



POWER? PERFORMANCE?

Buck says: "Firebird has everything—from the OHC-6 to the Ram Air 400, both exclusives in the industry. Firebird has six engine choices, more than anybody. Cougar has only three and Cougar has no Sixi!"

In the standard Sixes, Firebird has:

- 20 more h.p. than Barracuda!
- 25 more h.p. than Camaro!
- 45 more h.p. than Mustang!

In basic V-8's, Firebird has:

- 40 more h.p. than Camaro!
- 50 more h.p. than Cougar and Mustang!
- 70 more h.p. than Barracuda!

"Firebird V-8's have the power to match or beat them all. And Firebird has the biggest engine with more cubes than anybody!"

"Barracuda, which is two inches higher than Firebird, says in its literature that with their optional 383 V-8, quote: '... the engine compartment's so full of engine that there just isn't room for power steering or air conditioning.' How about that? If their trunk is 'huge-car sized,' maybe they could stick the equipment back there!"

TRANSMISSIONS?

Buck says: "Firebird offers five transmissions—more than anybody! Only Firebird offers two types of automatics! And, the Firebird heavy-duty three-speed manual is the finest manual transmission in the industry!"

COST PER MONTH?

Buck says: "Firebird costs LESS than Cougar! And, comparing Firebird with Camaro, Mustang, and Barracuda with similar equipment that we want:

Firebird costs us only from

\$3.97 to \$5.34
a month more!

"...the way I figure it over a three-year period!

"For this we can enjoy not only extra horsepower, but all the great Firebird standard and exclusive features—every month, month after month—including true, original Wide Track, Space-Saver Spare, more trunk space, and many other outstanding features and benefits at no extra cost!"



Buck and Sue agree:

"The car for us to buy is
FIREBIRD!"



1967
**PONTIAC
POCKET
FACTS**

WHY BUCK AND SUE
ARE BUYING A FIREBIRD!



Meet Buck and Sue, co-stars with Firebird in the film *Moment of Truth* as they compare sports cars and decide that Firebird is the best to buy!

In comparing cars, Buck and Sue use manufacturers' literature they have picked up at various dealerships.

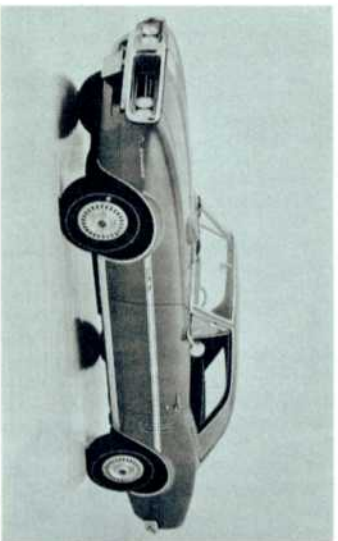
They learn what competition says in this literature to prospects like themselves who should be *your* customers!

Litho in U.S.A.



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STYLING?

Maybe every customer won't react like this, but here's the way Sue reacts:

Mustang: "It's nice—but it's practically ancient!"

Cougar: "Cougar literature says it's a 'Man's Car.' I drive, too, you know! Anyway, Cougar has no convertible."

Barracuda: "It says in Barracuda's folder, quote: 'My, Barracuda, what big teeth you have! Snap!' I don't want a car named after a nasty fish that eats people."

Camaro: "It seems to me that Camaro styling looks somewhat like Firebird styling! But, not really. Firebird styling is different. It really stands out!"



Buck says: "Right. Dual headlamps, integrated front bumper grille, the original split grille, wide rocker panel moldings, bright-metal roof-drip scalp moldings, big wrap-around rear bumper, vertical louvers and Wide Oval tires—all standard—make Firebird sharper, smarter, really in style."

RIDE AND HANDLE?

According to Buck:

Camaro literature talks about 'wide-footed stability' and 'exceptional wide stance.'

Mustang says it has 'a wider 58-inch tread for better roadability.'

Cougar claims 'outstanding riding smoothness' and 'sure-footed handling.'

"Exceptional wide stance?' 'Wider 58-inch tread?' 'Sure-footed handling?'"

"Look at the figures."

TRACK*	Firebird Wider by
Firebird	65.9
Camaro	63.6
Cougar	62.7
Mustang	62.3
Barracuda	61.8

Firebird	2.3
Camaro	3.2
Cougar	3.6
Mustang	4.1

*The maximum distance between the outer edges of the tires.

"So who's got Wide Track?"



CURB WEIGHT (V-8, 3-speed manual trans.)	Firebird Heavier by
Firebird	3,261
Cougar	3,119
Camaro	3,070
Barracuda	3,010
Mustang	2,884

"Firebird's wider track and heavier curb weight, combined with its other dimensions: wheelbase, 108.1; length overall, 188.8; and height, 51.5, give it the best combination for balance, ride and handling, stability and sure footing."



PASSENGER COMFORT? ROOMINESS?

Sue says: "Firebird's overall width, 72.6 inches—wider than anybody—gives us more room and comfort. How about room for luggage?"

USABLE TRUNK CAPACITY

Firebird	9.9
Mustang	9.2
Cougar	9.1
Camaro	8.3

"Barracuda doesn't give the size of their trunk in their folder. All they say is their trunk is 'huge-car sized,' whatever that means!"



Buck says: "And only Firebird has the Space-Saver spare—standard at no extra cost. But, I hear Ford and Chevy think it's so good, they'll have it as an EXTRA-COST OPTION next year!"