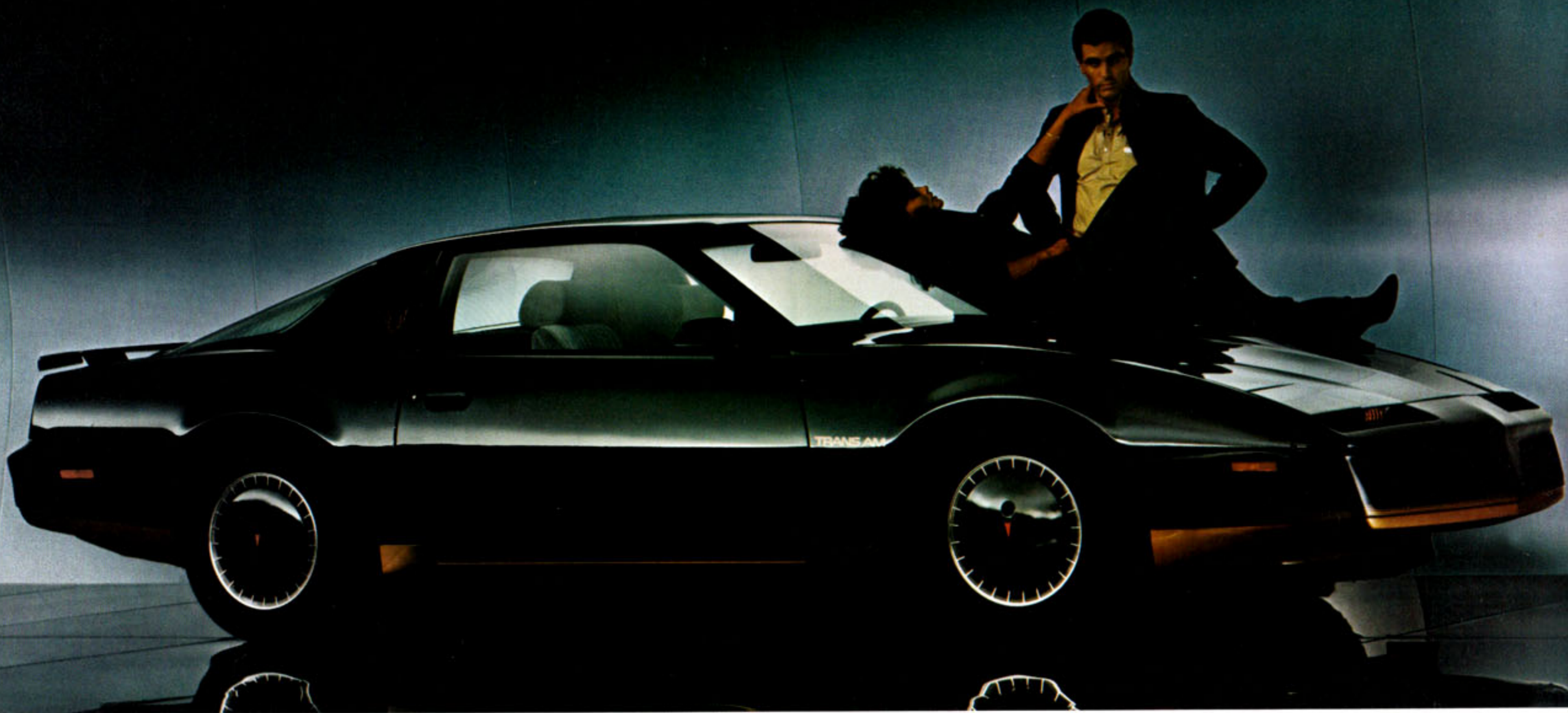


PONTIAC 1983

FIREBIRD





Trans Am Coupe.

For 1983, Pontiac's commitment to building excitement has resulted in a precise balance of styling, comfort, handling, acceleration and efficiency, every quality working harmoniously to make the total driving experience a visual, sensual and emotional rush. It has resulted in three new Pontiacs designed, engineered and built for excitement: Trans Am, S/E and Firebird.

**TRANS AM.** Not too long ago, many believed a drag coefficient lower than .35 could only be achieved by the aerodynamics exercises of Italian design schools.

Pontiac has put an end to that misconception. With a drag coefficient of .31, the smooth, sculptured shape of our Trans Am slips through the wind almost undetected.

But advanced aerodynamics isn't the only technology applied to this new road performer. To rocket its sleek sheet metal down the road, Trans Am offers you a vigorous 5.0 litre 4-barrel V-8 engine, a new standard 5-speed manual transmission with overdrive and a fresh air induction hood.

Now go find a road. Any road. You've got



(Above) Trans Am interior.



(Left) Trans Am instrument panel with available equipment.

standard power steering, MacPherson front struts and torque arm rear suspension working for you.

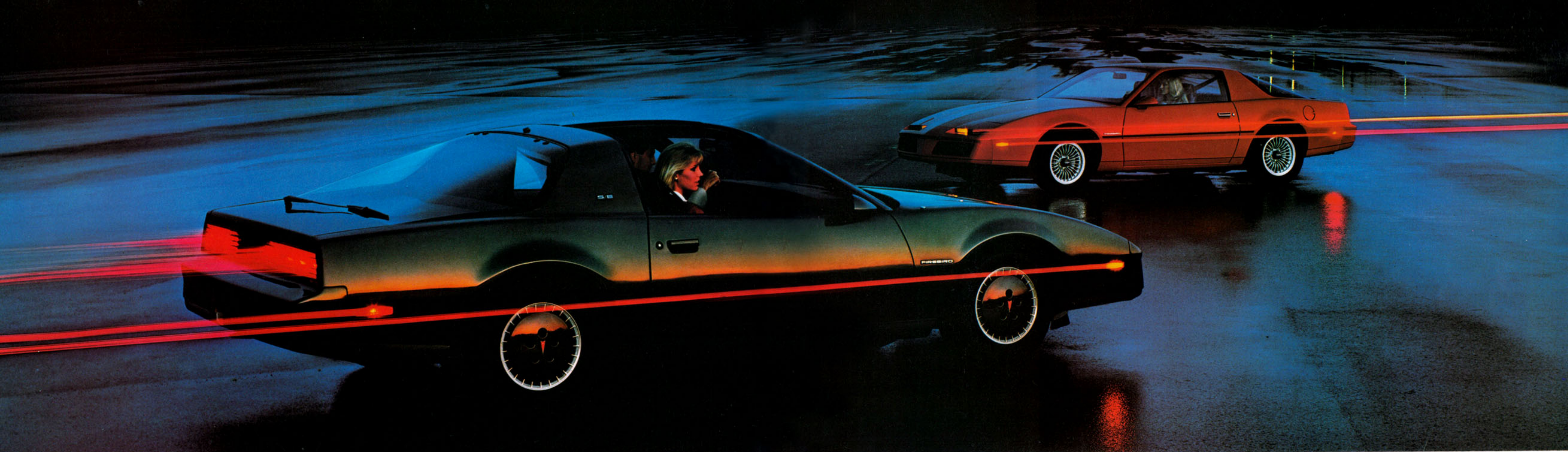
Trans Am interior is the right place to be when all the excitement begins.

New for '83 are the available Lear Siegler adjustable bucket seats shown here with leather in the seating area.

Standard interior features include a leather

map pocket, side window defoggers, an integral console and full cut-pile carpeting.

Trans Am instrumentation includes a tachometer. Also shown is the available leather wrapped Formula wheel, floor console with newly available 4-speed automatic transmission, and available ETR AM/FM cassette player with seek-and-scan and 5-band graphic equalizer.



(Right) Retractable headlamps standard.

**FIREBIRD S/E.** Our 1983 Firebird S/E was designed to add a little sophistication to a high performance machine.

Its sleek, serene design will surely appeal to your sense of good taste. The standard electronically controlled retractable halogen headlamps help the aerodynamics on all Firebirds. And the new available Lear Siegler adjustable bucket seats will appeal to your sense of com-

fort. And its strategically placed instrumentation will appeal to your sense of logic.

Yet for all its sophistication, with its new available 2.8 litre H.O. (High Output) V-6 engine and 5-speed manual transmission, S/E is ready for the most assertive drivers. There's also a newly available 4-speed automatic transmission and hatch roof for even more excitement.

And because the S/E possesses the same



(Left) Lear Siegler seats available.

suspension componentry as our Trans Am, it can play a curve like a fine instrument.

**FIREBIRD.** For what you'd pay for ordinary transportation, you could be driving pure excitement.

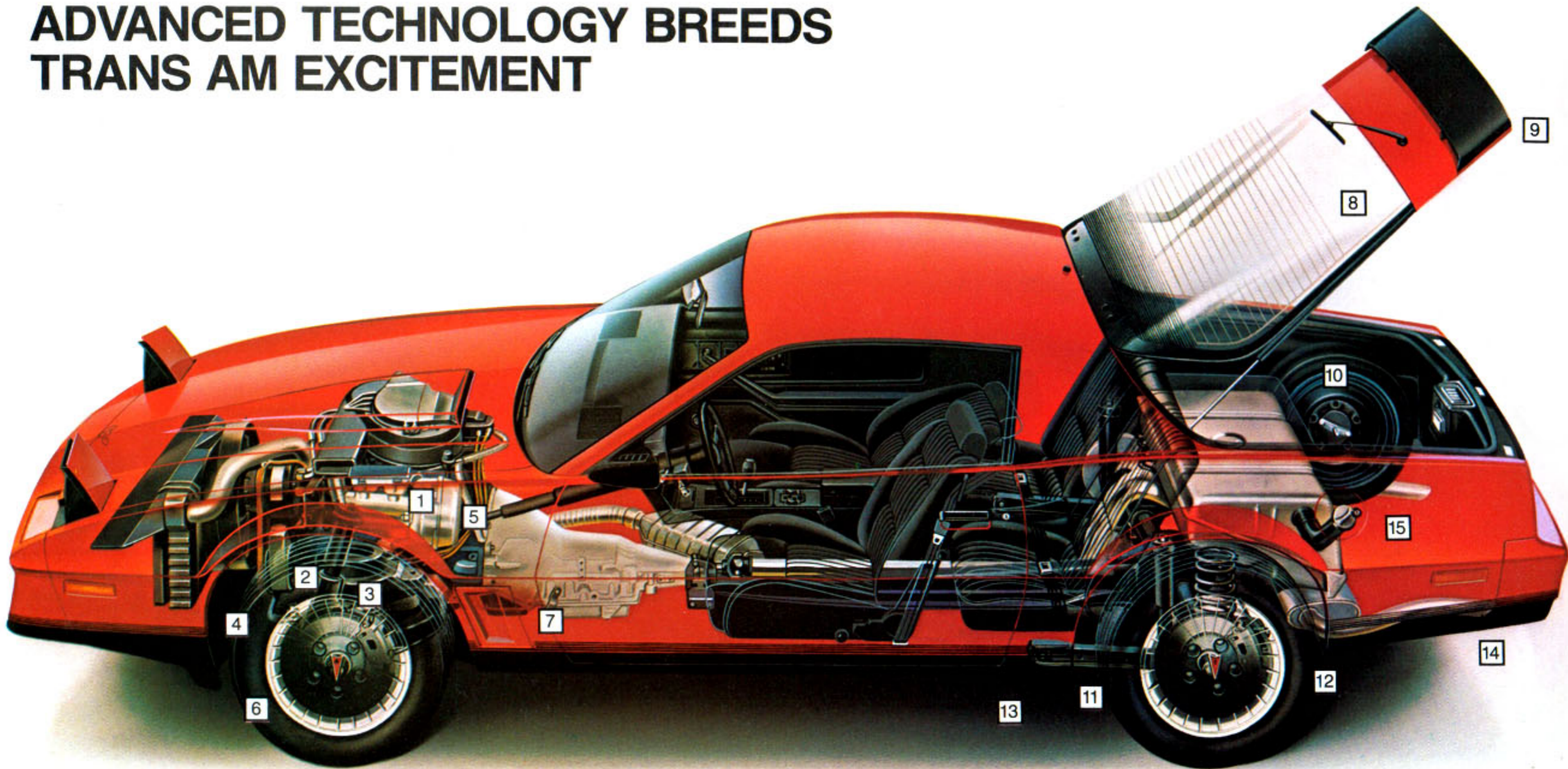
While you'll find many exciting features in our 1983 Firebird, like MacPherson front struts, power steering and four-on-the-floor, you'll also find the Firebird to be quite affordable.

And although it's built for exciting performance,

Above: (Left) Firebird SE Coupe. (Right) Firebird Coupe.

Firebird hasn't forgotten one critical aspect of total performance: Efficiency. The standard 2.5 litre 4-cylinder engine and slippery shape all contribute to make Firebird one efficient performer. So the short time you spend at the pump won't spoil the exciting times in between. Trans AM, SE, and Firebird, Pontiac builds excitement.

# ADVANCED TECHNOLOGY BREEDS TRANS AM EXCITEMENT



**1** An inside look at the heart and soul of a Firebird legend: Trans Am. Shown with the available 5.0 litre V-8 Cross-Fire Injection,\* including: dual single point Electronic Fuel Injection bodies on a cross-flow aluminum intake manifold. Manifold has tuned induction lengths for better breathing at higher RPM's. Electronic Spark Control—a detonator sensor for automatic adaptation to varying fuel-octane levels. High compression ratio (9.5:1) with performance camshaft. Unrestricted high density air intake including functional "through-the-hood" ram air induction, computer controlled functional hood louver and sport aluminum hood with asymmetric shroud. Requires GM's Computer Command Control.

\*The 5.0 litre V-8 Cross-Fire Injection is available only on Trans Am models equipped with the WS6 Special Performance Package, automatic transmission and Computer Command Control.

**2** MacPherson strut front suspension specifically calibrated for impressive ride and handling.

**3** Coil springs are mounted separately to the lower control arms to provide for added room in the engine compartment and a lower hood profile.

**4** 30 mm front and 12 mm rear sway bars.

**5** Power steering with 14:1 quick steering gear ratio.

**6** Turbo cast aluminum wheels with perimeter air venting ports.

**7** Functional front fender air extractors to help relieve under-the-hood air pressure build up.

**8** Frameless glass hatch design with integral sunshade and gas pressure struts. Shown with the available rear window defogger and rear hatch washer/wiper.

**9** Rear deck aero wing spoiler to help smooth out the trailing airflow.

**10** Compact spare tire for lighter weight and more usable

**11** Torque arm rear suspension design which includes lower control arms, a track bar and coil springs. High-strength, light alloy steel is used in the torque arms, axle tube and spring seats.

**12** Available WS6 Special Performance Package\* includes: 12.7:1 quick steering gear ratio, 32 mm front sway bar/21 mm rear sway bar, limited slip differential, four-wheel ventilated disc brakes with low-drag calipers and quick-take-up master cylinder, P215/65R15 steel-belted high performance radials, 15" x 7" Turbo cast aluminum wheels.

\*WS6 Special Performance Package is required with the 5.0 litre V-8 Cross-Fire Injection on the Trans Am.

**13** Front and rear wheel opening flares to help smooth out the airflow around the wheels.

**14** Free-flow exhaust system with dual resonators and a cross-over pipe.

**15**

# 1983 FIREBIRD FACTS & FIGURES

Select the combination of "extras" that make your Pontiac uniquely yours from the long list of standard and available features, some of which are given below. Ask your dealer about group packages and the many other features not indicated below. Your dealer will also advise you of the availability of the various items on the model of your choice.

	Firebird	Trans Am	S/E
Engines—2.5 litre 4 cyl.	S	—	A
2.8 litre V6 HO	—	—	A
2.8 litre V6	A	—	S
5.0 litre V8	A	S	A
5.0 litre TB1 V8	—	A	—
Computer Command Control	A	A	A
Transmissions—Automatic	A	A	A
4-spd. Manual	S	—	—
5-spd. Manual	A	S	S
O.D. Automatic	—	A	—
Brakes—Power—Front Disc/Rear Drum	S	S	S
Front Disc/Rear Disc	—	A	A
Steering—Power	S	S	S
Tires—195/75R x 14 Radial (black)	S	—	—
(white)	A	—	—
205/70R x 14 Radial (black)	A	S	S
(white lettered)	A	A	A
215/65R x 15 Radial (black)	—	A	A
(white lettered)	—	A	A
Stabilizer Bar—Front	S	S	S
Limited Slip Axle	A	A	A
Cruise Control	A	A	A
Seats—Bucket, Reclining	S	S	S
Steering Wheel—Formula	S	S	S
Leather-wrapped	A	A	A
Tilt Steering	A	A	A
Mirrors—Sport	A	S	S
Compact Spare	S	S	S
Cigarette Lighter	S	S	S
Controlled Cycle Wipers	A	A	A
Spoiler—Rear Deck	—	S	A
Tungsten Halogen Headlamps	S	S	S
Gauges—Rally with tachometer	A	S	S
Radio—AM	A	A	A
AM/FM	A	A	A
AM/FM Stereo	A	A	A
AM/FM Stereo/Cassette	A	A	A
4-Speaker System	A	A	A
Antenna—Power	A	A	A
Special Performance Package	—	A	A
Insulation Package—Extra Quiet	A	A	S
Rear Window Wiper & Washer	A	A	S
Moldings—Roof drip/Windowsill	A	A	A
Door Edge	A	A	A
Bodyside Protective	A	A	S
Power—Seats—6-way	A	A	A
Door Locks	A	A	A
Deck Release	A	A	S
Windows	A	A	A

	Firebird	Trans Am	S/E
Wheels—Trim Rings	A	—	—
Wire Covers	A	—	—
Aluminum	A	—	—
Turbo Cast	A	S	S
Rally V	A	—	—
Locking Package	A	A	A
Console	S	S	S
Air Conditioning—Manual	A	A	A
Rear Window Defroster	A	A	A
Roof—Hatch	A	A	A
Cover Cargo Security	A	A	A
Glass—Soft-Ray Tinted	A	A	A
Lock Fuel Filler Door	A	A	S

S-Standard A-Available (extra cost) — Not Available

DIMENSIONS	COUPE	
	mm	in
Wheelbase	2566	101.0
Overall Length	4833	189.8
Overall Width	1838	72.6
Height	1264	50.7
Tread, Front/Rear	1541/1564	60.7/61.6
Headroom, Front/Rear	940/905	37.0/35.6
Legroom, Front/Rear	1092/727	43.0/28.6
Shoulder Room, Front/Rear	1466/1430	57.7/56.3
Hiproom, Front/Rear	1430/1087	56.3/42.8
Cargo Volume—Rear Seat Up	312 litres	11.0 cu. ft.
Down	875 litres	30.9 cu. ft.
Fuel Tank Capacity—4 Cyl.	53 litres	11.6 gal.
V6, V8	60.5 litres	13.3 gal.

## A word about engines.

These Pontiacs are equipped with GM-built engines produced by various divisions of General Motors Corporation and GM of Canada.

Order Code	Displacement	Carb. bbl	Cyl.	V.I.N.	*Source	Transmission
Engines available without Computer Command Control (NB1)						
LQ8	2.5 litre (151 CID)	2	4	F	(1)	4-spd Manual 5-spd Manual Automatic
LC1	2.8 litre (173 CID)	2	V6	1	(2)	5-spd Manual Automatic
LG4	5.0 litre (305 CID)	4	V8	H	(2)	5-spd Manual Automatic
Engines available with Computer Command control (Opt. NB1)						
LL1	2.8 litre HO (173 CID)	2	V6	L	(2)	5-spd Manual Automatic
LU5	5.0 litre (305 CID)	TB1	V8	S	(2)	Automatic
LG4	5.0 litre (305 CID)	4	V8	H	(2)	5-spd Manual Automatic

\*Produced by GM (1) Pontiac Division USA (2) Chevrolet Division USA

\*The V.I.N. (Vehicle Identification Number) Engine Code is the eighth entry (letter or numeral) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

## MODEL LINEUP

Firebird—2-Door Coupe  
 Firebird Trans Am—2-Door Coupe  
 Firebird SE—2-Door Coupe

## STANDARD FEATURES ON ALL PONTIACS

### SAFETY FEATURES

OCCUPANT PROTECTION • Manual lap/shoulder belts with pushbutton buckles for driver and right front passenger (driver side includes visual and audible warning system). Manual lap belt at center position, when applicable • Manual lap belts with pushbutton buckles at rear passenger positions including center, when applicable • Energy-absorbing steering column • Passenger-guard inside door locks • High strength safety door latches and hinges • Inertia-type folding front seat back latches • Energy-absorbing instrument panel and front seat back tops • Laminated safety glass windshield/tempered safety glass side and rear windows • Safety armrests • Standardized identification symbols for controls and displays • Front seat head restraints for driver and right front passenger (adjustable or integral) • When applicable, glove box door latch and console cover latch impact security • Smooth contoured door and window regulator handles • Pressure lock radiator cap.

ACCIDENT AVOIDANCE • Side marker lights and reflectors • Parking lamps that illuminate with headlamps • Four-way hazard warning flasher • Backup lights • Lane change feature in direction signal control • Windshield defrosters, washer and dual-speed wipers • Vinyl-bonded inside mirror glass • Outside left rearview mirror • Dual master cylinder brake system with warning light • Starter safety switch • Dual action safety hood latch • Low glare finish on instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces • Safety road wheel rims • Front disc brakes with audible wear indicators • Self-adjusting brakes • Illumination of heater and defroster controls on instrument panel • Illumination of windshield wiper and washer controls (when located on instrument panel) • Pressure relief fuel cap.

ANTI-THEFT • Audible anti-theft ignition key reminder • Anti-theft steering column lock • Inside hood release • Anti-theft key system (one key for ignition only, second key for doors, trunk/hatch/tailgate and glove compartment) • Visible vehicle identification number.

## A word about assembly, components, and optional equipment in these vehicles.

The vehicles described in this brochure are assembled at various Divisions of General Motors Corporation. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited and related companies and their suppliers. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

Please note that certain optional equipment can be ordered only in conjunction with other optional equipment.

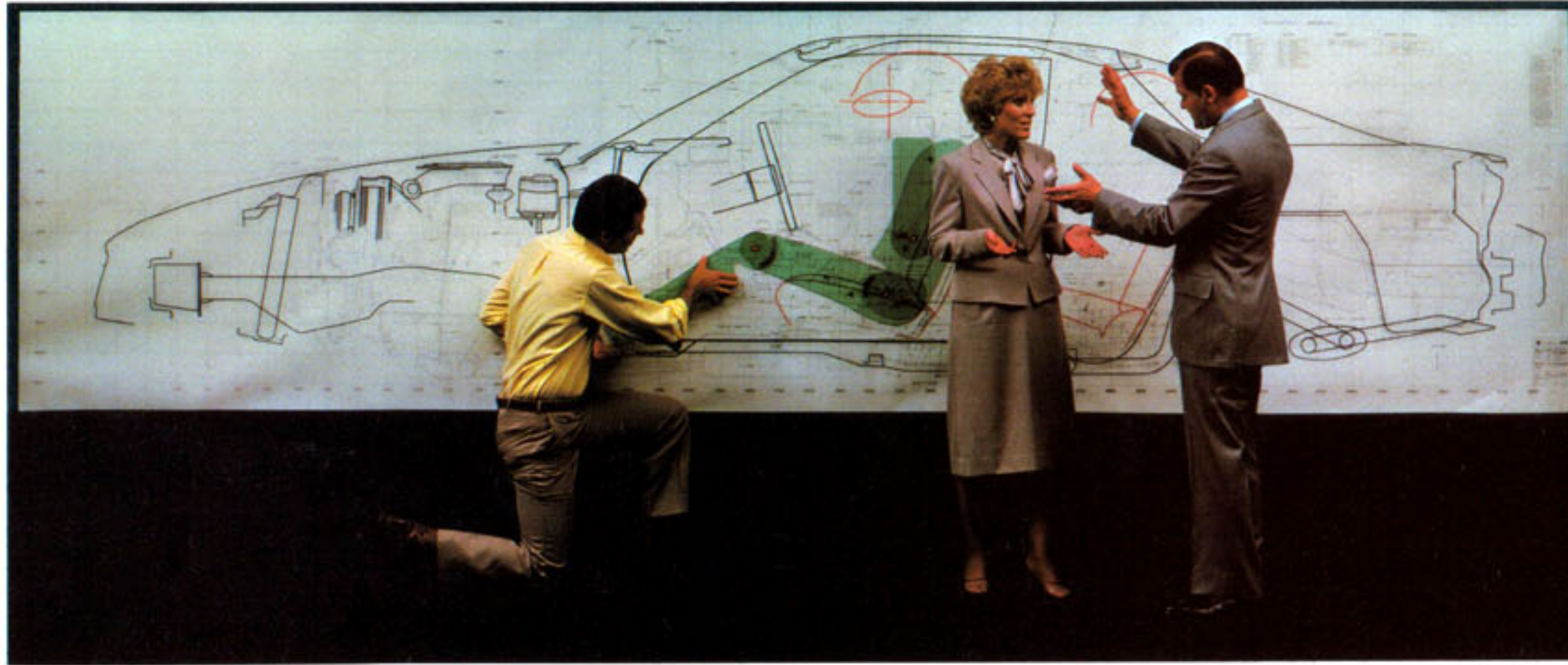
Also, upgrading from specified standard equipment may be necessary when certain optional equipment is ordered. Ask your sales representatives for details.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your dealer for complete information.

# PONTIAC BUILDS EXCITEMENT

# You've changed...we've changed.



In this catalogue you can see what that statement means in changes to our products.

Just as important are the changes in our thinking.

To begin with, we exist for you.

What you want in a car is not the important thing, it is the only thing.

You have told us you want quality.

We have responded with robotics, lasers, space age materials and, more importantly, with human care and we believe these cars are the best we have ever made.

You have told us you want economy.

We have responded by giving you a combination of room, comfort and fuel economy which is outstanding in the entire

industry worldwide.

You have told us you want lasting value. We have responded by designing quality into our cars in the first place, building reliability into the cars throughout, and then standing behind our products from first to last.

We cannot exist without your approval. And for that reason it is our goal that you will be more satisfied with your General Motors car or truck than the purchaser of any other car or truck made anywhere in the world.

Not only have our cars changed—so has our thinking. It had to.



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