

# 1967 Pontiac Firebird 400

2dr Convertible • 8-cyl. 400cid/325hp 4bbl

#1 Concours condition

**\$84,900**

▲ +81.4%

#2 Excellent condition

**\$62,300**

▲ +88.8%

#3 Good condition

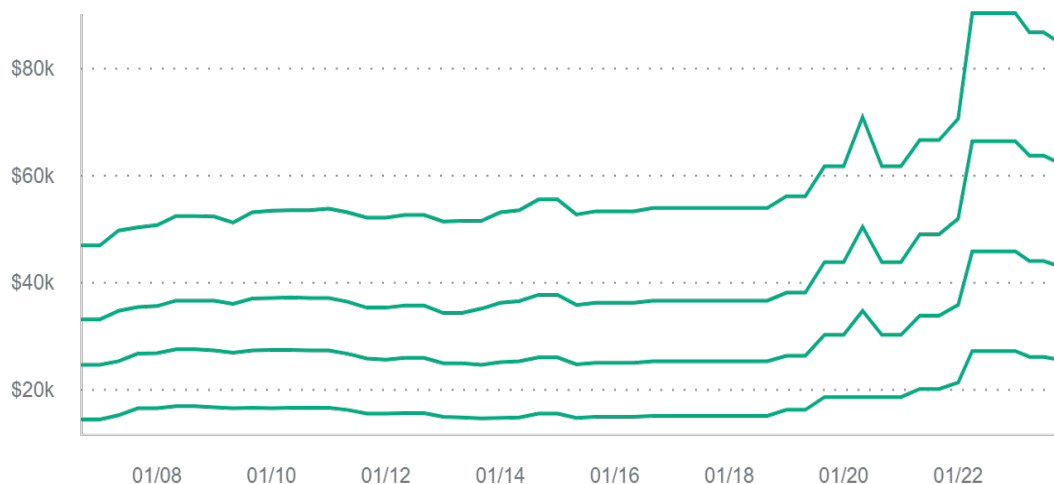
**\$43,000\***

▲ +75.5%

#4 Fair condition

**\$25,500**

▲ +78.3%



## Value adjustments

**-30%**  
for 6-cyl.

**+10%**  
for factory a/c.

## Model description

Pontiac's 1967 Firebird was the latest brainchild of John Z DeLorean, riding high on his GTO and looking to attack the pony car market started by the Ford Mustang. It's frequently seen as a twin to the Chevrolet Camaro but the two are as different as the Dodge Challenger and Plymouth Barracuda would be in 1970.

For one thing, the two cars had slightly different dimensions and, on the styling front, significantly different noses. None of the front body panels interchanged and the Firebird's nose was crowned with an elegant and practical chrome loop bumper surrounding four headlights, unlike the plain 2-headlight Camaro grille.

But while the Firebird recorded a respectable 82,560 sales, the Camaro sold 220,906 – almost three times as many units. Even combined, they couldn't match the Mustang's 471,121 sales for the year.

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The base 1967 Firebird came with a 165-bhp 230-cid SOHC six, while the Firebird 326 had a 250-bhp 326-cid 2-barrel V-8, and the Firebird 326 HO was fitted with a 285-bhp version. Meanwhile, the 325-bhp 400-cid V-8 was also available with a high-revving Ram-Air HO version. Firebird prices started at \$2666 for the hardtop and \$2903 for the convertible. For another \$274 buyers could get the 325-bhp 400 model with twin scoop hood, heavy duty suspension and red line tires. Top dog was the 400 Ram Air package for an additional \$263, which raised the engine's peak rpm to 5200.

Magazines naturally tested numerous Pontiac Firebirds that first year. <i>Motor Trend</i> tried a 400 Convertible with a Turbo Hydra-matic transmission and managed 0-60 mph in 7.5 seconds and 15.4 seconds for a quarter mile at 92 mph. <i>Car and Driver</i> had even more fun with two 400 convertibles, recording 0-60 mph in 5.5 and 5.8 seconds, with quarter mile runs of 14.4 seconds at 100 mph and – even better – 14 seconds flat at 104 mph, and a top speed of 114 mph.

Firebird options could add an easy \$1000 to the price of a new car. Common add-ons included air-conditioning (\$355.98), power brakes (\$41.60), front disc brakes (\$63.19), power steering (\$94.97), power windows (\$100.05), power top (\$52.66), vinyl top (\$84.26), fold-down rear seat (\$36.86), hood tachometer (\$63.19), console with bucket seats and floor shift (\$47.39), cruise control (\$53), head rests (\$42), remote control trunk lid (\$13), rally gauge cluster (\$84), reclining right hand seat (\$84), AM/FM radio (\$134), stereo tape player (\$128), tilt steering (\$42), 3-speed with floor shift (\$42), 3-speed synchromesh (\$84), 4-speed manual (\$184), automatic transmission with V-8 (\$195), wire wheel discs (\$53), Rally 1 wheels (\$40), and Rally II wheels (\$56).

Pontiac offered a total of 15 exterior paint colors on the 1967 Firebird, including Starlight Black (A), Cameo Ivory (C), Montreux Blue (D), Fathom Blue (E), Tyrol Blue (F), Signet Gold (G), Linden Green (H), Gulf Turquoise (K), Marina Turquoise (L), Plum Mist (M), Burgundy (N), Silverglaze (P), Regimental Red (R), Champagne (S), and Montego Cream (T).

Pontiac maintained third place in the U.S. sales race with 782,734 vehicles sold in 1967, but that was a long way from Ford's second place total of 1,730,224 units.

### Body styles

2dr Convertible

2dr Hardtop Coupe

### Engine types

8-cyl. 400cid/325hp 4bbl

8-cyl. 400cid/325hp 4bbl  
Ram Air

## 1967-1969 Pontiac Firebird stats

Highest sale	Lowest sale	Most recent sale	Sales
<b>\$440,000</b>	<b>\$4,400</b>	<b>\$22,000</b>	<b>957</b>

## Equipment

### Standard Equipment

3-Speed Manual Transmission  
Bucket Seats  
Redline Tires  
Seat Belts

### Optional Equipment

AM/FM  
Air Conditioning  
Bench Seat  
Power Steering  
Power Windows  
Speed Control  
Tachometer  
Tonneau Cover

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## 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.