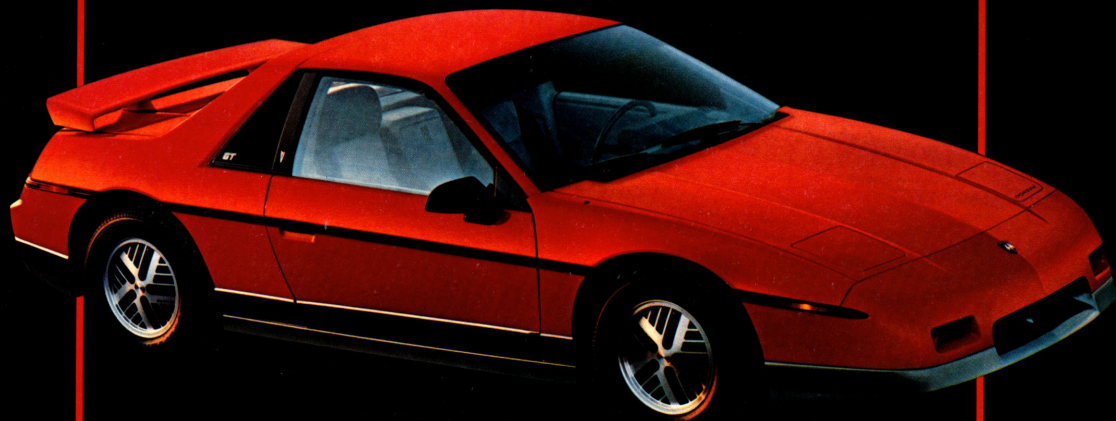


# ***FIERO***



***PONTIAC***  
***1985***



**J**ust one year ago, Pontiac stunned the automotive world with one of the most innovative new cars in years—the mid-engine Pontiac Fiero. And from day one, Fiero was a sensation with car enthusiasts and car critics alike. Now, Pontiac does it again.

Introducing the exciting Fiero GT: Its slippery aero nose, special ground effect side skirts and available aerodynamic rear wing spoiler are all derived from the fabulous 1984 Indianapolis 500 "Indy Fiero" pace car.

Propelling this superb shape is a mid-mounted 2.8 litre V-6 engine with multi-port fuel injection. Its throaty growl is trumpeted through dual outlet twin exhausts. Its imposing power is transmitted to the road through a rugged 4-speed manual gearbox (a 3-speed automatic is available).

But Fiero GT's performance goes beyond straight line stuff. When the road takes an interesting twist, Fiero GT responds with quick-ratio rack and pinion steering. Fully independent suspension. And a WS6 performance package that includes specially tuned shocks and springs, and P215/60R14 Goodyear Eagle GT radials mounted on 14" hi-tech cast aluminum wheels for even more cornering response.

Fiero GT. A proud new addition to the ranks of world-class sports cars, only from Pontiac.

\*The 1985 Fiero and Fiero GT will be available in January. See your dealer for ordering information.

**North America's first and only mid-engine production car.**



**S**ports car, personal car, practical car. Call it what you will, Fiero has one endearing characteristic that transcends labels: It's just flat-out fun to drive. And for 1985, Pontiac has injected Fiero Sport Coupe (in white) and Fiero SE Coupe (in new light gray metallic) with even more fun and excitement.

An improved 2.5 litre 4-cylinder engine powers Fiero for '85. This spirited powerplant features swirl-port combustion chambers,

electronic fuel injection and new roller valve lifters for smooth, willing response. This year, a new 5-speed gearbox is standard.

Or, you can choose Fiero Sport Coupe's or SE's newly available prime mover: a 2.8 litre V-6 coupled to a smooth shifting 4-speed manual gearbox. A 3-speed automatic is also available with both engines.

Of course, all Fiero models start out with fully independent suspension and 4-wheel disc brakes. But if you order Fiero SE, you

also get Pontiac's legendary Y99 Rally Tuned suspension including Goodyear Eagle GT radials and 14" hi-tech cast aluminum wheels. Or specify the 13" turbo-finned cast aluminum wheels shown at left on the Fiero Sport Coupe. And for even more fun you can order the available luggage rack and removable sunroof.

**Flat-out fun to drive, this Pontiac does it all.**

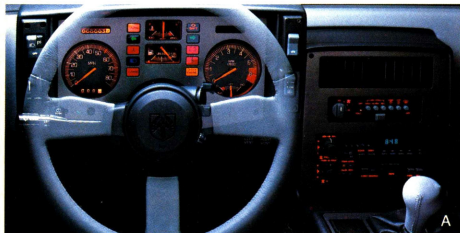


**T**he relationship between car and driver is a vital concern at Pontiac. That's why you'll find Fiero's interior environment a most rewarding place to enjoy driving (Fiero SE Coupe interior shown).

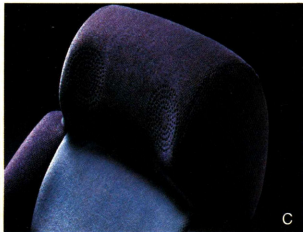
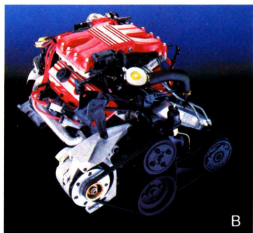
The standard instrumentation is both logical and complete. A freestanding pod contains an electric speedometer, fuel, temperature and oil pressure gauges plus a 6000 RPM tachometer (A). A full-length console houses Fiero's new standard 5-speed shifter (2.5 litre engine only) (D) and the controls for available power windows and side mirrors.

Fiero's reclining buckets are anatomically contoured and feature built-in lateral restraints. Order a Fiero GT or any of the available Delco-GM music systems and stereo speakers come built into the seat headrest (C).

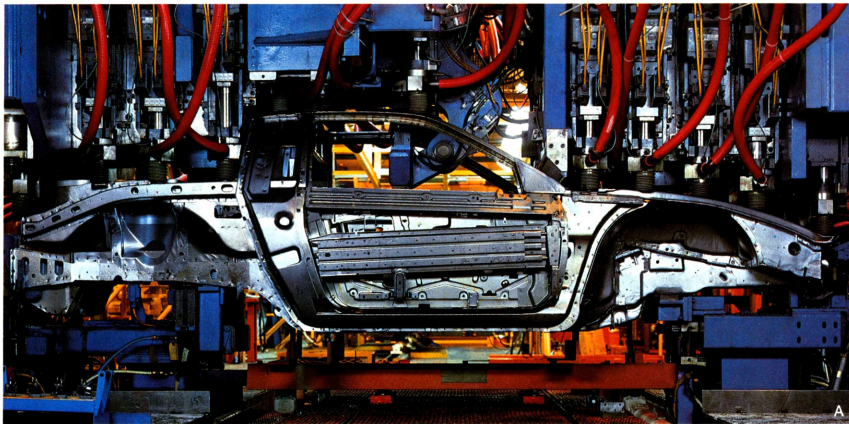
And, there's a host of other Fiero options you can order including air conditioning, rear window defogger, tilt steering wheel, improved cruise control and the exciting new 2.8 litre V-6 engine (B) (standard on Fiero GT).



Instruments in Canada are metric where required.



**A most rewarding driving environment is standard on every Fiero.**

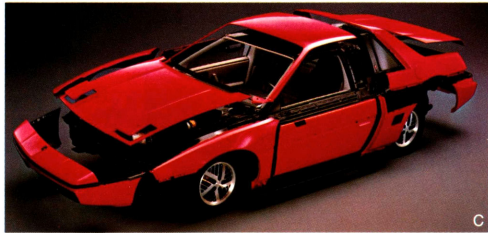
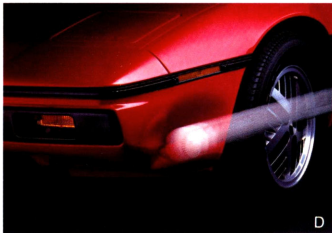


**P**erhaps no car in the world deserves to be called "one of a kind" more than Pontiac Fiero. Its engine is mounted behind the driver for superb weight distribution and balance. Its race car derived "space frame" design gives Fiero's structure strength without excess weight. And the process that transforms these basic components into a functioning automobile is like none other in the world.

After fabrication, the space frame is precisely located in a specially designed "mill and drill" machine (A). Then, 39 steel pads are "milled" down to the correct height and "drilled" to accept fasteners that will hold the outside body panels squarely in place.

Next, all mechanical components are assembled to the space frame to form a "drivable chassis" (B). This means that each new Fiero is quality tested and fully operational before interior trim and exterior body panels are installed (C).

Fiero's Enduraflex™ body panels are in themselves unique. They actually resist dents (D), and they will never rust!



**A manufacturing process like none other in the world.**

# 1985 FIERO FACTS & FIGURES

Select the combination of "extras" that make your Pontiac uniquely yours from the long list of standard and available features, some of which are given below. Ask your dealer about group packages and the many other features not indicated below. Your dealer will also advise you of the availability of the various items on the model of your choice.

	Fiero	Fiero Sport	Fiero SE	Fiero GT
Engines—2.5 litre 4-cyl.	S	S	S	—
2.8 litre V6	—	A	A	S
Transmission—4-speed manual	—	A	S	S
5-speed manual O.D.	S	S	A	—
Automatic	—	A	A	A
Brakes—4-wheel disc	S	S	S	S
power	S	S	S	S
Steering—Rack & Pinion	S	S	S	S
Tires 185/80R x 13 Radial (black)	S	S	—	—
185/80R x 13 Radial (white lettered)	A	A	—	—
195/70R x 14 Radial (black)	—	A	S	—
195/70R x 14 Radial (white-lettered)	—	A	A	—
215/60R x 14 Radial (black)	—	A	A	S
215/60R x 14 Radial (white lettered)	—	A	A	A
Air Conditioning	—	A	A	A
Steering wheel—Formula	A	A	S	S
—Leather-wrapped	A	A	A	A
Tilt steering wheel	A	A	A	A
Moulding—bodyside protective	S	S	S	S
Carrier—deck lid luggage	A	A	A	A
Console—floor	S	S	S	S
Electronic Cruise Control	A	A	A	A
Rear window defroster	S	S	S	S
Soft-Ray tinted glass	A	A	S	S
Engine block heater	A	A	A	A
Dual horns	S	S	S	S
Rally Gauge Cluster with tachometer	S	S	S	S
Tungsten halogen headlamps	S	S	S	S
Lamp Group	A	A	A	A
Door-mounted map pockets	A	A	A	A
Carpeted floor mats	A	A	A	A
Sport mirrors	S	S	S	S
Electric sport mirrors	A	A	A	A
Visor Vanity mirror	A	A	A	A
Radio—AM	A	S	—	—
—AM with digital readout	A	A	S	—
—AM/FM stereo	A	A	A	S
—AM/FM stereo, cassette	A	A	A	A
—AM/FM stereo, graphic equalizer & cassette	A	A	A	A
Root Panel—tinted glass	A	A	A	A
Special Performance Package	—	A	A	S
Wheels—Rally	S	S	—	—
—Trim Rings	A	A	—	—
—Turbo Aluminium	A	A	—	—
—Hi Tech Turbo	—	A	S	S
Wiper System—Controlled Cycle	A	A	A	A
—King Fuel filler door	S	S	S	S

	Fiero	Fiero Sport	Fiero SE	Fiero GT
Power door locks	A	A	A	A
Power windows	A	A	A	A
Heavy-duty cooling	A	A	A	A
Bodyside moulding	S	S	S	S
Bumper rub strips	S	S	S	S
Side window defoggers	S	S	S	S
Cigarette lighter	S	S	S	S
Dual map lamps	S	S	S	S
Front compartment cable release	S	S	S	S
Rear compartment power release	A	A	S	S
Locking rear compartment	S	S	S	S
Colour-keyed seat/shoulder belts	S	S	S	S
Electric speedometer	S	S	S	S
Luggage compartment trim	S	S	S	S
Dual fluidic washer/wiper system	S	S	S	S
Front stabilizer bar	S	S	S	S
Lightweight Freedom II battery	S	S	S	S
Seats Reclining Buckets—Standard cloth	S	S	—	—
Custom cloth	—	—	S	S
Custom suede	—	—	A	A

S—Standard A—Available (extra cost) —Not Available

## DIMENSIONS

	COUPE	
	mm	in
Wheelbase	2373	93.4
Overall Length	4082	160.7
Overall Width	1751	68.9
Height	1192	46.9
Tread, Front/Rear	1468/1492	57.8/58.7
Headroom	941	37.0
Legroom	1105	43.5
Shoulder Room	1395	54.9
Hiproom	1380	54.3
Usable Luggage Cap.	165.6 litres	5.85 cu. ft.
Fuel Tank Cap.	39.7 litres	8.7 gal.

## A word about engines

These Pontiacs are equipped with GM-built engines produced by various divisions and affiliates of General Motors Corporation and GM of Canada.

Order Code	Displacement	Carb. bbl.	Cyl.	V.I.N.	Source	Transmission
LE8	2.5 litre (151 CID)	EFL	4	R	(1)	4-speed Manual 5-speed Manual O.D. Automatic
L44	2.8 litre (173 CID)	MFI	V6	9	(2)	4-speed Manual Automatic

Produced by (1) Pontiac Division U.S.A. (2) Chevrolet Division U.S.A.

\*The V.I.N. (Vehicle Identification Number) Engine Code is the eighth entry (letter or numeral) from the left on the vehicle serial number plate. The vehicle serial number plate is located on the top portion of the driver's side of the instrument panel and can be viewed from the exterior of the car by looking through the windshield.

## MODEL LINEUP

**Fiero—2-Door Coupe**  
**Fiero Sport—2-Door Coupe**  
**Fiero SE—2-Door Coupe**  
**Fiero GT—2-Door Coupe**

## STANDARD FEATURES ON ALL PONTIACS

### SAFETY FEATURES

**OCCUPANT PROTECTION** • Manual lap/shoulder belts for driver and right front passenger (driver side includes visual and audible warning system). • Manual lap belts at each rear seat position. (and centre front, when applicable) • Energy absorbing steering column • Energy absorbing instrument panel • Energy absorbing tops, front seats • Laminated safety windshield glass and tempered safety side and rear window glass, (except plastic rear window, Sunbird convertible) • Safety interlocking door latches • Passenger-guard inside door lock handles • Inertia-locking, folding front seat backs. (manual release, Firefly) • Safety armrests • Safety strength seat attachments • Head restraints, driver and right front pass. (adjustable/integral) • Dual sun visors • Smooth contour door and window regulator handles • Pressure lock radiator cap.

**ACCIDENT AVOIDANCE** • Side marker lights and reflectors • Parking lamps that illuminate with headlights • Four-way hazard warning flasher • Back-up lights • Directional signal control (and lane change feature—except Firefly) • Windshield defroster, washer and dual speed wipers • Inside rearview mirror with vinyl-bonded glass • Outside left rearview mirror • Brake system with dual master cylinder and warning light • Starter safety switch • Dual action hood latch system (except rear opening Fiero) • Low glare finish on instrument panel top, inside windshield mouldings, wiper arms/blades, metallic steering wheel surfaces • Illuminated heater and defroster controls • Illuminated windshield wiper and washer controls (if on IPI) • Tires with built-in tread-wear indicators • Safety road wheel rims • Audible brake lining wear capacitors, all disc brakes • Self-adjusting brake feature • Pressure relief fuel cap. (pressure relief fuel system, Firebird).

**ANTI-THEFT** • Audible reminder for ignition key removal • Anti-theft steering column lock • Visible vehicle identification number • Remote inside hood release • Anti-theft key system (separate key for ignition). Except Firefly.

## A word about assembly, components, and optional equipment in these vehicles.

The vehicles described in this brochure are assembled at various Divisions of General Motors Corporation. These vehicles incorporate thousands of different components produced by General Motors of Canada Limited and related companies and their suppliers. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emission and safety requirements or fuel economy guidelines, or for other reasons, to produce vehicles with different components or differently sourced components than initially scheduled. All such components have been approved for use in our products by General Motors of Canada Limited or related companies and will provide the quality performance associated with our name.

Please note that certain optional equipment can be ordered only in conjunction with other optional equipment. Also, upgrading from specified standard equipment may be necessary when certain optional equipment is ordered. Ask your sales representatives for details.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this catalogue are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost. Check with your dealer for complete information.

# PONTIAC BUILDS EXCITEMENT

# The Pontiac Philosophy... road cars with a purpose

For the past 25 years, Pontiac has been responsible for some of North America's greatest road cars. And this proud heritage is what drives us today.

Over the years, we've learned one important lesson: Great road cars don't materialize overnight. It takes years of dedicated development work. It means a suspension development engineer spending week after week in search of that perfectly balanced combination of ride and handling. It means designers trying endless combinations of subtle but detailed refinements on the shape of a future Pontiac, working hour after hour in the wind tunnel to achieve aerodynamic performance and the ultimate Pontiac look. It means interior designers reviewing thousands of variations on instrumentation, lighting, controls, seating, steering wheels, pedal placement, environmental systems, color and texture, all in the quest for the optimum driving environment. It means engine development specialists working with cylinder head designs, fuel-injection systems, turbo and supercharging, and computer electronics, all toward the goal of optimum performance *and* operating efficiency. And it means advanced technicians probing the outer limits of automotive thinking, contemplating future transportation designs beyond our imagination, ones that will uphold the proud Pontiac tradition 25 years from now.

Our goal is to build the finest road cars that we possibly can. To some car companies, that challenge is too heavy a burden to bear. At Pontiac, we know no other way.

## COMMITMENT TO



At General Motors, a lot of new thinking has gone into our products. New thinking aimed at completely satisfying you, the customer. Our designers and engineers are making history in aerodynamic design, computer aided technology, fuel efficiency and safety.

As further proof of our goal of totally satisfying you, at GM dealerships we are implementing a "Commitment to Excellence" Delivery Procedure.

The program includes: a thorough new-vehicle inspection by both the service technician and the salesperson; a full tank of fuel; plus a follow-up survey based on your impression of the delivery procedure.

With a commitment like that, you've got a lot of excellent reasons to "Look at GM Today". See your dealer for complete details.



## FOR YOUR PROTECTION

**New Vehicle Limited Warranty**—This warranty covers any repairs needed during the basic coverage period due to defects in material or workmanship. Any required adjustments will also be made during the basic coverage period of 12 months or 20,000 kilometres, whichever comes first. The complete vehicle, except tires, is covered during this period.

**Powertrain Coverage**—This powertrain warranty covers gasoline engines and other powertrain components up to a total of 24 months or 40,000 kilometres, whichever comes first. This powertrain warranty also covers specific diesel engine components to 36 months or 80,000 kilometres, whichever comes first. All powertrain warranty repairs are subject to a \$100 deductible for each repair visit.

**Corrosion (Rust-Through) Coverage**—General Motors warrants for 1985 passenger cars, light duty trucks and vans that your General Motors dealer will repair or replace at no charge any body sheet metal panel found to have developed perforation (rust-through) due to corrosion. This warranty begins on the date the vehicle is first delivered or put in use and extends for 36 months, regardless of distance travelled by the vehicle.

**Battery Coverage**—If your battery should fail under normal service due to a defect in material or workmanship after the basic coverage period expires, but before the vehicle has been in use 36 months, it can be replaced on a pro rata adjustment basis for a new Delco battery. The pro rata adjustment price of the new battery will be based on the number of months the original battery was in use since the start of the new vehicle warranty. Contact a dealer handling your vehicle for further details on such adjustments.

**Tires are warranted by the tire manufacturer.**

**Owner Assistance**—The satisfaction and goodwill of owners are of primary concern to GM dealers and General Motors of Canada Limited. In the event a warranty or some other matter is not handled to your satisfaction, the following steps should be taken:

1. Discuss the problem with your dealership management.
2. Contact the General Motors Zone Office closest to you as listed in the Owner Assistance Section of your Warranty and Owner Assistance Booklet.
3. Contact the Customer Service Representative, General Motors of Canada Limited, Oshawa, Ontario.

**Special Policy Adjustment Program Beyond the Warranty Period**—General Motors is proud of the protection afforded by its warranty coverages. In order to achieve maximum customer satisfaction, there may be times when General Motors will establish a Special Policy Adjustment program to pay all or part of the cost of certain repairs beyond the terms of the warranty. Check with your General Motors dealer or the nearest G.M. Zone Office to determine whether any special policy adjustment program is applicable to your vehicle.



**Protection  
Plan**

**Protection Plan**—While there are many service contracts available on the market today, there is only one which gives you an agreement directly with General Motors. It is the one with the Protection Plan logo shown. The GM Plan, the finest such program available to GM owners.

This logo on all Plan material assures you that the service contract you are buying is the GM Plan, the finest such program available to GM owners. The GM Protection Plan provides optional added mechanical and electrical repair protection during and after the new vehicle limited warranties. Ask your General Motors dealer for details and information about the genuine GM Protection Plan.



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