)                      | 112.0       | 112.0       | 112.0     |
| Track Front/Rear (in.)               | 61.0/60.0   | 61.0/60.0   | 61.0/60.0 |
| Turning Diameter (curb-to-curb, ft.) | 37.5        | 37.5        | 37.5      |
| Head Room, Front/Rear (in.)          | 37.7/36.3*  | 37.7/36.3*  | 37.9/36.3 |
| Leg Room, Front/Rear (in.)           | 42.4/31.6   | 42.4/31.6   | 42.4/32.2 |
| Shoulder Room, Front/Rear (in.)      | 58.4/57.0** | 58.4/57.0** | 58.4/57.0 |
| Hip Room, Front/Rear (in.)           | 59.7/58.3   | 59.7/58.3   | 59.6/58.1 |
| Trunk Capacity (cu. ft.)             | 14.0***     | 14.0***     | 14.6      |

\*38.5/36.9 on convertible

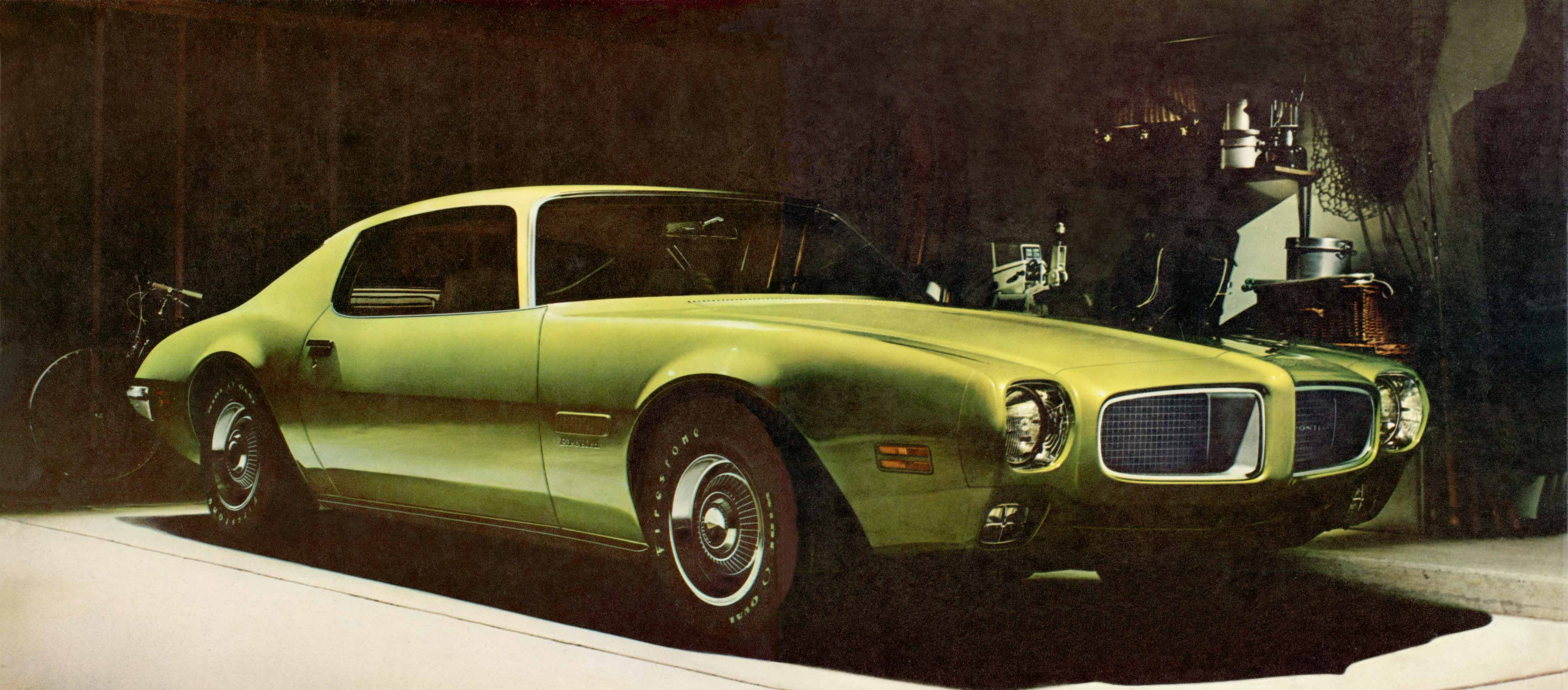
\*\*58.4/47.9 on convertible

\*\*\*10.3 on convertible

| Engines                                   | 350 V-8<br>2-bbl. | 400 V-8<br>2-bbl. | 400 V-8<br>4-bbl. | 455 V-8<br>4-bbl. | 455 H.O. V-8<br>4-bbl. |
|---|-------------------|-------------------|-------------------|-------------------|------------------------|
| Standard on                               | GT-37             | —                 | GTO               | —                 | The Judge              |
| Available on                              | —                 | GT-37             | GT-37             | GTO, GT-37        | GTO, GT-37             |
| Gross Horsepower @ rpm†                   | 250 @ 4400        | 265 @ 4400        | 300 @ 4800        | 325 @ 4400        | 335 @ 4800             |
| Net Horsepower @ rpm†                     | 180 @ 4400        | 205 @ 4000        | 255 @ 4400        | 260 @ 4000        | 310 @ 4400             |
| Gross Torque @ rpm (lb.-ft.)†             | 350 @ 2400        | 400 @ 2400        | 400 @ 3600        | 455 @ 3200        | 480 @ 3600             |
| Net Torque @ rpm (lb.-ft.)†               | 285 @ 2000        | 335 @ 2400        | 340 @ 3200        | 380 @ 2800        | 410 @ 3200             |
| Displacement (cu. in.)                    | 350               | 400               | 400               | 455               | 455                    |
| Bore and Stroke (in.)                     | 3.88 x 3.75       | 4.12 x 3.75       | 4.12 x 3.75       | 4.15 x 4.21       | 4.15 x 4.21            |
| Compression Ratio                         | 8.0:1             | 8.2:1             | 8.2:1             | 8.2:1             | 8.4:1                  |
| Carburetor Barrels (no.)                  | 2                 | 2                 | 4                 | 4                 | 4                      |
| Carburetor Bore Diameter—Primary          | 1.69              | 1.69              | 1.38              | 1.38              | 1.38                   |
| —Secondary                                | —                 | —                 | 2.25              | 2.25              | 2.25                   |
| Camshaft Duration, Degrees—Intake         | 269               | 269               | 273               | 273               | 288                    |
| —Exhaust                                  | 277               | 277               | 289               | 289               | 302                    |
| —Overlap                                  | 51                | 51                | 54                | 54                | 63                     |
| Camshaft Lift @ Zero Lash Intake          | .377 ± .011       | .377 ± .011       | .410 ± .011       | .410 ± .011       | .410 ± .011            |
| Exhaust                                   | .413 ± .011       | .411 ± .011       | .413 ± .011       | .414 ± .011       | .413 ± .011            |
| Valve Head Diameter Intake                | 1.96              | 1.96              | 2.11              | 2.11              | 2.11                   |
| Exhaust                                   | 1.66              | 1.66              | 1.77              | 1.77              | 1.77                   |
| Exhaust System (type)                     | Dual              | Dual              | Dual              | Dual              | Dual                   |
| Fuel Tank Capacity (gal.)                 | 19                | 19                | 19                | 19                | 19                     |
| Cooling System Capacity (qt.)             | 20.2              | 18.6              | 18.6              | 17.9              | 17.9                   |
| Crankcase Oil Capacity (qt.)              | 5                 | 5                 | 5                 | 5                 | 5                      |
| Spring Rates, (lbs./in.) Deflection—Front | 280*              | 280*              | 280*              | 280*              | 280*                   |
| —Rear                                     | 122               | 122               | 122               | 122               | 122                    |
| Axle Ratios Manual Transmission           | 3.23:1            | N.A.              | 3.55:1            | N.A.              | 3.55:1                 |
| Turbo Hydra-matic                         | 2.56:1            | 2.78:1            | 3.55:1**          | 3.31:1            | 3.55:1                 |

\*310 with air conditioning on GT-37

\*\*3.23:1 on GT-37



The Firebird



45

# The Firebird Esprit



# The Firebird Formula



The Firebird Trans Am



## GRAND PRIX MODEL "J"

### Engine—Transmission—Chassis—Tires

400-CID, 4-bbl. V-8 • Power-Flex fan with variable-pitch blades • 3-speed heavy-duty manual transmission with floor shifter • G78—14 bias-belted tires • 7-inch-wide safety wheel rims • power brakes with front discs, rear drums • variable-ratio power steering.

### Interior

Front bucket seats or notch-back bench seat • cloth and Morrokide or all-Morrokide (grained-vinyl) upholstery • ash-tray in right-hand front door armrest • carpeted lower door panels • safety rear armrests with ashtrays • nylon-blend loop-pile carpet • foam front- and rear-seat padding • console (with bucket seats only) • pedal trim plates • Castilian leather-appearance applique on instrument panel • upper-level ventilation system • courtesy lamps • glove box lamp.

### Exterior

Concealed windshield wipers • wheel opening moldings • conventional roof drip moldings • belt reveal and hood rear-edge moldings.

## GRAND PRIX MODEL "SJ"

### Engine—Transmission—Chassis—Tires

455-CID, 4-bbl. V-8 • Power-Flex fan with variable-pitch blades • 3-speed heavy-duty manual transmission with floor shifter • G78—14 bias-belted, white-striped tires • 7-inch-wide safety wheel rims • Delco X battery • power brakes with front discs, rear drums • variable-ratio power steering.

### Interior

Front bucket seats or notch-back bench seat • cloth and Morrokide or all-Morrokide (grained-vinyl) upholstery • ash-tray in right-hand front-door armrest • carpeted lower door panels • safety rear armrests with ashtrays • nylon-blend loop-pile carpet • foam front- and rear-seat padding • console (with bucket seats only) • pedal trim plates • engine-turned instrument panel trim plate • upper-level ventilation system • door courtesy lamps • trunk lamp • rally gauges with clock • model "SJ" ornamentation.

### Exterior

Concealed windshield wipers • wheel opening moldings • conventional roof drip moldings • belt reveal and hood rear-edge moldings • vinyl pinstriping • body-colored outside mirrors (left-hand, remote-controlled) • model "SJ" ornamentation.

## GTO

### Engine—Transmission—Chassis—Tires

400-CID, 4-bbl. V-8 • Power-Flex fan • dual exhausts with extensions through valance panel • 3-speed heavy-duty manual transmission with floor shifter • 1½" front stabilizer bar • ¾" rear stabilizer bar • high-rate springs and shocks • G70—14 bias-belted tires.

### Interior

Knit vinyl front bucket seats or notch-back bench seat • nylon-blend loop-pile carpet • safety rear armrests with ash-trays • pedal trim plates • ashtray and glove box lamps • courtesy lamps (convertible) • 3-spoke custom cushion steering wheel • engine-turned aluminum instrument panel.

### Exterior

Dual-speed parallel-action concealed windshield wipers • hood rear-edge moldings • roof drip moldings (hardtop only) • rocker panel moldings • exclusive front end with Endura front bumper • special hood with forward-mounted simulated air-intake scoops • GTO identification.

## THE JUDGE

### Engine—Transmission—Chassis—Tires

455-CID, 4-bbl. H.O. V-8 • functional hood Ram Air • Power-Flex fan • dual exhausts with extensions through valance panel • 3-speed heavy-duty manual transmission with Hurst Tee-handle floor shifter • 1½" front stabilizer bar • ¾" rear stabilizer bar • high-rate springs and shocks • G70—14 bias-belted, white-lettered tires.

### Interior

Knit vinyl front bucket seats or notch-back bench seat • nylon-blend loop-pile carpet • safety rear armrests with ash-trays • pedal trim plates • ashtray and glove box lamps • 3-spoke deluxe steering wheel • engine-turned aluminum instrument panel • The Judge emblem on glove box door.

### Exterior

Dual-speed parallel-action concealed windshield wipers • hood rear-edge moldings • special Rally II wheels • blacked-out grille • roof drip moldings • Ram Air decals on hood scoops • rocker panel moldings • The Judge stripes and decals • low-gloss black hood air scoop bezels • exclusive front end with Endura front bumper • full-width rear-deck airfoil

## GT-37

### Engine—Transmission—Chassis—Tires

350-CID, 2-bbl., 400-CID, 2-bbl., 400-CID, 4-bbl., 455-CID, 4-bbl., or 455-CID, 4-bbl. H.O. V-8 • 3-speed heavy-duty manual transmission with floor shifter • low-restriction GTO dual exhaust system • G70—14 bias-belted, white-lettered tires • manual drum brakes.

### Interior

Cloth and Morrokide bench seats • vinyl floor covering • deluxe two-spoke safety steering wheel • black grained instrument panel • upper-level ventilation system (hardtop coupe only).

### Exterior

Special Rally II wheels • hood hold-down cables and pins • vent windows on coupe • dual-speed parallel-action windshield wipers • conventional roof drip moldings • GTO rear valance panel • vinyl body stripes • GT-37 nameplate on front fenders and deck lid.

## FIREBIRD (BASIC)

### Engine—Transmission—Chassis—Tires

250-CID, 1-bbl. L6 • 3-speed manual column-shift transmission • E78—14 bias-belted tires • manual brakes with front discs.

### Interior

Vinyl bucket seats • nylon-blend carpet • wood grain accent instrument panel • deluxe steering wheel.

### Exterior

Exclusive Endura front bumper • bright grille moldings • air extractors and Firebird nameplate on front fenders • standard hubcaps • narrow rocker panel moldings.

## FIREBIRD ESPRIT

### Engine—Transmission—Chassis—Tires

350-CID, 2-bbl. V-8 • 3-speed manual floor-shifted transmission • E78—14 bias-belted tires • dual horns • manual brakes with front discs.

### Interior

Custom trim bucket seats • custom cushion steering wheel • wood grain appearance instrument panel • distinctive door trim panels • assist strap above glove box door • perforated headlining • additional sound insulation in roof • body-colored insert in outside door handles • formed rubber trunk mat • rear-seat ashtrays in armrests.

### Exterior

Bright roof drip moldings • wheel opening moldings • concealed windshield wipers • body-colored outside mirrors (left mirror, remote-controlled) • Endura front bumper • bright grille moldings • wide rocker panel moldings • Firebird emblem on front bumper and deck lid • Esprit nameplate on roof sail panel • belt reveal and hood rear-edge moldings • air extractors on front fenders • hubcaps with trim rings.

## FORMULA FIREBIRDS

### Engine—Transmission—Chassis—Tires

350-CID, 2-bbl., 400-CID, 4-bbl., 455-CID, 4-bbl. or 455 H.O. LS5 • 3-speed heavy-duty manual transmission with floor shifter • performance dual exhausts with chrome extensions • Power-Flex fan (400 and 455 only) • F70—14 bias-belted tires • dual horns • manual brakes with front

discs • 1½" front stabilizer bar (.938" with 350 V-8)

• ¾" rear stabilizer bar • firm-control shocks.

### Interior

Vinyl bucket seats • custom cushion steering wheel • flame-chestnut wood grain appearance instrument panel • nylon-blend carpet.

### Exterior

Body-colored outside mirrors (left mirror, remote-controlled) • Endura front bumper • fiberglass hood with simulated dual air scoops functional with Ram Air • black textured grille • front fender air extractors • standard hubcaps • narrow rocker panel moldings • Formula 350/400/455 identification • Firebird emblem on front bumper and deck lid.

## FIREBIRD TRANS AM

### Engine—Transmission—Chassis—Tires

455-CID, 4-bbl. H.O. V-8 • 3-speed heavy-duty transmission with floor shifter • performance dual exhausts with chrome extensions • special air cleaner and rear-facing cold-air intake through throttle-operated valve • Power-Flex fan • F60—15 bias-belted, white-lettered tires • variable-ratio power steering • power brakes with front discs, rear drums • Safe-T-Track differential • 1½" front stabilizer bar • ¾" rear stabilizer bar • firm-control shocks • high-rate springs • dual horns.

### Interior

Vinyl bucket seats • rally gauges • clock • instrument panel tachometer • Formula steering wheel.

### Exterior

Endura front bumper • Body-colored outside mirrors (left mirror, remote-controlled) • Honeycomb wheels • functional front fender air extractors • front air dam • air spoilers at each wheel • rear deck-lid spoiler • black textured grille with bright moldings • special front bumper decal • special Trans Am identification • concealed windshield wipers.

## 1971 PONTIAC SAFETY FEATURES

### Occupant Protection

Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles—driver and right front passenger (except convertibles) • Two front-seat head restraints • Energy absorbing steering column • Passenger-guard door locks with forward-mounted lock buttons • Safety door latches and hinges • Energy absorbing padded instrument panel and front seat-back tops • Contoured windshield header (except convertible) • Thick laminate windshield • Padded sun visors • Safety armrests • Safety steering wheel • Cargo-guard • Side-guard beam.

### Accident Prevention

Side marker lights and reflectors (front side marker lights flash with directional signal) • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane-change feature in direction signal control • Windshield defrosters, washers and dual-speed wipers • Wide-view inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support) • Outside rearview mirror • Dual cylinder brake system with warning light • Dual-action safety hood latches.

### Anti-Theft

Anti-theft ignition key warning buzzer • Anti-theft steering column lock.

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