



**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.)**

