

1967

Firebird



**SELLING
FACTS**

SUGGESTED LOCAL DELIVERED PRICES

SERIES	Model Number	\$
FIREBIRD		
Hardtop Coupe	22337	
Convertible	22367	
FIREBIRD SPRINT		
Hardtop Coupe	22337	
Convertible	22367	
FIREBIRD 326		
Hardtop Coupe	22337	
Convertible	22367	
FIREBIRD H. O.		
Hardtop Coupe	22337	
Convertible	22367	
FIREBIRD 400		
Hardtop Coupe	22337	
Convertible	22367	

STANDARD EQUIPMENT AT NO EXTRA COST IN ALL 1967 FIREBIRDS

* Indicates Safety Feature

Circ-L-Aire Heater and Defroster
Slim Line Strato-bucket Front Seats
Expanded Morrokide Seat Backs and Cushions
Nylon Blend Loop Pile Carpeting
Front and Rear Armrests with Rear Armrest Containing Integral Ashtrays
Sports-Styled, Energy Absorbing Instrument Panel with Labeled and Smooth Contoured Knobs*
Instrument Panel Cushion Pad*
Energy Absorbing Steering Column*
Energy Absorbing Steering Wheel*
Front and Rear Seat Belts (4) with Push Button Buckles*
Front and Rear Seat Belt Retractors*
Front Seat Shoulder Belt Anchors*
Folding Front Seat Back Latches*
Four-way Hazard Warning Flasher*
Lane-Change Feature Incorporated in Direction Signal Control*
Passenger Guard Door Locks*
Safety Door Locks and Hinges*
Soft Low Profile Window Control Knobs and Coat Hooks*
Center Dome Lamp in Hardtop Coupe
Instrument Panel Courtesy Lamp in Convertible

Padded Sun Visors*
Inside Day-Night Mirror with Shatter-Resistant Vinyl-Edged Glass and Breakaway Support*
Outside Rear View Mirror*
Parking Brake Warning Light
Dual Master Cylinder Brake System with Warning Light*
Self Adjusting Brakes with Corrosion Resistant Brake Lines*
Back Up Lights*
Thick Laminate Windshield*
Dual Speed Electric Windshield Wipers with Washers*
Glove Compartment Locks
Cigar Lighter
Ball Bearing Ashtray
Bright Metal Rocker Panel Moldings
Vertical Louvers in Both Rear Quarter Panels
Bright Roof Drip Scalp Moldings (Coupe Only)
Chromed Hub caps
Delco Eye Energizer Battery
Full Flow Oil Filter
18.5 Gallon Fuel Tank
Safety Rim Wheels*
7.35 x 14 "Space Saver Spare" Tire

ADDITIONAL NO-EXTRA-COST EQUIPMENT DISTINCTIVE TO EACH OF THE "MAGNIFICENT FIVE" FIREBIRDS

FIREBIRD 230 cu. in., 1 bbl., reg. fuel, Overhead Cam 6-Cyl. Eng., 165 horsepower	3-speed manual trans., fully synchronized - column mounted E:70 x 14 blackwall tires
FIREBIRD SPRINT 230 cu. in., 4 bbl., Quadrajet, Overhead Cam 6-Cyl. Eng., 215 horsepower Low restriction air cleaner with chromed cover Low restriction exhaust system Large Sprint valves	Special high output Cam shaft Heavy rated front and rear springs H.D. clutch 3-speed manual trans., fully synchronized - floor mounted E:70 x 14 Wide Oval blackwall tires
FIREBIRD 326 326 cu. in., 2 bbl., reg. fuel V-8 Engine, 250 horsepower	3-speed manual trans., fully synchronized - column mounted E:70 x 14 Wide Oval blackwall tires
FIREBIRD H.O. 326 cu. in., high output, 4 bbl., prem. fuel, V-8 Engine, 285 horsepower Dual exhaust system Heavy rated front and rear springs	Special sports side striping with H.O. block letters 3-speed manual trans., fully synchronized - column mounted E:70 x 14 Wide Oval blackwall tires
FIREBIRD 400 400 cu. in., 4 bbl., Quadrajet, prem. fuel, V-8 Engine, 325 horsepower Dual exhaust system Chrome air cleaners, rocker arm covers and oil filler cap Special hood with dual air scoops H.D. battery and starting motor	H.D. radiator Decutching engine fan Heavy rated front and rear springs 3-speed H.D. manual trans., fully synchronized - floor mounted E:70 x 14 Wide Oval Red Line Tires

1967 BODY & CHASSIS DIMENSIONS

(In Inches Except Where Noted)

SERIES & MODEL NUMBERS	WHEEL- BASE	TREAD		MAXIMUM OVER-ALL DIMENSIONS			STANDARD TIRE SIZE	USABLE LUGGAGE CAPACITY (Cu. Ft.)	
		Front	Rear	Length	Width	Height		W/Space Saver	W/Std. Tire
FIREBIRD Hardtop Coupe Convertible	22337	59.0	60.0	188.8	72.6	51.5	7.35 x 14	9.9	7.1
	22367	59.0	60.0	188.8	72.6	51.4	7.35 x 14	7.2	5.4
FIREBIRD SPRINT Hardtop Coupe Convertible	22337	59.0	60.0	188.8	72.6	51.5	E-70 x 14	9.9	7.1
	22367	59.0	60.0	188.8	72.6	51.4	E-70 x 14	7.2	5.4
FIREBIRD 326 Hardtop Coupe Convertible	22337	59.0	60.0	188.8	72.6	51.5	E-70 x 14	9.9	7.1
	22367	59.0	60.0	188.8	72.6	51.4	E-70 x 14	7.2	5.4
FIREBIRD H.O. Hardtop Coupe Convertible	22337	59.0	60.0	188.8	72.6	51.5	E-70 x 14	9.9	7.1
	22367	59.0	60.0	188.8	72.6	51.4	E-70 x 14	7.2	5.4
FIREBIRD 400 Hardtop Coupe Convertible	22337	59.0	60.0	188.8	72.6	51.5	E-70 x 14 Red Line	9.9	7.1
	22367	59.0	60.0	188.8	72.6	51.4	E-70 x 14 Red Line	7.2	5.4

1967 FIREBIRD POWER TEAMS

	FIREBIRD	FIREBIRD SPRINT	FIREBIRD 326	FIREBIRD H.O.	FIREBIRD 400	FIREBIRD 400 RAM AIR SPEC. ORDER OPT. ⑤
Engine	OHC 6	OHC 6	V-8	V-8	V-8	V-8
Displacement	230 cu. in.	230 cu. in.	326 cu. in.	326 cu. in.	400 cu. in.	400 cu. in.
Horsepower	165 hp @ 4700 rpm	215 hp @ 5200 rpm	250 hp @ 4600 rpm	285 hp @ 5000 rpm	325 hp @ 4800 rpm	325 hp @ 5200 rpm
Comp Ratio Carburetion, Fuel	9.0:1 1 Bbl., Reg.	10.5:1 4 Bbl., Prem.	9.2:1 2 Bbl., Reg.	10.5:1 4 Bbl., Prem.	10.75:1 4 Bbl., Prem.	10.75:1 4 Bbl., Prem.
Transmission	3-Spd. Man. (Std.) Auto. ⑤	3-Spd. Man. Floor Mtd. (Std.) 4-Spd. Man. ⑤ Auto. ⑤	3-Spd. Man. (Std.) 4-Spd. Man. ⑤ Auto. ⑤ 3-Spd. Man. Floor Mtd. ⑤	3-Spd. Man. (Std.) 4-Spd. Man. ⑤ Auto. ⑤ 3-Spd. Man. Floor Mtd. ⑤	3-Spd. H.D. Man. Floor Mtd. (Std.) 4-Spd. Man. ⑤ Turbo-Hyd. ⑤	3-Spd. H.D. Man. Floor Mtd. (Std.) 4-Spd. Man. ⑤ Turbo Hyd. ⑤
Service Intervals Chassis Lubrication Engine Oil Change	12 Months or 12,000 Miles 60 Days or 6,000 Miles					

⑤ Extra-Cost Option

1967 FIREBIRD COLORS AND INTERIORS

INTERIOR

The interior in each of the "Magnificent Five" Firebirds is finished in rich expanded morrokide. Interiors are available in the following colors:

STRATO BUCKET SEATS (Exp. Morrokide) - Hdt. Cpe. (22337) & Conv. (22367) - Standard

Trim #	Color Description	Recommended Exterior Colors
250	Blue (Dark Metallic)	A,C,D,E,F,P
251	Gold (Medium Metallic)	A,C,G,S,T
252	Red	A,C,N,P,R
253	Black	A,C,D,E,F,G,H,K,L,M,N,P,R,S,T
254	Parchment	A,C,D,E,F,G,H,K,L,M,N,P,R,S,T

STRATO BENCH SEATS (Exp. Morrokide) - Hdt. Cpe. (22337) ONLY - Extra Cost Option

270	Blue (Dark)	A,C,D,E,P
271	Gold (Medium Metallic)	A,C,G,S,T
272	Black	A,C,D,E,F,G,H,K,L,M,N,P,R,S,T

EXTERIOR*

Colors are as follows:

A - Starlight Black	L - Mariner Turquoise
C - Cameo Ivory	M - Plum Mist
D - Montreux Blue	N - Burgundy
E - Fathom Blue	P - Silverglaze
F - Tyrol Blue	R - Regimental Red
G - Signet Gold	S - Champagne
H - Linden Green	T - Montego Cream
K - Gulf Turquoise	

Convertible Top Colors Available Are:

- #1 - Ivory
- #2 - Black
- #4 - Blue
- #5 - Turquoise
- #7 - Cream

Cordova Top Colors Available Are:

- #1 - Ivory
- #2 - Black
- #7 - Cream

*Exterior colors, convertible top and cordova top colors are the same as those available on all 1967 Pontiac series.

SPECIAL OPTIONS

CUSTOM OPTION (Extra Cost)

To further customize any of the "Magnificent Five" Firebirds, the CUSTOM OPTION can be specified by writing any of the following trim combination numbers in the appropriate block on the Wholesale Car Order Form.

STRATO BUCKET SEATS (Exp. Morrokide) - Hdt. Cpe. (22337) & Conv. (22367)

Trim #	Color Description	Recommended Exterior Colors
255	Blue (Med. Bright Metallic)	A,C,F
256	Turquoise (Dark Metallic)	A,C,K,L,P
257	Gold (Med. Metallic)	A,C,G,S,T
258	Red	A,C,N,P,R
259	Black	A,C,D,E,F,G,H,K,L,M,N,P,R,S,T
260	Parchment	A,C,D,E,F,G,H,K,L,M,N,P,R,S,T

STRATO BENCH SEATS (Exp. Morrokide) - Hdt. Cpe (22337) ONLY - Extra Cost Option

265	Blue (Med. Bright Metallic)	A,C,F
267	Gold (Med. Metallic)	A,C,G,S,T
269	Black	A,C,D,E,F,G,H,K,L,M,N,P,R,S,T

The following additional custom items are also included in the CUSTOM OPTION:

- Custom formed, foam-padded vinyl door and quarter trim panels
- Molded full length front and rear armrests
- Perforated vinyl headlining
- Instrument panel assist bar
- Dual horns
- Deluxe steering wheel
- Deluxe wheel discs
- Front and rear wheel opening moldings
- Bright roof and side rail garnish moldings

The CUSTOM OPTION provides the ultimate in luxury and appearance and will make all "The Magnificent Five Firebirds" highly sophisticated personal sports cars.

SPECIAL OPTIONS (Continued)

Strato-Bench Front Seat

(Order by trim combination number---see pages 6 and 7).

Available at extra cost on 22337 only.

Finished in handsome expanded morrokide this specially styled front seat has a free standing arm rest and contoured seat back and cushion.

Folding Rear Seat Back

(Code #654)

Available on all models at extra cost.

This fully carpeted seat back provides additional luggage space when folded forward.

FIREBIRD ACCESSORIES

The following are a few of the many accessories available on FIREBIRD:

- Front Disc Brakes (521)
- Rally Gauge Cluster and Hood Mounted Tach (444)
- Ride and Handling Package (621)
- AM/FM Radio (344)
- Stereo Tape Player (354)
- Custom Air Conditioning (582)
- Console (472)
- Custom Wheel Discs (458)
- Power Windows (551)
- Cruise Control (441)

FIREBIRD EXCLUSIVES

Overhead Cam 6 Cylinder Engine

A Pontiac industry exclusive in the United States, the standard 230 cubic inch OHC-6 engine develops 165 horsepower and makes FIREBIRD the envy of the personal sports car field.

Similar to many overhead cam engines found on expensive European sports cars, the OHC-6 gives true sports car performance with outstanding economy. (Conventional 6 cylinder engines, standard in Mustang, Camaro, and Barracuda are smaller and develop as much as 45 horsepower **less** than FIREBIRD. Cougar does not even offer a 6 cylinder engine as a customer choice.)

Wide Track

Front tread of 59" and rear tread of 60" gives FIREBIRD the "widest track" in the personal sports car field and provides outstanding stability and handling characteristics. (Wider track than Mustang, Camaro, Cougar, and Barracuda---as much as 1.6" front and 4.4" rear wider.)

Space Saver Spare Tire

An industry first, this 7.35 x 14 spare tire is standard in all FIREBIRD models. Useable luggage space is increased, approximately **3 cubic feet more** than when a regular tire is used. A pressurized can of compressed gas (provided with tire) inflates it when necessary.

After emergency use as a spare tire, it can be deflated and returned to its original space saving configuration. (Not available in Mustang, Cougar, Camaro, or Barracuda.)

FIREBIRD VS. COMPETITION

MODEL	FIREBIRD Hdtp. Cpe.	MUSTANG Hdtp. Cpe.	CAMARO Hdtp. Cpe.	COUGAR Hdtp. Cpe.	BARRACUDA Hdtp. Cpe.
EXTERIOR DIMENSIONS					
Wheelbase	108.1	108.0	108.0	111	108.0
Tread	Front	57.9	59.0	58.1	57.4
	Rear	57.9	58.9	58.1	55.6
Length O-A	188.8	183.6	184.7	190.3	192.8
Width O-A	72.6	70.9	72.5	71.2	71.6
Height O-A	51.5	51.6	51.4	51.8	53.7
Tire Size - Standard	7.35 x 14	6.95 x 14	7.35 x 14	7.35 x 14	6.95 x 14

ENGINE SPECIFICATIONS						
	STD.	OPT.*	STD.	OPT.*	STD.	OPT.*
Type	OHC-6	V-8	6	V-8	V-8	V-8
Displacement (Cu. In.)	230	400	200	390	289	390
Horsepower @ rpm	165 4700	325 4800	120 4400	320 4800	200 4400	320 4800
Torque - lbs. ft. @ rpm	216 2600	410 3400	190 2400	427 3200	282 2400	427 3200
Compression Ratio : 1	9.0:1	10.75:1	9.2:1	10.5:1	9.3:1	10.5:1
Carburetion	1 bbl.	4 bbl.	1 bbl.	4 bbl.	2 bbl.	4 bbl.
Fuel	Reg.	Prem.	Reg.	Prem.	Reg.	Prem.
LUGGAGE COMPARTMENT DIMENSIONS						
Usable Luggage Capacity (Cu. Ft.)	9.9	9.0	8.3	9.1	—	

* Specifications indicated are for the top engine option available.

1967 FIREBIRD SELLING FACTS BOOKLET

IMPORTANT LAST MINUTE CHANGE:

**E:70 x 14 WIDE OVAL BLACKWALL
TIRES ARE NOW STANDARD EQUIP-
MENT ON FIREBIRD.**

**Please make sure that this important change is reflected
on the following pages of the Selling Facts booklet.**

1. On Page 2, under **STANDARD EQUIPMENT**
ADD: **E:70 x 14 Wide Oval Blackwall Tires**
2. In the right hand column of Page 3, under **FIREBIRD**
Delete: **7:35 x 14 Blackwall Tires**
ADD: **E:70 x 14 Wide Oval Blackwall Tires**
3. On Page 4, under column titled **STANDARD TIRE SIZE** for
Firebird Hardtop Coupe and Convertible
Delete: **7:35 x 14**
ADD: **E:70 x 14**
4. On Page 10, under column titled **FIREBIRD HARDTOP COUPE**
where standard tire size is listed
Delete: **7:35 x 14**
ADD: **E:70 x 14**

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ials, equipment, specifications, prices and models—and also to dis-
continue models. The right is also reserved to change specifica-
tions, parts, or equipment without incurring obligation to equip cars
built prior to date of change.**