

Whoever said America's love affair with cars is over has obviously never driven a Pontiac Firebird.

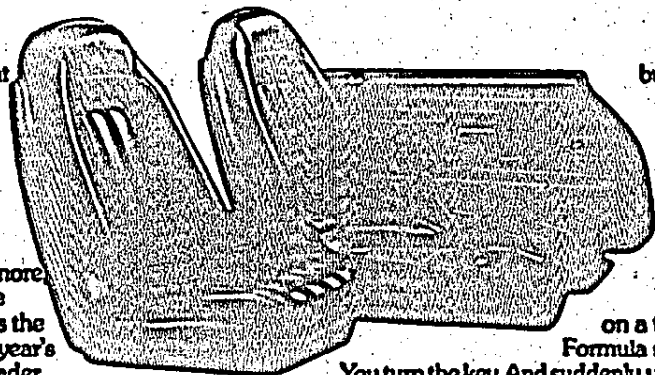
Now in its eleventh year, this great American sport continues to turn casual drivers into raving enthusiasts.

Whether it's the lowest-priced Firebird. The super plush Firebird Esprit. The racy Formula. Or our ultimate sport, Firebird Trans Am. The reaction's the same.

And speaking of Trans Am, just looking at it is enough to make your goose bumps rise. That aggressive new blacked-out grille. All those air dams, spoilers, extractors and deflectors. On our special-edition model, you can even order a sky-opening hatch roof with removable panels.

The excitement builds as you lift the new shaker hood. Because Trans Am sports a bold 6.6 litre 4-bbl. V-8. And if you're looking for something more, there's the available new T/A 6.6.* It has the horsepower of last year's 455 V-8 over a broader rpm range.

But what really hooks you is when you open the door. You sit back in deep-contoured Morrokide or newly available velour cloth



bucket seats. You look over a gleaming machine-turned dash with full rally gauges, clock and tachometer.

You get a grip on a thickly padded Formula steering wheel.

You turn the key. And suddenly, you discover the moves that have made Trans Am one of the most popular road cars built in America.

Trans Am. One of four great Firebirds to get enthused about for 1977. See them all.

For over a decade, Firebird's been turning drivers into enthusiasts.

