



(We take the fun of driving seriously.)

Any licensed driver is eligible to participate.

In the beginning of tomorrow. Which is where it's at when you take your seat in the 1970 Firebird Trans Am. The stick is from Hurst. And it controls a wide-ratio 4-speed transmission. Just right for making the 400 Ram Air V-8 do what you want it to.

You'll know exactly what it's doing, too. Thanks to the tach, speedometer, voltmeter and oil, water and fuel gauges set in that engine-turned aluminum instrument panel.

The thick wheel is our 14" Formula version. It goes directly to the extra-quick, variable-ratio power steering. You have to feel it to believe it.

Outside, the Trans Am is all function. An air dam under the Endura bumper and a spoiler at each wheel will help keep the car aerodynamically stable. Cooling air, that goes to the engine, is vented through two side air extractors. Preventing air buildup in the engine compartment. All these

good things are standard. And combined with the rear spoiler, they create a downward pressure of 50 lbs., both front and rear. At turnpike speeds.

Trans Am. It's our ultimate Firebird.

The Firebird Formula 400 is enough to be anyone else's ultimate car. It develops 430 lb-ft of torque from the standard 400 V-8. Order Ram Air, and those twin fiberglass scoops allow cold air to be rammed into the four-barrel carburetor.

Like every Firebird, the Formula 400 has front bucket seats. Buckle-type seats in the rear. Front and rear stabilizer bars help give a flatter ride.

Trans Am or Formula 400. Only Pontiac could build them. So naturally they're only at your Pontiac dealer's. Better get over there. If you want in on the beginning of tomorrow.



Firebird. New, even for Pontiac.

Full instrumentation was a highlighted feature of Formula and Trans Am in 1970.



Test drive a Camaro with your own two eyes.

Run your eyes over a new Camaro.

And it's easy to imagine yourself out on the road driving one. The shape itself seems meant for motion. Smooth sides. Front and back flowing into new improved bumper systems.

There's the solid grip of wide-spread wheels, with steel-belted radials available. A feeling of

closeness to the ground. Of hugging the road.

Under that long hood available engines range from an economical Six to the responsive Z28 engine package. The standard V8 now measures 350 cu. in. Power steering is standard on

all V8 models.

Test drive a Camaro with your own two eyes and, then, with your own two hands.

Basic Sport Coupe, Luxury-Touring Type LT, or Z28 performance version—it'll be one of the least surprising things you'll do this week.

Because the way Camaro looks is the way Camaro goes.

Chevrolet

Building a better way to see the U.S.A.

Camaro's face was new for 1974; all the more reason to emphasize it.

An honest look at driving from the Chevy side of the tracks.

A sports car for the four of you.

Say you've got a wife and two kids. Or you have two Great Danes. Or maybe you have two too many friends. But you want to drive a sports car.

You could buy a Corvette. But good as it is, space is limited to two people.

So, we also have Camaro. With four seats. And we think we're perfectly justified in calling it a sports car.

It certainly qualifies on looks. Our stylists have seen to that. And it performs and handles like a sports car. Our engineers have seen to that.

But nothing we can say can take the place of a test drive. So why don't you see your Chevrolet dealer. He's got a sports car waiting. For the four of you.



Camaro
You've changed. We've changed.

A modicum of practicality for 1971.

"L" for Luxury, "T" for Touring: 1973

1975 Pontiac Firebirds.



The untouchables.

Obviously, these '75 Firebirds weren't designed for undercovert work. Open road assignments are more their style.

Scoops, shaker hoods, 4-bbl. V8s, RITs, super-graphic hood decal and functional aerodynamic gear are all part of their M.O.

So are lockers, cut-grip carpeting and power steering. Which means they're hard to touch when it comes to Pontiac styling, comfort and performance. But these untouchables can be bought.

You don't have to be the Head of Intelligence to identify a Trans Am insider. A Formula wheel and rally instrumentation are standard.

Firebird's available custom interior with convenient center console adds a soft touch to a very tough car.



No sports car should be without Pontiac's Rack and Pinion Suspension. No Firebird is. Including the affordable base. And the plush Esprit.

Complete selected springs, firm shocks, stabilizer bars and GM sport-tuned wheel and tire are all part of a specially tuned suspension that helps make the '75 Firebirds untouchable. Unless you own one.

Nobody's perfect... but we're trying. When you buy a car, you deserve a smart, dependable product. And a dealer that treats you fairly. We're trying to see that you get just the change.

Our new Maximum Mileage system helps you understand just how much value your money can get out of a '75 Pontiac. It takes you get up to 7,500 miles between changes. 22,500 miles between a spark plug change. And it helps reduce overall operating costs.

Our assembly line is covered in gold leaf. And we're in a position to give you a Pontiac car that's as good as new. Nobody builds perfect cars. But at Pontiac, we're not trying.

Pontiac strikes again.

Shovel-nosed 1975 Formula and Trans Ams share some space.

NEW CAMARO RALLY SPORT.



"Unfair," cried the ordinary car.

"All's fair in love and cars," retorted Chevrolet, turning out a knockout new version of Camaro, which was already one of the better looking numbers on the block.

The Camaro Rally Sport is a bright new option package available on either the Sport Coupe or Type LT, in your choice of five colors: red, white, silver, bright yellow or bright blue metallic.

The hood, roof, grille, rocker panels and rear end panels are painted flat black, with distinctive tri-color stripes and Rally Sport LT.

Rally wheels and dual sport mirrors are included in the package.

Available options (shown) include front and rear spoilers and special 15-inch body-color wheels with white-lettered tires. (The special wheels are available only with the Camaro Rally Sport Suspension.)

If you think it looks

good here, wait until you see it in person. Wait until you walk around it, sit in it, take it on the road.

But don't wait long. Production is limited, and we'd hate for you to miss out.



Now that makes sense
CHEVROLET MAKES SENSE FOR AMERICA
Chevrolet

With Z28 gone in 1976, the Rally Sport got a new push.

