

HAGERTY VEHICLE VALUATION REPORT

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1968 Pontiac Firebird 400

2dr Convertible 8-cyl. 400cid/335hp 4bbl Ram Air

\$73,600 Avg Value*

All dollar amounts listed by condition and as an average are in Canadian dollars, and exclude any applicable provincial taxes.

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Hagerty Valuation Tools® uses vehicle values from our own independently published [Hagerty Price Guide](#), a respected and definitive resource for post-war cars and trucks. To determine this value, Hagerty analyzes sources including auctions, dealer sales and peer-to-peer sales. We also note condition, history, optional equipment, quality of restoration, degree of documentation, and sales venue, just to name a few.

Also incorporated into vehicle values are inventory, demand, recent trends of similar vehicles, movement within related market segments, and general directions of the vehicle market overall.

This report is an up-to-date and accurate representation of data currently available for the vehicle(s) requested.

**Please note: All prices shown here are representative of stock condition vehicles only and based on various data sources, as detailed in [About Our Prices](#). All dollar amounts listed by condition and as an average are in Canadian dollars, and exclude any applicable provincial taxes. Value adjustments for optional equipment are in U.S. dollars. For all Hagerty Insurance clients: The values shown do not imply coverage in this amount. Your broker is responsible for adding any applicable taxes to the agreed value of your vehicle. In the event of a claim, the agreed value(s) on your Certificate of Insurance is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your Hagerty Insurance policy, please call us at 888-348-9369.*

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MODEL OVERVIEW

Pontiac's upmarket version of Chevrolet's Camaro ponycar appeared in mid-1967. Brought to market under John Z. DeLorean's watch at Pontiac, the original Firebird offered deluxe accoutrements in addition competitive ponycar performance. From 1967 to '69, Firebird offered an unusual single overhead camshaft inline six, available with a four-barrel carburetor in Sprint models. Pontiac's 326- and 400-cid engines comprised the V-8 offerings.

Firebird was little changed for '68, with deleted vent windows and added side-marker lamps among its minor updates. A redesigned SOHC six was touted, while the mid-year 340-hp Ram Air II 400 V-8 reigned as the year's most powerful engine.

The Firebird was restyled for 1969, as was the Camaro. During the year, the first Trans Am Firebird was released. 689 coupes plus eight convertibles were produced. A 400-cid V-8 was standard in Trans Am and Firebird 400 models. The 400 model's optional Ram Air IV V-8 promised 100 mph quarter-mile acceleration.

The 1967-'69 Firebirds are relatively scarce, especially compared to Camaros of the same vintage. The '69 trades just slightly more often than '67-'68 versions. Genuine '69 Trans Ams will always be blue-chip Firebirds.

BODY STYLES:

2dr Convertible
2dr Hardtop Coupe

SPECIFICATIONS:

Curb Weight: not available
Length: not available
Wheelbase: not available

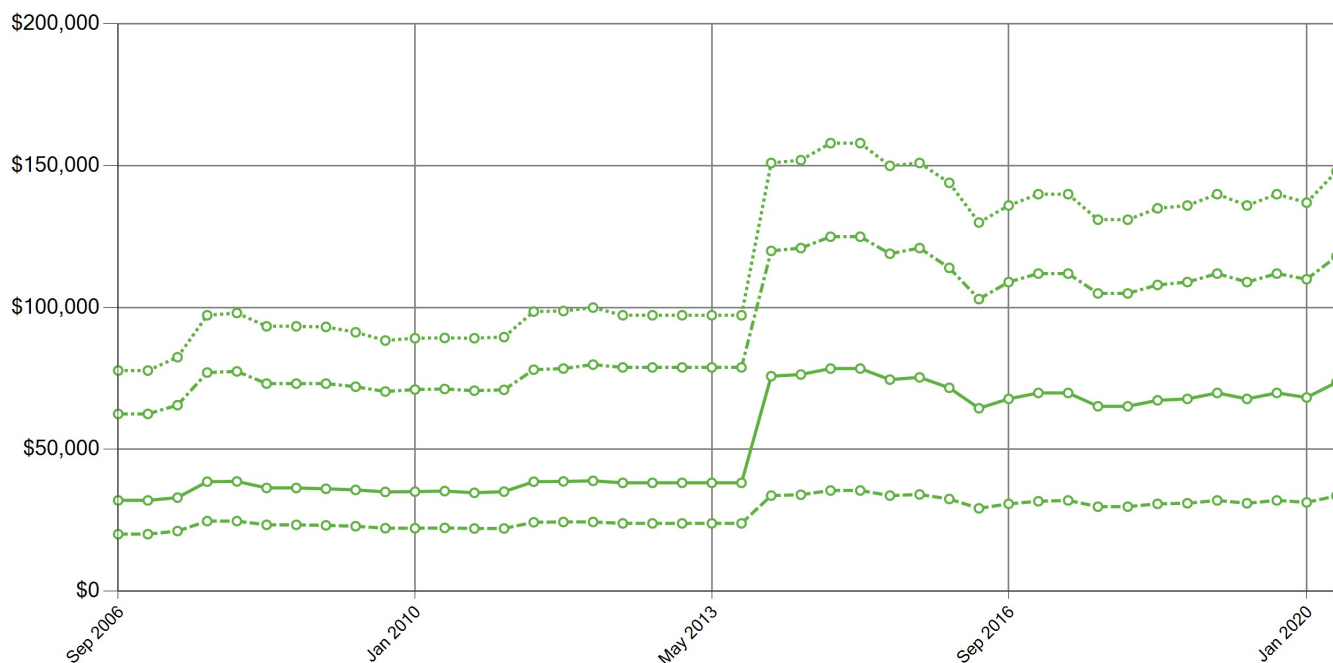
ENGINES:

8-cyl. 400cid/330hp 4bbl

8-cyl. 400cid/335hp 4bbl Ram Air

8-cyl. 400cid/340hp 4bbl Ram Air II

CURRENT & HISTORICAL VALUES



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#1 Concours \$148,000

Condition #1 vehicles are the best in the world. The visual image is of the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted. The one word description for #1 vehicles is "concours."

#2 Excellent \$118,000

#2 vehicles could win a local or regional show. They can be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws, but will be able to find some not seen by the general public. The paint, chrome, glass and finishes will all appear as excellent. No excessive smoke will be seen on startup, no unusual noises will emanate from the engine. The vehicle will drive as a new vehicle of its era would. The one word description for #2 vehicles is "excellent."

#3 Good \$73,600

#3 vehicles could possess some, but not all of the issues of a #4 vehicle, but they will be balanced by other factors such as a fresh paint job or a new, correct interior where applicable. #3 vehicles drive and run well, but might have some incorrect parts. These vehicles are not used for daily transportation but are ready for a long tour without excuses, and the casual passerby will not find any visual flaws. "Good" is the one word description of a #3 vehicle.

#4 Fair \$33,600

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting or scratches, the windshield might be chipped. Paintwork is imperfect, and perhaps the body has a minor dent. Split seams or a cracked dash, where applicable, might be present. No major parts are missing, but the wheels could differ from the originals, or other non-stock additions might be present. A #4 vehicle can also be a deteriorated restoration. "Fair" is the one word that describes a #4 vehicle.

CURRENT & HISTORICAL VALUES

Date	Fair	Good	Excellent	Concours	Notes/Buzz
May 2020	\$33,600	\$73,600	\$118,000	\$148,000	NULL
Jan 2020	\$31,300	\$68,300	\$110,000	\$137,000	
Sep 2019	\$32,000	\$69,900	\$112,000	\$140,000	
May 2019	\$31,000	\$67,800	\$109,000	\$136,000	
Jan 2019	\$32,000	\$69,900	\$112,000	\$140,000	
Sep 2018	\$31,000	\$67,800	\$109,000	\$136,000	
May 2018	\$30,800	\$67,300	\$108,000	\$135,000	
Jan 2018	\$29,800	\$65,200	\$105,000	\$131,000	
Sep 2017	\$29,800	\$65,200	\$105,000	\$131,000	
May 2017	\$32,000	\$69,900	\$112,000	\$140,000	
Jan 2017	\$31,700	\$69,900	\$112,000	\$140,000	
Sep 2016	\$30,800	\$67,800	\$109,000	\$136,000	
May 2016	\$29,200	\$64,500	\$103,000	\$130,000	
Jan 2016	\$32,500	\$71,700	\$114,000	\$144,000	
Sep 2015	\$34,100	\$75,400	\$121,000	\$151,000	
May 2015	\$33,700	\$74,600	\$119,000	\$150,000	
Jan 2015	\$35,500	\$78,500	\$125,000	\$158,000	
Sep 2014	\$35,500	\$78,500	\$125,000	\$158,000	
May 2014	\$34,000	\$76,400	\$121,000	\$152,000	
Jan 2014	\$33,700	\$75,800	\$120,000	\$151,000	
Sep 2013	\$23,900	\$38,200	\$78,900	\$97,300	
May 2013	\$23,900	\$38,200	\$78,900	\$97,300	
Jan 2013	\$23,900	\$38,200	\$78,900	\$97,300	
Sep 2012	\$23,900	\$38,200	\$78,900	\$97,300	
May 2012	\$23,900	\$38,200	\$78,900	\$97,300	
Jan 2012	\$24,400	\$38,900	\$79,900	\$100,000	
Sep 2011	\$24,400	\$38,700	\$78,500	\$98,800	
May 2011	\$24,300	\$38,600	\$78,100	\$98,600	
Jan 2011	\$22,100	\$35,100	\$71,000	\$89,600	
Sep 2010	\$22,100	\$34,700	\$70,700	\$89,200	
May 2010	\$22,300	\$35,300	\$71,300	\$89,300	
Jan 2010	\$22,200	\$35,100	\$71,100	\$89,200	

Date	Fair	Good	Excellent	Concours	Notes/Buzz
Sep 2009	\$22,200	\$35,000	\$70,400	\$88,400	
May 2009	\$22,900	\$35,700	\$72,100	\$91,300	
Jan 2009	\$23,200	\$36,100	\$73,200	\$93,200	
Sep 2008	\$23,400	\$36,400	\$73,200	\$93,400	
May 2008	\$23,400	\$36,400	\$73,200	\$93,400	
Jan 2008	\$24,700	\$38,700	\$77,500	\$98,100	
Sep 2007	\$24,700	\$38,600	\$77,100	\$97,300	
May 2007	\$21,200	\$33,000	\$65,600	\$82,500	
Jan 2007	\$20,100	\$32,000	\$62,500	\$77,800	
Sep 2006	\$20,100	\$32,000	\$62,500	\$77,800	

All dollar amounts listed by condition and as an average are in Canadian dollars, and exclude any applicable provincial taxes. Value adjustments for optional equipment are in U.S. dollars.

VIN DECODER

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2	GM Division: Pontiac
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2	Model: NULL
3	

3	Body Style: NULL
7	

8	Year: NULL
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L	Assembly Plant: NULL
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1	Production Number: not available
0	
0	
0	
0	
0	