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P. S. B. 69-53

THE FIREBIRD TRANS AM -- PONTIAC'S NEWEST

Pontiac has announced its newest high-performance entry in the sports car field -- the Firebird Trans Am -- continuing Pontiac's tradition of offering ultimate performance.

The Trans Am will be offered as a Firebird Option, which includes distinctive styling features sure to please the enthusiast -- a 60' Air Foil spanning the rear deck -- special hood with full length, functional Hood Scoops -- blacked out grille -- and special 'Trans Am' decals on front fenders and rear air foil. Also, to insure distinctive identification, the Trans Am will be produced only in Cameo White with Blue Rally Stripes.

The performance muscle is supplied by the Firebird 400 HO, 335 horsepower engine or an optional 400 Ram Air IV (Sales Code 347). These engines are available with the heavy-duty 3-speed manual floor shift, 4-speed manual shift or the Turbo Hydramatic transmission.

The Trans Am standard equipment also includes --

- . Front Spoiler -- under car -- for added engine compartment cooling
- . Sports Steering Wheel
- . F70 x 14 Fiberglass White Sidewall Tires
- . Special High-Effort Variable Ratio Power Steering
- . Dual Exhaust
- . Power Front Disc Brakes
- . Heavy-Duty Stabilizer Bar
- . Ride & Handling Package
- . Heavy-Duty Battery

Future Firebird order forms will include the Trans Am Option, Sales Code 322, and you will be advised of the price structure as soon as released.

The Trans Am -- another breakaway performer from Pontiac!



C. L. Copeland
Sales Promotion Manager

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