

ATTN: ALL PONTIAC DEALERS

ZONE St. Louis

FILE REF.ZCD

DATE February 7, 1969

NO.12-6

SUBJECT: "TRANS-AM" FIREBIRD

UPC CODE WS-4 - SALES CODE 322

The "Trans-Am" Option (Sales Code 322) (UPC Code WS-4) will be available on the Firebird for dealer order with production to start approximately April 1, 1969, in the Norwood and Van Nuys Assembly Plants.

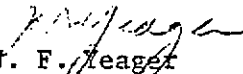
You will be advised when orders may be transceived for production.

This package includes the Firebird 400 equipment with the following additions:

1. Code 348 400 HO Engine (L-74)
2. Code 611 Hood Ram Air Inlet (T-42)
3. Heavy Duty Stabilizer Shaft and Bushings
4. Code 511 Front Disc Brakes
5. Code 502 Power Steering Variable Ratio
6. Code MR Tires F-70 x 14 White Side Wall Fiberglass
7. Airfoil
8. Code 621 Ride and Handling Springs and Shocks
9. Brake Scoops on Front Fender
10. Sports Steering Wheel
11. Full length Stripes on Hood, Roof and Deck Lid
12. "Trans-Am" Decals on Rear Quarters and Airfoil
13. "Blacked-out" Grille
14. Specific Hood with Longer Scoops
15. 3.55 Axle Ratio
16. Color - Cameo White with Blue Stripes is the only color available.

The "Trans-Am" may be ordered by writing Code 322 in the "Other Accessories" section of the Firebird Wholesale Car Order.

Final pricing is not available at the present time, and we will furnish you this information as soon as possible.


W. F. Heager
Car Distributor

WFY:cb

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