

FIREBIRD

2002 PONTIAC FIREBIRD



PONTIAC FIREBIRD  BUILT FOR DRIVERS



THEY DON'T BUILD THEM ANY BOLDER: THE MOST DISTINCTIVE FIREBIRD EVER —
THE EXCLUSIVE 2002 FIREBIRD TRANS AM COLLECTOR EDITION.



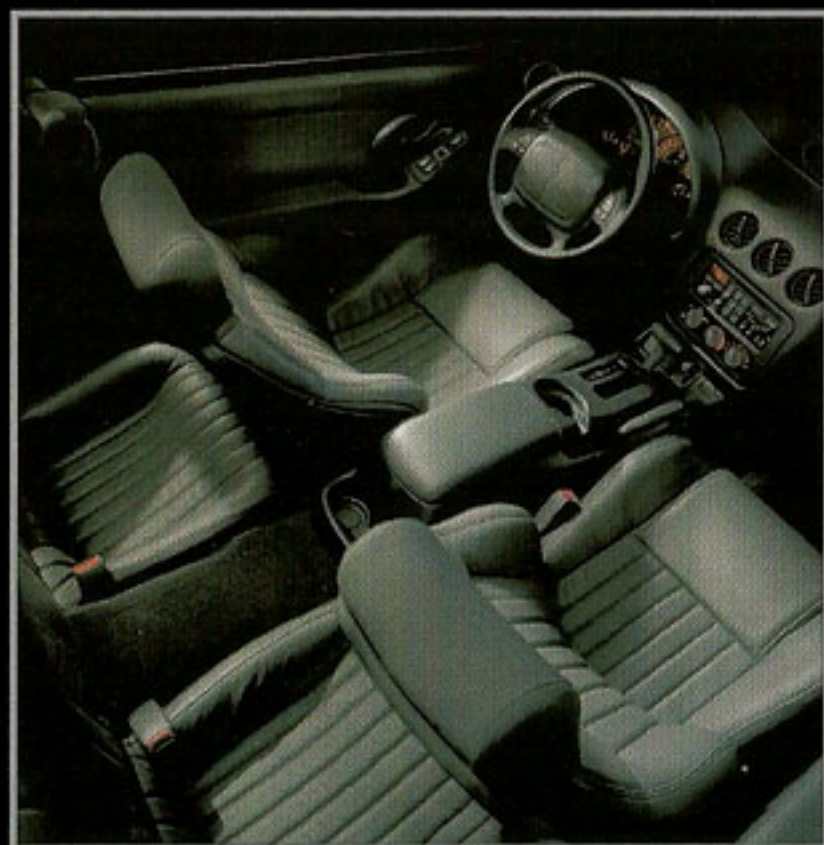
TRANS AM COLLECTOR EDITION



POWER IS CONCENTRATED IN THE HANDS OF A FEW. Not everyone is cut out for a position of power. It takes a substantial dose of gut instinct and the desire to show the world what you're made of. Nothing shows it better than the new Firebird Trans Am Collector Edition. The ultimate expression of the awesomely powerful North American muscle car just got even more striking. This limited edition model is singled out for special treatment, with in-your-face appearance provided by unique machine-faced aluminum wheels, specific striping and badging, plus a leather-trimmed interior and embroidered head restraints. The powerful sports car with equally breathtaking styling. The sports car that's unquestionably Built for Drivers. The 2002 Pontiac Firebird. You can find more information about the Pontiac Firebird at gmcanada.com



FIREBIRD TRANS AM



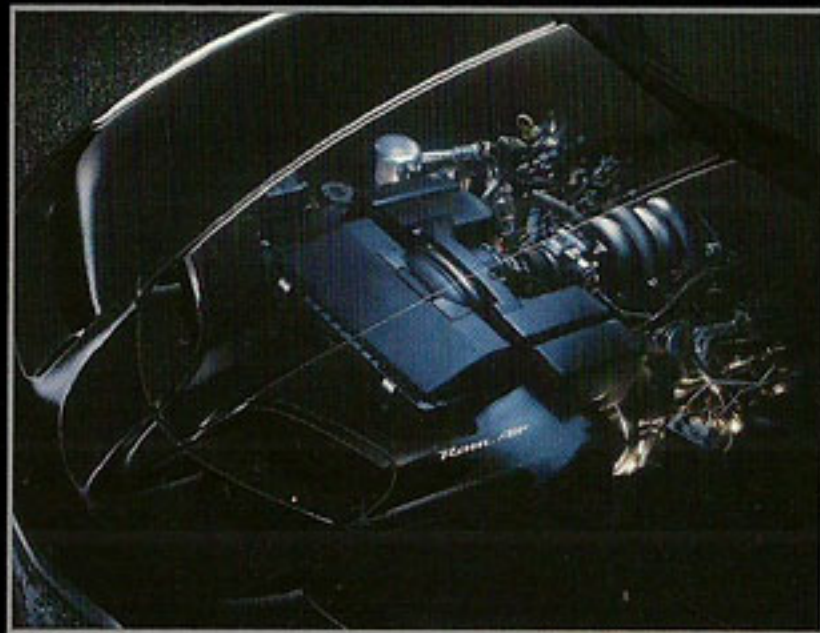
POWER UP. It doesn't get any more powerful than this: the maximum strength Firebird – the 325-horsepower Trans Am with the Ram Air Package. It's never met a road it didn't own. Want to remove all remaining limits? Enter the wide open world of the Trans Am Convertible. No matter which Firebird you choose, you'll get a real charge every time you hear the unmistakable rumble of the V8 engine. Answer your own call of the wild. Power up a Pontiac Firebird.



TRANS AM COUPE WITH RAM AIR PACKAGE, SHOWN IN BLACK.

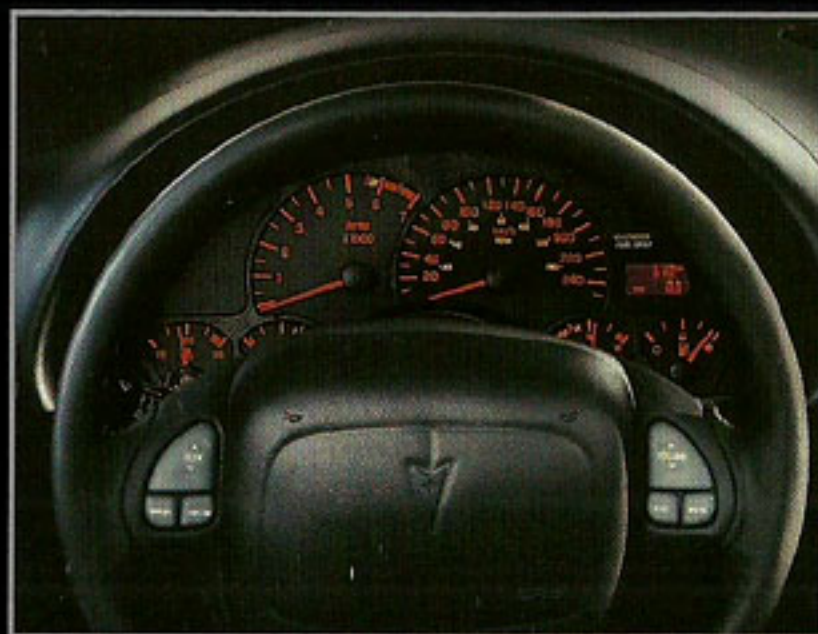
FIREBIRD FEATURES

Trans Am's LS1 V8 with the available Ram Air Package includes functional and stylish hood scoops as part of its air induction system, helping the powerplant pump out an astounding 325 hp.



Standard on Formula and available on Trans Am, a solid-shifting Borg-Warner 6-speed manual transmission gives you even more precise control over your shifting pattern.

The Sport Appearance Package on the Firebird Coupe includes special aero mouldings and dual exhaust outlets. It is shown here in Bright Red.



Even Firebird's instruments and controls make a high-performance statement. At night, the analogue gauges are backlit in warm red to minimize eye strain.

EVEN THIS BROCHURE PERFORMS. Pontiac is dedicated to the pursuit of authentic performance. That pursuit doesn't begin and end when a Pontiac is built. It continues through the entire ownership experience, providing everything from the comprehensive information shown in this brochure to an extensive series of support programs that will help you get the most out of your Pontiac. Those programs are outlined below. To find out more about the 2002 Pontiac Firebird, please visit our Web site at gmcanada.com or call our Customer Communication Marketing Centre at 1-800-GM-DRIVE or 1-800-463-7483 and 1-800-263-3830 for TDD users.

GM TOTAL™ WARRANTY Every new GM car and light-duty truck is backed by the GM TOTAL™ Warranty, 3-year/60,000 km (whichever comes first) which covers complete vehicle repairs, including parts and labour, to correct any defects in material or workmanship occurring during the warranty period. The GM TOTAL™ Warranty requires no deductible. Tires are included. Warranty features include towing, no-charge warranty transfer, 6-year/160,000 km (whichever comes first) corrosion perforation coverage and 8-year/130,000 km (whichever comes first) coverage on catalytic converters and powertrain control modules (PCM). Regular maintenance is not included. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your dealer for terms of this limited warranty.

GM ROADSIDE ASSISTANCE When you drive away in your new GM car or light-duty truck, the security and convenience of round-the-clock Roadside Assistance is available via a toll-free number usable anywhere in Canada or the United States. During the warranty period, whenever a problem may occur, your Roadside Service Advisor is just a phone call away. Whether it's lock-out assistance, a jump start, a flat tire change, fuel delivery or towing assistance, simply call 1-800-268-6800 and we'll be there to assist you without charge. See your dealer for details.

GM COURTESY TRANSPORTATION Your GM dealer may offer courtesy transportation while your new GM vehicle is serviced at your GM dealership for repairs covered under the 3-year/60,000 km GM TOTAL™ Warranty. Certain restrictions apply. See your GM dealer for full details.

GMAC General Motors Acceptance Corporation of Canada, Limited (GMAC) is a General Motors division that was created specifically to assist GM dealers in marketing new vehicles to qualified GM customers. You can arrange GMAC financing right in your GM dealer's showroom and the terms of your arrangement can be tailored to fit your particular needs. It's a convenient, flexible alternative to a conventional bank loan.

GM SMARTLEASE GM SMARTLEASE is administered by GMAC as an alternative to traditional financing. Qualified SMARTLEASE customers pay for the portion of the vehicle that is used, rather than paying for the entire vehicle as with traditional financing. Consider these SMARTLEASE benefits: Affordable monthly payments, drive more vehicle for your money, drive a new vehicle more often, no resale risks or trade-in hassles and a guaranteed option-to-purchase price when your lease ends. Most importantly, there are no surprises with SMARTLEASE. See your GM dealer about the benefits of SMARTLEASE. Or call 1-800-GM-DRIVE.

THE GM CARD Start your dream rolling with The GM Card®. With The GM Card, your dream of owning a new GM car, truck or van can quickly become a reality. Every time you make a purchase using The GM Card, you accumulate GM Card Earnings. Redeem them towards the Total Purchase Price or lease down payment of your next eligible new GM vehicle anytime you wish, up to \$3,500 on selected vehicles. What's more, there's no annual fee†.

To receive an application or for full terms and conditions, please see your local GM dealer, TD Bank branch or call 1-800-461-3279.

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† See The GM Card Program Rules for details. See your dealer for vehicle eligibility.

GM GRADUATE PROGRAM If you're a recent graduate from a recognized college or university, you may qualify for \$1,000 (all taxes included) off on the purchase or lease down payment of the new GM vehicle of your choice.* Anyone graduating from a 3-year university degree program, a 2-year college program or, in Quebec, a 3-year CEGEP D.E.C. (Technique) program between May 1, 1999 and December 31, 2002 can take part. To get credit for your degree, see your GM dealer for full details, or call toll-free 1-800-GM-DRIVE.

*Excluding Saturn, Saab and Isuzu. Offer not to be used in conjunction with \$1,000 GM Card Student Bonus Offer.

GM MOBILITY PROGRAM If you or your passenger(s) have a physical disability which prevents you from driving or riding in a factory-equipped vehicle, find out about the GM Mobility Program for Persons with Disabilities. You may be eligible for reimbursement of up to \$1,000 (all taxes included) for adaptive equipment you may require for your new GM vehicle. Your GM dealer can also set up complete GMAC financing for you. (SMARTLEASE not eligible.) Beyond that, your GM dealer can provide you with lists of qualified driver assessment centres and mobility equipment installers. Call this toll-free number for more information: 1-800-GM-DRIVE or TDD users, 1-800-263-3830.

GM PROTECTION PLAN GMPP coverage provides you with "Peace of Mind" protection from repair costs (parts and labour), as well as many associated expenses that may occur to your vehicle beyond the GM TOTAL™ Warranty period. Whether you're purchasing or leasing your GM vehicle, there's a GMPP coverage level and plan term to suit your budget and driving needs. Be sure to ask your GM dealer about the many benefits you receive through your purchase of the General Motors Protection Plan, the only Extended Service Plan backed by the resources and commitment of General Motors.

GM ACCESSORIES If you want to personalize your vehicle to make it your own, ask your Sales Consultant about genuine GM Accessories. Your GM dealer can supply and install quality GM Accessories specifically engineered for your GM vehicle. When installed at the time of purchase or lease, GM provides GM TOTAL™ Warranty coverage for all permanently dealer-installed GM Accessories.

GM GOODWRENCH SERVICE Regular maintenance can help your new vehicle last longer, run better and be more fuel efficient. It can also enhance your resale or trade-in value.

At GM Goodwrench Service, we know your life is busy. So, when it's time for routine maintenance service, we promise to do everything we can to help you get on with your day and to get you back on the road where you want to be. Plus, nobody knows your GM vehicle better than GM Goodwrench Service factory-trained technicians. GM Goodwrench Service is available at select GM dealers.

GM CUSTOMER SATISFACTION It's good to know, when you travel long distances, that there are hundreds of GM dealers in Canada, each one ready to provide you with professional service and genuine GM parts. You can phone the GM Customer Communication Marketing Centre toll-free at 1-800-GM-DRIVE or 1-800-463-7483 (TDD users, 1-800-263-3830) to talk with trained representatives regarding any General Motors product or service. The Centre is open Monday through Friday 7:30 a.m. to 11:30 p.m. (EST) and Saturday 7:30 a.m. to 6:00 p.m. (EST). You can also reach us on our Web site at gmcanada.com

STANDARD & OPTIONAL EQUIPMENT

WHEEL EQUIPMENT



A – 16" 5-spoke aluminum wheel



B – 16" styled 5-spoke aluminum wheel



C – 16" chromed 5-spoke aluminum wheel



D – 17" high-polished aluminum wheel



E – 17" machine-faced aluminum wheel

SAFETY AND SECURITY	FIREBIRD CPE/CONVT.	FORMULA COUPE	TRANS AM CPE/CONVT.
Air bags – Next Generation, driver and front passenger, frontal	S	S	S
Brake/transmission shift interlock (automatic transmission only)	S	S	S
Daytime Running Lights – with automatic light control	S	S	S
Keyless entry system – remote (includes audible and visual theft-deterrent system)	S	S	S
Tether anchors – child-seat, 2 positions, rear seat (Coupe)	S	S	S
Theft-deterrent system – PASS-Key II	S	S	S
Traction control – electronic	0	0	0
Trunk – internal manual trunk entrapment release handle (Convertible only)	S	–	S

MECHANICAL	FIREBIRD CPE/CONVT.	FORMULA COUPE	TRANS AM CPE/CONVT.
Axle – limited slip differential	0	S	S
Axle ratio – 2.73:1	–	–	S ¹
Axle ratio – 3.08:1	S ¹	–	–
Axle ratio – 3.23:1	S ²	0 ²	0 ²
Axle ratio – 3.42:1	0 ²	S ²	0 ²
Battery – Delco Freedom II with run-down protection	S	S	S
Brakes – power, 4-wheel disc	S	S	S
Brakes – 4-wheel anti-lock braking system (ABS)	S	S	S
Drive – rear-wheel	S	S	S
Electronic throttle control	S	–	–
Engine – 3.8L 3800 Series II V6 with SFI Horsepower – 200 @ 5200 rpm, Torque – 225 lb.-ft. @ 4000 rpm	S	–	–
Engine – 5.7L V8 with SFI Horsepower – 310 @ 5200 rpm, Torque – 340 lb.-ft. @ 4000 rpm	–	S	S
Engine block heater	S	S	S
Exhaust system – aluminized stainless steel	S	S	S
Exhaust system – split dual exhaust outlets	0	S	S
Steering – power, rack-and-pinion	S	S	S
Steering – heavy-duty power steering cooler	–	S	S
Suspension – front independent Short/Long Arm – rear live axle	S	S	S
Suspension – firm ride and handling	S	–	–
Suspension – performance ride and handling	–	S	S
Transmission – 5-speed manual with overdrive – standard on Coupe	S	–	–
Transmission – 4-speed automatic (features Normal and Performance shift programs on V8 engine) – standard on Firebird Convertible	0	0	S
Transmission – 6-speed manual with Hurst shifter and leather-wrapped shift knob, 1-4 skip shift with instrument panel indicator	–	S	0
Performance Handling Package – includes dual exhaust outlets, limited slip differential and 3.42 rear axle ratio with automatic transmission	0	–	–
Ram Air Performance and Handling Package* – includes specific low restriction dual exhaust system, Ram Air induction system, functional hood scoops, 325 hp 5.7L LS1 V8, P275/40ZR17 performance tires [†] , 17" high-polished aluminum wheels (D), specific front and rear suspension with higher front and rear spring rates, unique shock valving, stiffer Panhard bushings and 3.23:1 rear axle ratio with automatic transmission includes 3.42:1 rear axle with 6-speed manual transmission.	–	–	0

EXTERIOR	FIREBIRD CPE/CONVT.	FORMULA COUPE	TRANS AM CPE/CONVT.
Antenna – power	S	S	S
Body panels – polymer composite doors, front fenders, rear deck-lid, spoiler and roof	S	S	S
Body panels – 2-sided galvanized steel rear fenders and hood	S	S	S
Convertible top – power operation, glass rear-window, 3-piece tonneau cover (Convertible)	S	–	S
Fog lights	S	S	S
Glass – Solar-Ray, tinted	S	S	S
Mirrors – power remote control	S	S	S
Mouldings – bodyside, body-colour	S	S	S
Mouldings – lower rocker panel	–	S	S
Roof panels – removable, tinted with locks and removable sunshades (Coupe)	0	S	S
Spoiler – rear deck-lid (Trans Am Coupe features specific spoiler)	S	S	S
Tires – P235/55R16 all-season touring [‡]	S	–	–
Tires – P245/50ZR16 Goodyear Eagle RS-A all-season (M+S) performance [§]	–	S	S
Tires – P245/50ZR16 Goodyear Eagle GS-C performance [§]	–	0	0
Wheels – 16"x7.5" 5-spoke aluminum (A)	S	–	–
Wheels – 16"x8" styled 5-spoke aluminum (B)	–	S	S
Wheels – 16"x8" chromed 5-spoke aluminum (C)	0	0	0
Windshield wipers – 2-speed with variable delay (intermittent)	S	S	S
Sport Appearance Package – includes special aero mouldings and dual exhaust outlets	0 [¶]	–	–
Trans Am Collector Edition ^{††} – includes black machine-faced aluminum wheels (E), embroidered front seat head restraints and trophy mat, special front floor mats, black roof panels (Coupe), black top (Convertible), black mirrors, two-tone rear fascia, specific striping, exterior and interior badging. Exclusive exterior colour – Sunfire Yellow with Ebony leather interior only	–	–	0

1 – With automatic transmission only. 2 – Available with automatic transmission only. 3 – With manual transmission only.
4 – See your dealer for specific details and availability. 5 – Maximum speed rating. 6 – Restricted speed rating.
7 – Requires Ram Air Performance and Handling Package.

TOWING

3.8L 3800 Series II V6; 3.23/3.08 or 3.42 final drive ratio;*
454 kg (1000 lb.) maximum gross trailer weight**[†]

5.7L V8; 3.42/2.73 or 3.23 final drive ratio;*
454 kg (1000 lb.) maximum gross trailer weight**[†]

* Depending on engine/transmission and model selected.

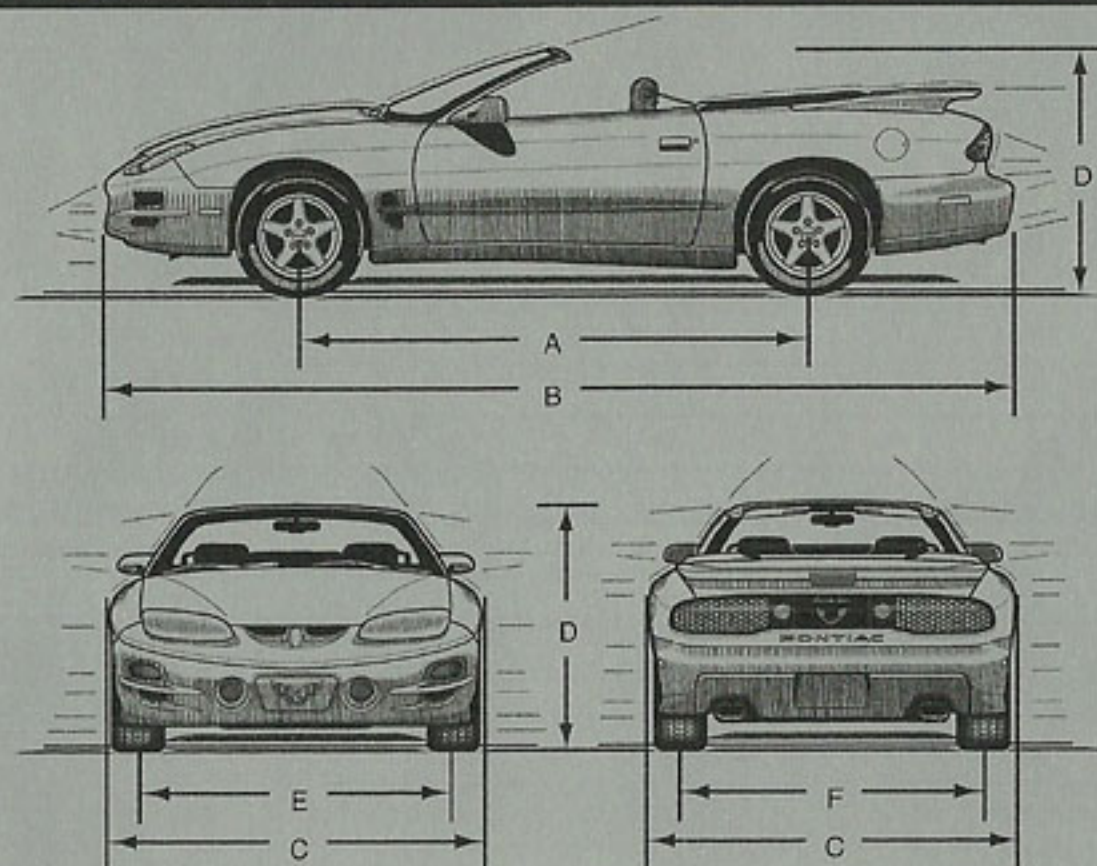
** Before trailer towing with a manual transmission, please refer to the Firebird Owner's Manual for specific use and conditions.

† When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination. See your dealer or refer to the Firebird Owner's Manual for details.

INTERIOR	FIREBIRD CPE/CONVT.	FORMULA COUPE	TRANS AM CPE/CONVT.
Air conditioning	S	S	S
Console – front floor with armrest, storage, cupholders and auxiliary power outlet	S	S	S
Cruise control – electronic with resume, coast and decelerate/accelerate features	S	S	S
Defogger – electric rear-window	S	S	S
Door locks – power	S	S	S
Floor mats – front and rear, carpeted	S	S	S
Hatch/trunk – release, power remote	S	S	S
Instrumentation – analogue cluster (includes 200 km/h speedometer* on Firebird, tachometer, coolant temperature, oil pressure, low oil level indicator, oil life monitor, battery voltage and fuel gauges)	S	S	S
Instrumentation – 240 km/h speedometer* and low coolant level indicator	–	S	S
Lights – front ashtray, dome (except Convertible), rear courtesy (Convertible), rear luggage compartment and glovebox	S	S	S
Mirrors – inside, rear-view with dual reading lights	S	S	S
Retained accessory power	S	S	S
Sunshades – LH and RH padded; covered vanity mirrors with map straps	S	S	S
Steering wheel – leather-wrapped, with sound system controls (includes leather-wrapped shift knob and parking brake handle)	S	S	S
Tilt-Wheel adjustable steering column	S	S	S
Windows – power, driver's express-down feature	S	S	S

*Note: Vehicle speed limited to speed rating of tires.

DIMENSIONS



SEATS	FIREBIRD CPE/CONVT.	FORMULA COUPE	TRANS AM CPE/CONVT.
Cloth reclining bucket seats	S	S	–
Reclining bucket seats with leather seating areas	0	0	–
Reclining articulating bucket seats with leather seating areas	–	–	S
Manual 4-way driver adjuster	S**	–	–
Power 6-way driver adjuster	S†	S	S
Seatback – rear, full-folding	S	S	S

†Standard on Convertible, available on Coupe. **Standard on Coupe.

SOUND SYSTEMS	FIREBIRD CPE/CONVT.	FORMULA COUPE	TRANS AM CPE/CONVT.
All Firebird sound systems include an electronically tuned Delco AM/FM stereo with seek up/down, digital clock and TheftLock			
AM/FM stereo, CD player, 7-band graphic equalizer	S	S	S
8-speaker Monsoon extended range sound system – 500-watt peak power (Convertible)	S	–	S
10-speaker Monsoon extended range sound system – 500-watt peak power (Coupe)	S	S	S
Trunk-mounted remote 12-disc CD changer	0	0	0

S – Standard, 0 – Optional individually or in combination with other optional equipment.

EXTERIOR, MM (IN.)	COUPE	CONVERTIBLE
Wheelbase (A)	2566 (101.1)	2566 (101.1)
Length (B)	4911 (193.3)*	4911 (193.3)*
Width (C)	1890 (74.4)	1890 (74.4)
Height (D)	1300 (51.2)	1315 (51.8)
Front tread (E)	1542 (60.7)	1542 (60.7)
Rear tread (F)	1540 (60.6)	1540 (60.6)

INTERIOR, MM (IN.) FRONT/REAR		
Headroom	944/894 (37.2/35.2)	984/1001 (38.7/39.4)
Legroom	1092/733 (43.0/28.9)	1092/733 (43.0/28.9)
Shoulder room	1457/1418 (57.4/55.8)	1457/1104 (57.4/43.5)
Hip room	1342/1165 (52.8/45.9)	1342/1110 (52.8/43.7)

CAPACITIES/WEIGHT		
Cargo, L (cu. ft.)	366 (12.9)**	215 (7.6)**
Fuel tank, L (imp. gal.)	63.5 (14.0)	63.5 (14.0)
Curb weight (est.), kg (lb.)	1531 (3376) Firebird 1579 (3481) Formula 1595 (3517) Trans Am	1606 (3541) Firebird – 1645 (3627) Trans Am

* Trans Am 4919 mm (193.7 in.). ** With rear seatback down 953 L (33.7 cu. ft.).

COLOUR & TRIM AVAILABILITY

INTERIOR FABRICS

CLOTH TRIM



LEATHER TRIM



EXTERIOR/INTERIOR COLOUR COMPATIBILITY

▼ Exterior (Solid Tone)	Interior ►	Ebony	Taupe	Camel
10 - Arctic White		.	.	.
11 - Pewter Metallic		.	.	.
13 - Bright Silver Metallic		.	.	.
28 - Navy Blue Metallic		.	.	.
41 - Black		.	.	.
44 - Maple Red Metallic		.	.	.
54 - Collector Yellow* (not shown)		.	.	.
71 - Sunset Orange Metallic		.	.	.
81 - Bright Red		.	.	.

*Available with Trans Am Collector Edition only. Please see your sales consultant for Convertible top colour availability.

A WORD ABOUT THIS BROCHURE

Some of the equipment shown or described throughout this brochure may be available at extra cost.

This brochure is based on the latest information at the time of printing. General Motors of Canada Limited reserves the right to make changes at any time, without notice, to specifications, equipment, colours, models, availability, programs and services. Your Pontiac dealer is the best source for up-to-date information. General Motors of Canada Limited reserves the right to lengthen or shorten the model year for any product, for any reason or to start and end model years at different times.

A WORD ABOUT ASSEMBLY

Pontiacs are equipped with engines and components produced and assembled by different operating units of General Motors, its subsidiaries and suppliers and these engines and components may change or be obtained from different sources from time to time. All such engines and components are approved for use in Pontiacs. Certain equipment ordered may be unavailable at the time of assembly and we suggest that you verify that your vehicle includes the equipment you ordered or if there are changes, that they are acceptable to you.

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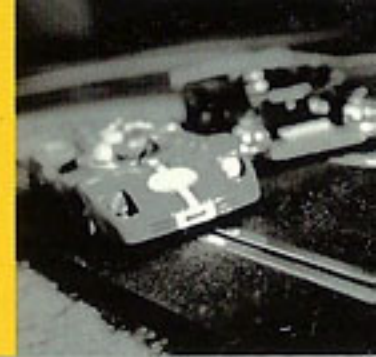
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EXTERIOR COLOURS

Colours may not be exactly as illustrated due to restrictions of printing process. Please see your sales consultant for specific colour and model availability.



10 – Arctic White



28 – Navy Blue Metallic



71 – Sunset Orange Metallic



11 – Pewter Metallic



41 – Black



81 – Bright Red



13 – Bright Silver Metallic



44 – Maple Red Metallic

The needs of Pontiac drivers may be different, but their attitude towards driving is strikingly similar. They want a vehicle that will inspire them, not just transport them. It doesn't matter whether you're looking for a car, a minivan or even the world's only Sport Recreation Vehicle – Pontiac only knows how to build vehicles one way. Pontiac. Built for Drivers.



SUNFIRE



GRAND AM



FIREBIRD



GRAND PRIX



BONNEVILLE



MONTANA



AZTEK



VIBE
COMING SPRING 2002

PONTIAC FIREBIRD  BUILT FOR DRIVERS