

# 1970 Pontiac Firebird Formula 400

2dr Hardtop Coupe . 8-cyl. 400cid/335hp 4bbl

#1 Concours condition

**\$69,200**

▾ -1%

#2 Excellent condition

**\$49,900**

▾ -1%

#3 Good condition

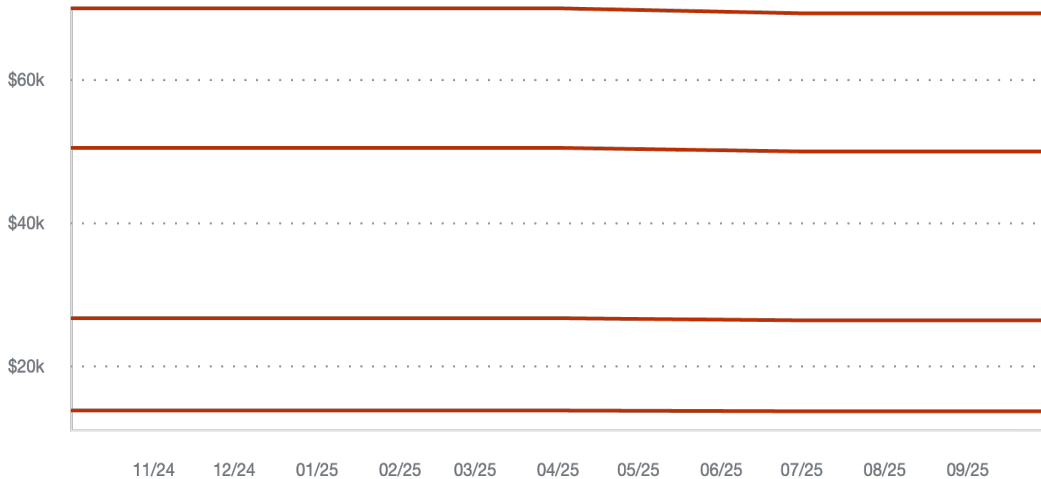
**\$26,300\***

▾ -1.1%

#4 Fair condition

**\$13,600**

▾ -0.7%



NOTE: The chart displays price changes for the last year.

## Value adjustments

**+20%**  
for 4-speed manual.

## Model description

For 1970, the new Pontiac Firebird was delayed until February thanks to tooling troubles and a strike at GM. Meanwhile, insurance rates soared for high-horsepower cars and there was a crackdown on performance advertising. None of this boded well for Pontiac, which was a performance brand.

It was little consolation that the new 1970 Pontiac Firebird, when it finally appeared, was a significant improvement over the previous model. Its clean and elegant lines would also remain in production for 12 years. The SD 455 models would be the last really fast car in the GM stable, as the Malaise Era gripped the industry in 1974.

The new model was available only as a hardtop coupe, but the line was now refined as four distinct models – base Firebird, Firebird Esprit, Firebird Formula 400, and Trans Am. There would be numerous minor variations through the decade, but these would be the main lines.

The new design was smooth and practically European, with minimal brightwork, a bold Endura twin-grille nose, single headlights, and fastback tail. It was lower and wider, with improved front suspension and steering, standard front disc brakes, double paneled roof, new multi-leaf rear springs and front and rear sway bars on some models.

\*Please note: All prices shown here are based on various data sources, as detailed in [About Our Prices](#). For all Hagerty clients: The values shown do not imply coverage in this amount. In the event of a claim, the Guaranteed Value(s)<sup>®</sup> on your policy declarations page is the amount your vehicle(s) is covered for, even if the value displayed here is different. If you would like to discuss your policy, please call us at 877-922-3391.

Base engine was now a Chevrolet six-cylinder, while the 255-bhp 350-cid V-8 was optional on the base car and standard on the Esprit model. The Formula 400 could be recognized by its twin hood scoops and was fitted with the 265-bhp 400-cid V-8. Meanwhile, the Trans Am boasted the 335-bhp L74 Ram Air III 400-cid engine or an optional-345 bhp cold air induction Ram Air IV unit.

The 1970 Firebird Trans Am is easily recognized by the shaker hood, side air extractor, rear spoiler, and leading edge wheel arch spoilers. Inside, it has an engine-turned dashboard, full rally gauges, and bucket seats.

The 1970 production year was very short – basically from March through August – and leftover 1969 models filled the September-February gap. Of the new 1970 Pontiac Firebirds, 18,874 were base hardtops, with only 3134 six-cylinders. There were 18,961 Firebird Esprits, 7708 Formula 400s, and a mere 3196 Trans Ams, of which only 88 were Ram Air IVs.

The sales total was down 45 percent from 1969. Starting prices were \$2875 for the base Firebird, \$3241 for the Esprit, \$3370 for the Firebird 400 and \$4305 for the Trans Am.

As before, options could add \$1,000 to the cost of a new car. Common add-ons included air-conditioning (\$376), power brakes (\$42), power steering (\$105), power windows (\$105), rally gauge cluster with clock (\$47.99), rally gauge cluster with tachometer (\$94.79), tilt wheel (\$42.13), console with bucket seats and floor shift (\$53.71), cruise control (\$58), remote control trunk lid (\$15), reclining right hand seat (\$84), AM/FM radio (\$134), AM/FM stereo (\$239), stereo tape player (\$128), tilt steering (\$45.19), 3-speed with floor shift (\$42), 3-speed synchromesh (\$84), wide- or close-ratio 4-speed manual (\$195.36), 2-speed automatic (\$163), 3-speed automatic transmission (\$227), wire wheel discs (\$52.66), Rally II wheels (\$63-\$84), and vinyl roof (\$89).

Pontiac offered 22 exterior paint colors on the 1970 Firebird, including Starlight Black (A), Palomino Copper (B), Polar White (C), Bermuda Blue (D), Atoll Blue (E), Lucerne Blue (F), Baja Gold (G), Palisade Green (H), Castilian Bronze (J), Mint Turquoise (K), Keylime Green (L), Pepper Green (M), Burgundy (N), Palladium Silver (P), Verdoro Green (Q), Cardinal Red (R), Coronado Gold (S), Orbit Orange (T), Carousel Red (V), Goldenrod Yellow (W), Sierra Yellow (Y), and Granada Gold (Z).

Thanks to the strike and production problems Pontiac, which had been hoping for a million sales, managed only 690,593 and slipped to fourth place in the sales race.

## Equipment

Standard Equipment	Optional Equipment	Additional Info
3-Speed Manual Transmission	AM/FM	Shipping Weight: 3470 lbs
Bucket Seats	Air Conditioning	Vehicle Length: 191.6 in
Front Disc Brakes	Power Front Disc Brakes	Wheelbase - Inches: 108 in
	Power Steering	
	Power Windows	
	Speed Control	
	Tachometer	
	White Sidewall Tires	

---

## Vehicle's condition classification

### #1. Concours

#1 vehicles are the best in the world. Imagine the best vehicle, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the vehicle has been groomed down to the tire treads. Painted and chromed surfaces are mirror-like. Dust and dirt are banned, and materials used are correct and superbly fitted.

### #3. Good

#3 vehicles drive and run well but are not used for daily transportation. The casual passerby will not find any visual flaws, but these vehicles might have some incorrect parts. #3 vehicles could possess some, but not all, of the issues of a #4 vehicle, but they will be balanced by other factors such as fresh paint or a new, correct interior.

### #2. Excellent

#2 vehicles could win a local or regional show. They might even be former #1 vehicles that have been driven or have aged. Seasoned observers will have to look closely for flaws but will be able to find some. The paint, chrome, glass and finishes will all appear as excellent. The vehicle drives as a new vehicle of its era would.

### #4. Fair

#4 vehicles are daily drivers, with flaws visible to the naked eye. The chrome might have pitting, the windshield might be chipped and perhaps the body has a minor dent. Imperfect paintwork, split seams or a cracked dash might be present. No major parts are missing, but there might be non-stock additions. A #4 vehicle can also be a deteriorated restoration.