

*'69 pontiac*  
***Firebird & GTO***

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**Say hello to Big Daddy.**

It doesn't take much figuring to understand why we call this year's 400 the Big Daddy of the Firebird series. 400 cubic inches of V8. 330 hp at 4800 rpm. 430 lb-ft torque at 3300 rpm. 10.75:1 compression ratio. 4-barrel carburetion. Heavy-duty, fully-synchronized, 3-speed transmission with a Hurst shifter. Dual exhausts. Redline wide-ovals. And an extra-firm suspension with Firebird's new composite U-joints for a quieter, smoother ride.

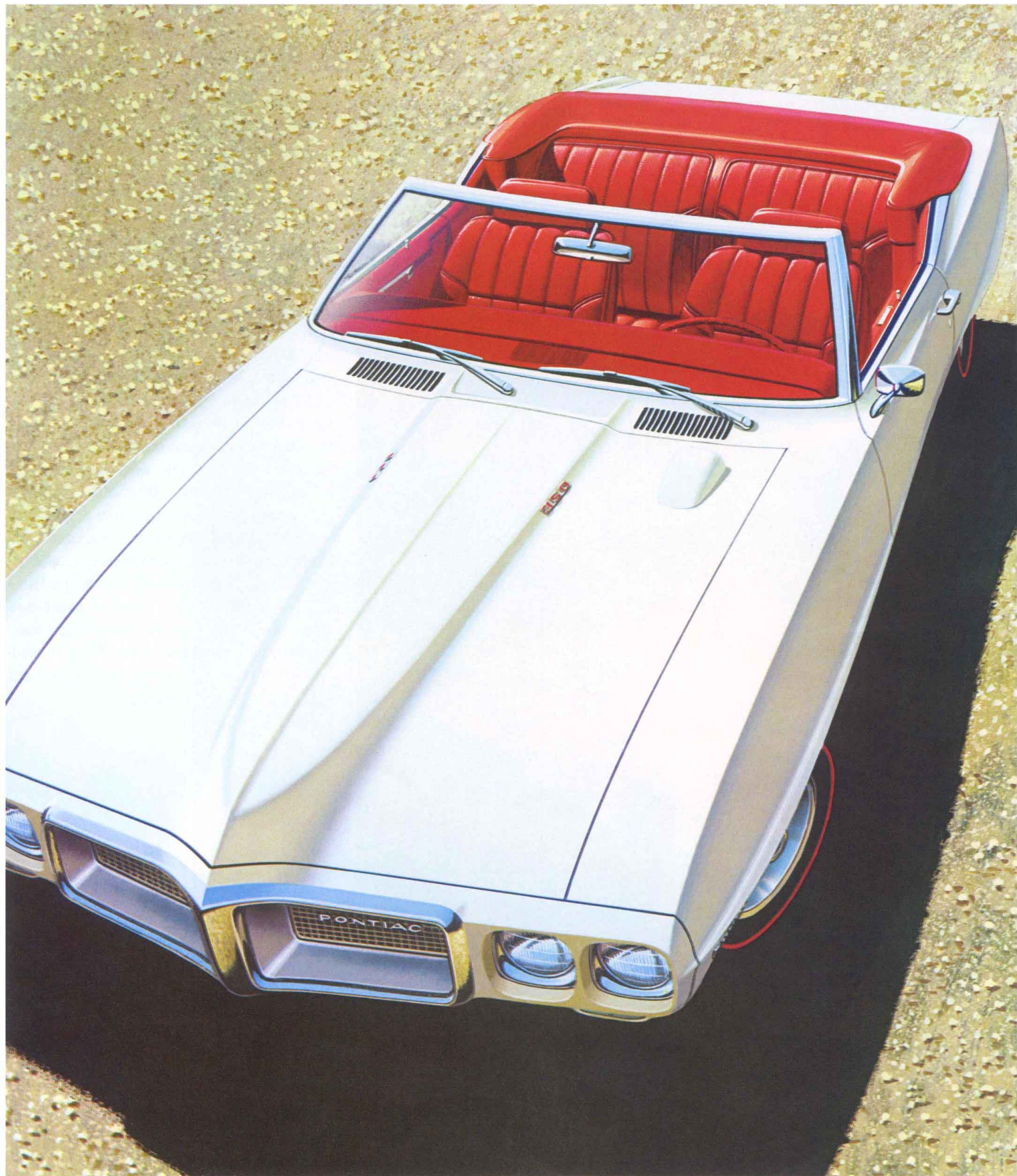
You sure wouldn't name a machine like that "mom". Frankly, we don't know what you'd call our 400 after you've opted for a 400 H.O. with its high-output cam and free-flow exhaust. May be even with a Ram Air package.

Our 400 Ram Air IV is a different breed altogether. High output cam and springs. Oversize valves. Flat-topped pistons with valve indents. Developing 345 horses. Ram Air IV promotes free breathing through two functional hood scoops which can be closed from the driver's seat in case the weatherman misses on a "sunny day" prediction. Other nifties you might want to order include mag-type Rally II wheels. A hood-mounted tach. Single-piston front power disc brakes. A rear-mounted power radio antenna. Variable-ratio power steering. (The farther you turn, the faster you turn). A newly designed custom air conditioner. Stereo tape. Custom wide-tread fiberglass-cord tires. A close-ratio, synchronized 4-speed. Or our 3-speed Turbo Hydra-Matic which comes with a rally sports shifter when you order a console.

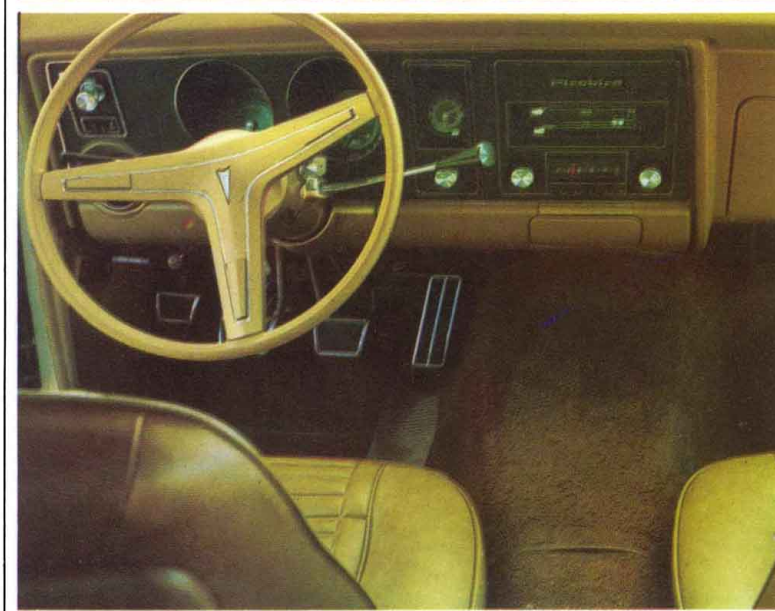
Big Daddy? Big Daddy!

Some of the equipment illustrated is optional at extra cost.





Firebird H.O.:



**And that definitely doesn't stand for hands off.**

No Sir. The H.O. means high output. The kind you get when you take a 325-horse, 350-cubic-inch V8, in league with a fully-synchronized 3-speed, and add Quadra-jet 4-barrel carburetion, high-lift cam, new cylinder heads, overhead valves, heavy-rated front and rear springs, heavy-duty clutch and dual exhaust.

Who would suspect we'd give Firebird that kind of action? But maybe you think you can do better. Be our guest. Tell the nice Pontiac dealer you want to order a close-ratio 4-speed. Or a heavy-duty 3-speed. Or a 3-speed Turbo Hydra-Matic. Or a limited slip differential. Or Koni shocks. Or a heavy-duty battery. Or a heavy-duty radiator. Or . . . or . . . or . . .

A hood-mounted tachometer and a special rally gauge cluster will tell you just how well you're doing. (Specify both.) Along with Firebird's newly designed instrument panel, of course.

These extras cost you nothing extra: New camera grain instrument panel. New easy-to-reach door locks. New wider, softer front buckets. New ignition lock on the steering column. (Wheel, transmission and ignition are locked when you remove the key). New coolant temperature control. New gas tank venting system. (Much easier to "fill 'er up").

Whew!

In case you get carried away leering down the sweep of Firebird's long hood, or testing the sticky wide-oval boots on our new 7"-wide wheel rims, we'd like to point out a couple of other goodies. Like the heavy-duty springs. Very un-mushy at railroad crossings. And the new embossing on the seat backs, doors and quarter panels. You may have to stop for a few minutes to appreciate it. But it's there for looks. So please do.

Then hurry back to the road. Firebird H.O. was never meant to stand still for any length of time.

Some of the equipment illustrated is optional at extra cost.





### **Firebird 350:**

#### **The sport that lives with the stork.**

It used to be that when dad passed out cigars he had to pass up sports cars.

That day ended when we came up with our Firebird 350. Our '69 version takes to kids like kids take to tadpoles. Take budgeting. This baby runs on regular. Precious little, thanks to a 2-barrel carburetor. Yet with 265 horsepower, it moves when told.

Our smooth, synchronized 3-speed stick is standard. But you can go even smoother by specifying Turbo Hydra-Matic. Order it with a console and a rally sports speed shifter is standard. (You can shift. Your wife doesn't have to.)

Versatility? We thought of that, too. The seats are upholstered in soft, expanded Morrokide. A swipe with a sponge and they're clean. That goes for the fold-down rear seat and the front bench seat with the fold-down center armrest you can order, too.

In the trunk, a "Space-Saver" spare tire leaves some pretty amazing space for luggage. It comes complete with its own aerosol inflater. All other tires are easy to inflate (so are beachballs) where you order our portable air pump that works off the engine.

OK. 350 is sensible. But don't forget it's still a sporty car. Which is why we offer options like an AM/FM radio, AM/FM with stereo multiplex, a ski rack and a Cordova top.

So when No. 2 comes along, you just might want to celebrate by buying a Firebird 350. Instead of passing out cigars.



### **Firebird Sprint:**

#### **With due apologies to our friends across the sea.**

Sometimes it's just plain great to live in North America. Especially when a car like our 1969 Firebird Sprint comes along.

Because Sprint does a great job of combining continental and North American virtues.

We get economy from a 250-cubic-inch, Overhead Cam Six. Which just happens to have a high-output cam, 4-barrel carb, low-restriction exhaust system, low-restriction air cleaner (chrome cover, no less) and 215 horses with automatic—230 with manual.

So we get performance, too.

Controlled with a floor-mounted, fully-synchronized 3-speed transmission, heavy-duty clutch and an extra-firm, yet smooth and quiet, suspension. (A new 3-speed Turbo Hydra-Matic is available, too.)

Now here's where we really get North American.

You see, the European cars have never been known for their sheer comfort. We redid our slimline buckets this year just to be sure we would be. They're wider. And they have more padding.

Nice going, Firebird Sprint.

Some of the equipment illustrated is optional at extra cost.





**Firebird:**

**It's hard to believe this is a basic anything.**

It just goes to show you how much we think of our Firebird. Obviously our designers do, too. They swung into action and came up with totally new lines. Everything from the front end and the bumper stabilizers to the cleaner rear end is N-E-W.

Now, before you start thinking you can't afford Firebird, we'd better explain how we cut costs. You see, some things were so great they didn't need changing. Like the "Space-Saver" spare tire. Plush nylon-blend carpeting. Upper-level ventilation that eliminates vent windows. And except for new composite U-joints, our multileaf rear suspension.

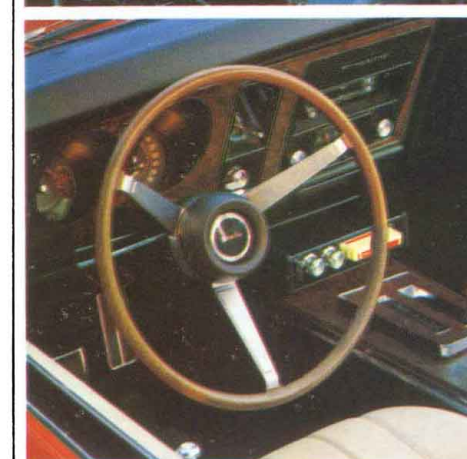
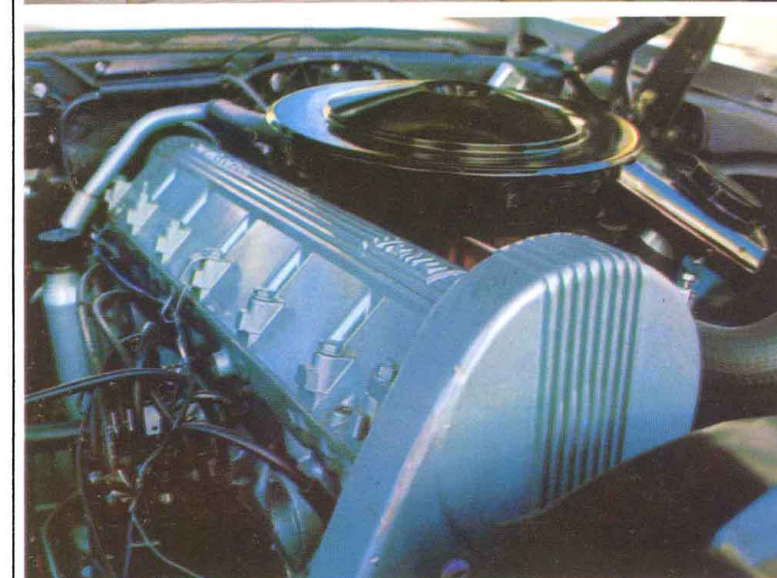
Our trusty Overhead Cam Six is still standard, too. While it develops 175 horsepower, it runs not walks, on regular. A fully-synchronized 3-speed goes along. But you can also order a new 3-speed Turbo Hydra-Matic.

That's what we call basic. But we also have a volume of options and accessories.

Order the custom trim option and the bucket seats will be done up in knit-vinyl upholstery that breathes. (So you won't lose your cool.) The package also includes bright roof rail side interior moldings, wood grain vinyl instrument panel, molded trunk mat, integral front armrests, deluxe padded steering wheel, padded interior door panels, assist grip and assorted interior and exterior trim. Just say the word.

Order again and you'll get a console, a walnut shift knob or a custom steering wheel with the look of walnut.

Whichever way you go—standard or custom—you've got a lot going for your money with Firebird.



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	Firebird	Firebird Sprint	Firebird 350	Firebird H.O.	Firebird 400	400 H.O.	400 Ram Air IV
<b>Engine size</b> (cu. in.)	250	250	350	350	400	400 H.O.	400 Ram Air IV
<b>Engine type</b>	OHC 6, 1-BBL Regular fuel	OHC 6, 4-BBL Premium fuel	V-8, 2-BBL Regular fuel	V-8, 4-BBL Premium fuel	V-8, 4-BBL Premium fuel	V-8, 4-BBL Premium fuel	V-8, 4-BBL Premium fuel
<b>Std. transmission</b>	3-speed Man. (column)	3-speed Man. (floor)	3-speed Man. (column)	3-speed Man. (column)	Heavy-duty 3-speed (floor)	Heavy-duty 3-speed (floor)	Heavy-duty 4-speed Man. (floor)
<b>Opt. transmissions</b> (extra cost)	4-speed Man., or 2-speed Auto.	4-speed Man., or 2-speed Auto.	H.D. 3-speed Man., 4-speed Man., or 2-speed Auto.	H.D. 3-speed Man., 4-speed Man., or 2-speed Auto.	4-speed Man. or 3-speed Turbo Hydra-Matic	4-speed Man. or 3-speed Turbo Hydra-Matic	3-speed Turbo Hydra-Matic
<b>Bore &amp; stroke</b> (inches)	3.88 x 3.53	3.88 x 3.53	3.88 x 3.75	3.88 x 3.75	4.12 x 3.75	4.12 x 3.75	4.12 x 3.75
<b>Horsepower</b>	175 @ 4800 rpm	215 @ 5200 rpm	265 @ 4600 rpm	325 @ 5100 rpm	330 @ 4800 rpm	335 @ 5000 rpm	345 @ 5400 rpm
<b>Torque</b> (lb.-ft.)	240 @ 2600 rpm	255 @ 3800 rpm	355 @ 2800 rpm	380 @ 3200 rpm	430 @ 3300 rpm	430 @ 3400 rpm	430 @ 3700 rpm
<b>Compression ratio</b>	9.0:1	10.5:1	9.2:1	10.5:1	10.75:1	10.75:1	10.75:1
<b>Oil capacity</b> (less filter)	4.2 Quarts	4.2 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts	5 Quarts
<b>Camshaft duration, degrees</b> —intake	240	244	269	288	273	228 (Man.) 273 (Auto.)	301 (Man.) 288 (Auto.)
exhaust	240	244	277	302	289	302 (Man.) 289 (Auto.)	313 (Man.) 302 (Auto.)
overlap	28	26	47	63	54	63 (Man.) 54 (Auto.)	76 (Man.) 63 (Auto.)
<b>Camshaft lift @ zero lash</b> —intake	.400	.438	.376	.414	.410	.414 (Man.) .410 (Auto.)	.414 (Man.) .410 (Auto.)
exhaust	.400	.438	.412	.413	.413	.413	.413
<b>Valve head diameter</b> —intake	1.92	1.92	1.96	2.11	2.11	2.11	2.11
exhaust	1.60	1.60	1.66	1.77	1.77	1.77	1.77
<b>Carburetor, bore dia.</b> —primary	1.69	1.38	1.69	1.38	1.38	1.38	1.38
secondary		2.25		2.25	2.25	2.25	2.25
<b>Spring rates, (lbs./in.) deflection,</b> front wheel (a)	73 (92)	73 (92)	85 (92)	85 (92)	85 (92)	85 (92)	85 (92)
rear wheel (a)	83 (119)	90 (119)	90 (119)	90 (119)	90 (119)	90 (119)	90 (119)
<b>Shipping weight</b> (est.) (lbs./hp.)							
coupe	3032 (17.3)	3087 (14.4)	3188 (12.0)	3226 (10.1)	3303 (10.01)	3303 (9.9)	3303 (9.9)
convertible	3294 (18.8)	3346 (15.6)	3460 (13.1)	3498 (10.9)	3575 (10.8)	3375 (10.08)	3375 (10.08)
with 4-spd. trans.	+9.0	+9.0	+6.0	+6.0	-13.0	-13.0	-13.0
with auto. trans.	-10.0	-10.0	-4.0	-4.0	+32.0	+32.0	+45.0
<b>Radiator cap.,</b> (qts.)	10.0	10.0	15.5	15.5	14.8	14.8	14.8
<b>Axle ratio#,</b> (00)—mph/1000 rpm in high gear manual trans.	3.55:1 (20.9)	3.55:1 (21.4)	3.23:1 (23.5)	3.36:1 (22.6)	3.36:1 (22.1) (22.6)	3.36:1 (22.6)	3.90:1* (19.5)
auto. trans.	3.23:1 (23.0)	3.23:1 (23.5)	2.56:1 (29.7)	3.23:1 (23.5)	3.08:1 (24.1) (24.7)	3.08:1 (24.7)	3.90:1* (19.5)
optional ratios	3.08:1 (24.1) 3.23:1† (23.0) Spec. ord. 3.55:1* (20.9)	2.78:1* (27.3) 3.55:1* (21.4)	3.08:1 (24.7) 2.93:1* (25.9) 2.78:1† (27.3)	2.78:1*† (27.3) Spec. ord. 3.55:1* (21.4) Spec. ord. 3.90:1 (19.5)	3.55:1 (21.4) 3.23:1* (23.5) Spec. ord. 3.90:1* (19.5) Spec. ord. 4.33:1 (17.5)	3.55:1* (21.4) Spec. ord. 3.90:1* (19.5) Spec. ord. 4.33:1* (17.5)	

#Some ratios require extra-cost items like a heavy-duty cooling package, limited slip differential, etc. Special 4.11:1 ratio available, dealer-installed.  
 \*w/automatic †w/air conditioning (a) Figure in ( ) indicates rate with firm ride and handling option—rate for rear spring on convertibles is increased to 123.  
 \*Not available w/air conditioning (automatic transmission only).

#### Firebird General Specifications

<b>Wheelbase</b>	108.1
<b>Tread:</b> Front	60
Rear	60
<b>Tire size*</b>	E70 x 14, wide-oval (a)
<b>Luggage compartment</b>	9.9 cubic feet, usable
<b>Length, overall</b>	191.1
<b>Width, overall</b>	73.9
<b>Height, overall</b> Coupe	49.6
Convertible	49.5
<b>Headroom:</b> front Coupe	37.0
Convertible	37.5
rear Coupe	36.7
Convertible	36.8

<b>Leg room:</b> front Coupe	42.5
Convertible	42.5
rear Coupe	29.5
Convertible	29.5

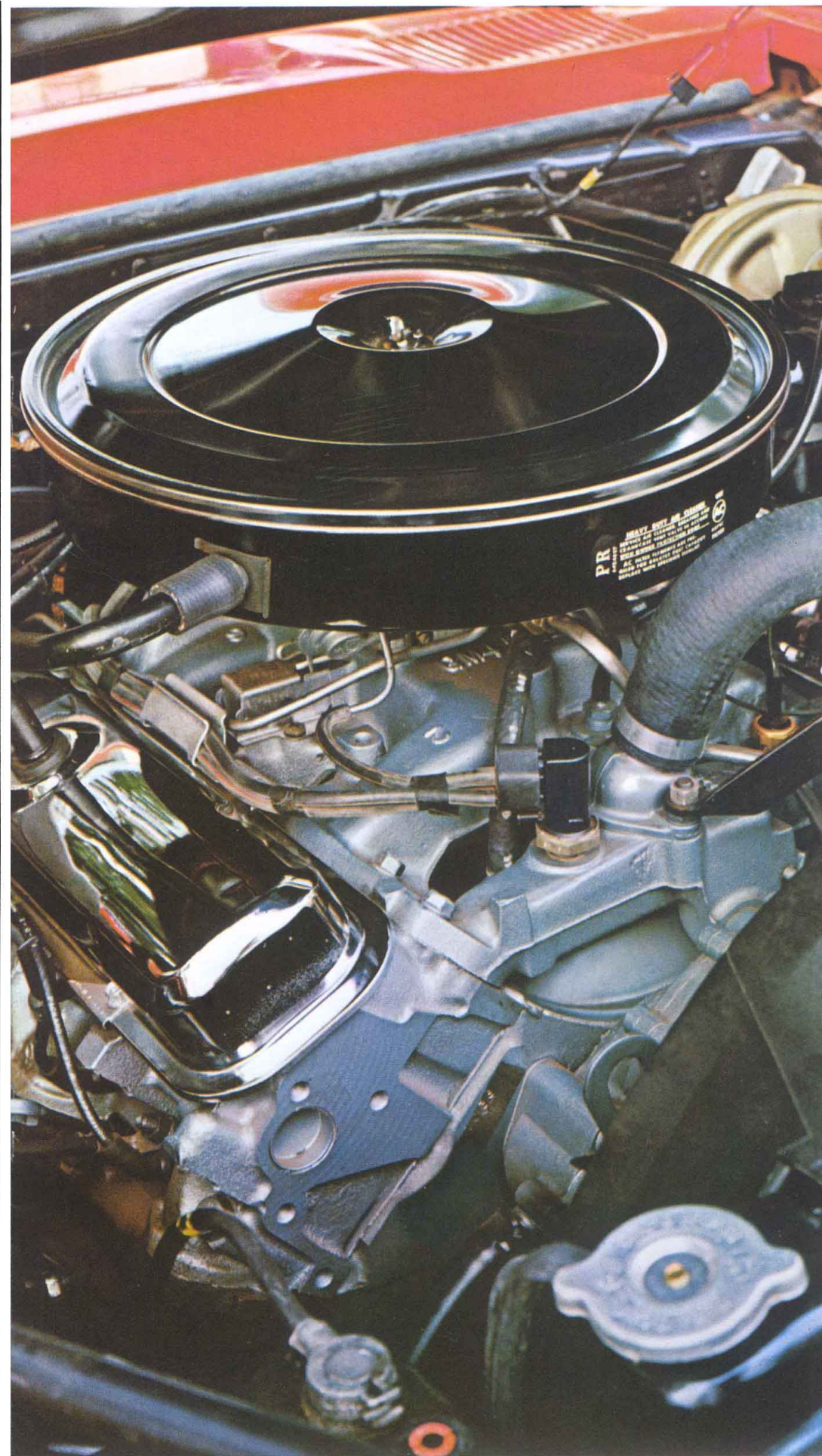
<b>Fuel tank capacity</b>	15.4 Imp. gal.
<b>Steering gear ratio:</b> manual	24:1 w/6-cyl.; 28:1 w/V-8
power	fast ratio 16.2:1

**Brakes,** diameter: drums 9.5 inches; 269.2 sq. in. swept area (total, std. system)  
 front, disc 11.12 inches; 323.6 sq. in. swept area (total, optional system)

\*"Space-Saver Spare" is standard, conventional spare tire is a no-extra-cost option.

(a) F70 x 14 std. with Firebird Sprint, 350, H.O. & 400 options.

**In addition to the options and accessories noted on the previous pages, you can personalize your Firebird with these:** Cruise control; Electric clock; Underhood lamp; Variable-pitch, heavy-duty, 7-blade fan; Self-regulated 55-amp alternator; Spare wheel and tire cover package; Integrated rear-speaker control; Power convertible top; Luggage carriers; Power windows; Power brakes; Power steering; Safeguard speedometer; Soft-Ray glass (all around or windshield only); Walnut shift knob and much, much more. Your Pontiac dealer will be happy to show you our entire accessory encyclopedia.



#### Firebird safety, comfort and convenience features:

When you put out a car like the 1969 Firebird, nobody should have to tell you that safety, anti-theft and convenience equipment should be included as standard fringe benefits. Nobody does. Every Firebird we make this year will be outfitted with the following:

- Energy-absorbing steering column
- Seat belts with pushbutton buckles for *all* passenger positions
- Driver and right front passenger shoulder belts with pushbutton buckles and special storage provision (except convertibles)
- Two front seat head restraints
- Passenger-guard door locks—with forward mounted lock buttons
- Four-way hazard warning flasher
- Dual master cylinder brake system, with warning light and corrosion resistant brake lines
- Latches on folding seat backs
- Windshield washer and dual-speed wipers
- Dual-action safety hood latch
- Outside rearview mirror
- Back-up lights
- Side marker lights and parking lights that illuminate with headlights
- Energy-absorbing instrument panel, padded sun visors
- Reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub and windshield wiper arms and blades
- Wide, inside day-night mirror with deflecting base
- Lange-change feature in direction signal control
- Safety armrests
- Thick-laminate windshield
- Soft, low-profile window control knobs, coat hooks, dome light
- Padded front seat back tops
- Smooth contoured door and window regulator handles
- Anti-theft ignition key warning buzzer
- Anti-theft ignition, steering and transmission lock
- Starter safety switch on all transmissions—manual and automatic
- Tire safety rim
- Safety door latches and hinges
- Uniform shift quadrant (P R N D L)
- Snag-resistant steering wheel hardware
- Non-projecting wheel nuts, discs and caps
- Improved fuel tank retention
- Improved glove-box door latches
- Headlamp aiming access provision

## Turn page for GTO





**There are leaders. There are followers. And The Great One—Pontiac GTO—is still kingpin.**

No matter how the Johnny-come-latelys try, they have yet to snatch the reins from our ultimate road car. Small wonder. With its long hood, lean lines and short deck, it looks like a French curve on wheels. There's the front bumper, too. Made of energy-absorbing Endura in the same color as the car. And GTO handles as if it were an extension of your mind. You want to negotiate a snaky piece of blacktop? It does so. With finesse. You feel like biting off Lookout Mountain at the knees? It does so. With ease. Sure, there are plenty of reasons why GTO is the master of macadam. Wide-Tracking, to single out but one. The front tread is 61" and the rear, 60". This way, you don't act like a worn squeegee bending into a turn. Know what else makes GTO the one to reckon with? This page was made for turning.

Some of the equipment illustrated is optional at extra cost.





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What else makes GTO The Great One is a 400-cubic-inch V8 with Quadra-jet carburetor that gives you some 350 horses. If you want to economize on fuel outlay—and that's not to say our standard engine hangs around gas stations a lot—there's a 265-hp version available that does wonders with regular. GTO sports a fully-synchronized, floor-mounted 3-speed with Hurst shifter, dual exhaust system, G78—14 red-lines with wide-oval appearance, stiff suspension, buckets or notchback front bench seat with fold-down centre armrest, full instrument panel padding with recessed instrumentation and controls, plus an inlay of walnut-grained vinyl along the panel's lower section. There's also an option list for GTO that lets you rig yours up like nobody else's business. A 366-hp Ram Air IV engine installation with functional hood air scoops. Hood-mounted tach. Front disc brakes. Four-speed cog-box. Three-speed Turbo Hydra-Matic. Mag-type Rally II wheels. Stereo tape system and—well, you get the message. What it all shapes up to is: GTO is still The Great One.



# GTO specifications

Engine:	Standard	400
	Optional	400 400 HO 400 Ram Air IV
Transmission:	Standard	3-speed manual
	Optional	4-speed manual Turbo Hydra-Matic
Brakes	Drum (dia.)	9.5 in.
	Area	269.2 sq. in.
Steering Ratio overall	Standard:	24:1
	Power:	17.5:1
Turning Radius (ft.).	Curb-to-curb:	40.9
Energizer:	61 amp. hr.	53 amp. hr. with 400-2 bbl.
Suspension:	Full Coil	
Frame:	Perimeter	
Wheelbase:	112.0 in.	
Length:	201.5 in.	
Height:	52.3 in. coupe	52.6 in. conv.
Width:	75.8 in.	
Weight:	3510 lbs.	
Tread:	Front: 61.0 in.	Rear: 60.0 in.
Tires:	G78 x 14	
Wheel Size:	14 x 6 in.	
Road Clearance:	5.3 in.	
Headroom:	Front:	Coupe 37.5 in.
	Rear:	36.2 in.
Legroom:	Front:	42.5 in.
	Rear:	31.6 in.
Shoulder Room:	Front:	58.3 in.
	Rear:	57.0 in.
Hiproom:	Front:	59.7 in.
	Rear:	58.5 in.
Fuel Tank Capacity:	18.0 Imp. gal.	
Usable Luggage Space:	14.5 cu. ft.	

Engines:	400-4 bbl.	400-2 bbl.	400 HO	400 Ram Air IV
Displacement (cu. in.)	400	400	400	400
H.P. @ rpm	350 @ 5000	265 @ 4600	360 @ 5100	366 @ 5500
Torque @ rpm	445 @ 3000	397 @ 2400	445 @ 3600	445 @ 3900
Compression Ratio	10.75:1	8.6:1	10.75:1	10.75:1
Carburetion	4-bbl.	2-bbl.	4-bbl.	4-bbl.
Bore x Stroke	4.12 x 3.75	4.12 x 3.75	4.12 x 3.75	4.12 x 3.75
Fuel	Premium	Regular	Premium	Premium
Oil System (qts.)	5	5	5	5
Cooling System (qts.)	14.8	14.8	14.8	14.8
Exhaust System	Dual	Dual	Dual	Dual
Valve Lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Axle Ratio				
3-Speed manual	3.55:1	—	3.55:1	—
4-Speed manual	3.55:1	—	3.55:1	3.90:1
Hydra-Matic	3.36:1	2.93:1	3.55:1	3.90:1

## GTO safety, comfort and convenience features:

Energy-absorbing steering column  
 Seat belts with pushbutton buckles for *all* passenger positions  
 Driver and right front passenger shoulder belts with pushbutton buckles and special storage provision (except convertibles)  
 Two front seat head restraints  
 Passenger-guard door locks—with forward mounted lock buttons  
 Four-way hazard warning flasher  
 Dual master cylinder brake system, with warning light and corrosion resistant brake lines  
 Latches on folding seat backs  
 Windshield washer and dual-speed wipers  
 Dual-action safety hood latch  
 Outside rearview mirror  
 Back-up lights  
 Side marker lights and parking lights that illuminate with headlights  
 Energy-absorbing instrument panel, padded sun visors  
 Reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub and windshield wiper arms and blades  
 Wide, inside day-night mirror with deflecting base  
 Lane-change feature in direction signal control  
 Safety armrests  
 Thick-laminate windshield  
 Soft, low-profile window control knobs, coat hooks, dome light  
 Padded front seat back tops  
 Smooth contoured door and window regulator handles  
 Anti-theft ignition key warning buzzer  
 Anti-theft ignition, steering and transmission lock  
 Starter safety switch on all transmissions—manual and automatic  
 Tire safety rim  
 Safety door latches and hinges  
 Uniform shift quadrant (P R N D L)  
 Snag-resistant steering wheel hardware  
 Non-projecting wheel nuts, discs and caps  
 Improved fuel tank retention  
 Improved glove-box door latches  
 Headlamp aiming access provision



MARK OF EXCELLENCE

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 OSHAWA, ONTARIO.

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