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Pontiac Firebird: 50 Years



Synopsis

Celebrate 50 years of Pontiac's iconic muscle car. The early 1960s saw American auto manufacturers desperately trying to sell cars to the emerging baby-boom market. Pontiac attained success with its original muscle car, the GTO, but as successful as the GTO was, it was handily outsold by Ford's grand-slam home-run pony car, the Mustang. In response, Pontiac entered the pony car market in 1967, its new Firebird, a model that became one of the most iconic cars of the classic muscle-car era. Eventually the top Firebird model, the Trans Am, became the standard bearer for automotive performance in the U.S. market, kept the muscle car flame alive throughout the dark years of the 1970s and led the charge when performance reemerged in the 1980s. Pontiac Firebird: 50 Years chronicles the Firebird's rich history, from the early attempts to reach the youth market in the early 1960s, through the potent and turbulent years of the classic muscle car era, the resurgence of muscle in the 1980s, to the car's continued popularity today.

Book Information

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Customer Reviews

David Newhardt is one of the best automobile photographers working today and has provided photography for best-selling Motorbooks titles Muscle: America's Legendary Performance Cars, Corvette: Fifty Years, Mustang: Forty Years, Mopar Muscle: Fifty Years, and Shelby Mustang: Racer for the Street.

Nice Pontiac book. It was nice to see and read. I loved the photography. I liked the information provided. It is nice to see there is still interest in Pontiac despite the brand's demise. I liked how the

author looked into the Firebird and not at it. I see the one offs and those modified Firebirds based on Camaros out there now, and it makes you think Pontiac should still be here if it were are three to four model brand: Bonneville/ Parisienne, Grand Prix, Grand Am and of course Firebird. A book that is worth its weight and price.

I really like it, lots of great pictures, good information and it is a hardcover, I think it is the best Firebird book around. However the author refers to the Pontiac engine as a big block, many people do the same but among the Pontiac crowd sometimes that is not well perceived as there is just one size block. I don't care about that and the book is awesome anyway but it is something that people will notice for sure.

Well presented with many great pictures ranging from all of the years and the smokey trans am. If your into the birds this is a very good book to have.

If you have a car buff like I do it's a great gift. Quality to be a coffee table book.

Really good book

Awesome book!

great photos

totally awesome, the photos and information is unbelievable.

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