

# Firehawk

2001 10th Anniversary Edition

**"The last meal...  
and it's a good one."**

— *Car & Driver*

**"...built for those  
American heartlanders  
with a need for speed..."**

— *Motor Trend*



**"Firehawk represents  
the best value in a high  
performance muscle car."**

— *MotorWeek*

**"...Firebirds don't fly any  
higher than the Firehawk."**

— *High Performance Pontiac*

**SLP**<sup>®</sup>  
ENGINEERING



**I**ntroduction of the legendary GTO in the fall of 1963 signaled the beginning of the then Pontiac Division's muscle car image.

*Inspired by driving forces such as John DeLorean and Jim Wangers, the division's performance image was further enhanced when Firebird, in all five of its magnificent iterations, arrived on Woodward Avenue in early 1967. An incredible era of speed, more speed and still more speed followed through the mid-1970s.*

But hot cams and four barrel carburetors gave way to corporate fuel economy concerns and emissions mandates in the environmentally conscious late 1970s. The good old days suddenly became not-so-recent memories.

Smarter under-hood computers and sheer engineering ingenuity sprang into action and by the mid-1980s, pavement pounding performance was not only part of Firebird's heritage, it was again part of its reality.

However, from the very beginning, companies guided by enthusiasts such as SLP Engineering's Ed Hamburger had sought to push the envelope beyond the factory offerings.

Except Ed had a slightly different mission.

In order to provide world-class performance without a world-class price, enter SLP's Firehawk in 1991. Initially based on the V8 Formula Firebird and, since 1999, offered on both Formula and Trans Am models, Firehawk helped shape the fourth generation Firebird's performance image.

With the introduction of its limited edition, Tenth Anniversary model in 2001, SLP celebrates Firehawk's unique status as the longest running, niche vehicle in Pontiac-GMC Division's history.

So take a close look at what, we believe, will be tomorrow's hottest collectible Firebird, joining GTO Judges, Super Duty Trans Ams and 421 Catalinas as Pontiac-based icons. (Of course, we might be biased.) However, we also know the care and attention which we put into every Firehawk built in our facility near GM's Firebird/Camaro Assembly Plant in Montreal.

Then again, maybe we're excited because we know there's 335 horsepower on tap in every Firehawk. That's courtesy of GM's potent LS1 V8 engine, which receives SLP's proprietary Performance Exhaust System.

In a straight line, under optimal conditions, Firehawk's 335 hp equates to zero-to-sixty mph in five seconds flat. The quarter-mile arrives in a couple ticks over 13 seconds at approximately 108 miles per hour. Combine that with 27 mpg fuel economy on the highway.

Were the Good Old Days ever this good? Check your car books of that era; they weren't.



With the optional and revised-for-2001 Bilstein Suspension and improved-for-2001 Firestone Firehawk 275/40ZR17 SZ50 Extended Performance (EP) tires, Firehawks can zig and zag to the tune of .90g on a skidpad.

Take note, the SZ Extended Performance tires represent another in a series of breakthroughs from the performance gurus at Firestone and contribute to Firehawk's best-in-class handling.

Describing "What's Hot?" about Firehawk, the experts at Motor Trend magazine offered what we already knew: "Great value (and a) Strong Powertrain."

While all Firehawks are outstanding values, what sets the Tenth Anniversary models apart is obvious: dual gold stripes, 17" x 9"

**Gold Painted  
Dual Outlet  
Tips**



**The All-New Spoiler with Super Wide CHMSL. (Not available on convertible models.)**





gold painted wheels, an all-new spoiler with super wide CHMSL (n/a on convertible models) and attention grabbing details like gold painted dual outlet tips and special graphics.

Keeping any Firehawk under wraps is a tough job, but the Anniversary car cover handles the chore perfectly. After all, there should be no mistaking this future collectible or, for that matter, any Firehawk.

To complete the Anniversary package, lucky owners of these one thousand 'Hawks will receive unique front floor mats and a commemorative portfolio containing key production data on their specific vehicle, plus other goodies like a classy key fob, unique dash plaque and Anniversary car cover.

Other available SLP options include what serious road racers asked for: the 1LE Handling Package and a best-in-class Auburn Gold Series Differential.

To add that final touch, you can order an optional carpeted mat fitted for the rear shelf of any Firehawk coupe model.

Convinced? Think back to the original Magnificent Five Firebirds of 1967, consider the ferocious Super Duty and 20th Anniversary Turbo Trans Ams. Fast forward to 2001, only one Firebird was quicker than those legendary 'Birds. The one you're looking at now.

The choice is obvious. But availability is limited. Only one thousand 2001 model Tenth Anniversary Firehawks will be built. Of course, there are always non-Anniversary 'Hawks.

*"This car was built for those American heartlanders with a need for speed..."*

— *Motor Trend Magazine*

**10<sup>th</sup>**  
*Firehawk*  
ANNIVERSARY



# Firehawk – Ten Years of an American Performance Icon

1991



Ferocious and Fast  
The New Muscle Car on the Block

1993



All-new with Lower Price  
Sales Increase to 200 Units

1995



New Options like Hurst Shifter  
Lead to Sales of 670 Units

1997



Revised Styling, Refined Handling  
Firehawk Sets Standard

1999



Record Sales of 721 units  
Reduced Pricing, 327 Horsepower

2001



Model Lineup Expands  
335 Horsepower on Tap

To order a 2001 model Firehawk your dealer must add GM option codes WU6 and QLC to his/her Trans Am or Formula model order. Remember, once the vehicle has been scheduled for production by General Motors, the Firehawk option codes can't be added.

The Tenth Anniversary Package is only offered on Trans Am Firehawk coupe and

convertible models. It is not available on the Formula Firehawk model.

Additionally, Tenth Anniversary Trans Am convertible models do not receive the unique rear decklid spoiler. Note price adjustment for Trans Am convertible models which receive the Anniversary Package.

For ordering info, contact your local dealer or SLP at 248-288-3066, Monday through Friday, 8:00 a.m. through 5:00 p.m. EST or contact us at [www.slpeng.com](http://www.slpeng.com)

Safety Belts Save Lives.

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