

# HAGERTY PRICE GUIDE



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Your valuation report for a:

## 1968 Pontiac Firebird

Body Type: *Convertible* Engine Specification: *8-cyl. 350cid/265hp 2bbl*

Your annual Hagerty Insurance amount would be:

**\$215/year\***

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Welcome to Hagerty Price Guide, the most accurate, up-to-date, and relevant price guide for those involved in the post-war classic car marketplace. Hagerty Price Guide was originally published under the name of Cars That Matter in August of 2006, and was later renamed Hagerty's Cars That Matter in September of 2008. Currently, Hagerty Price Guide is published three times a year, and it has quickly become an authoritative and respected resource for valuing classic, collectible, and historic vehicles.

## Model History



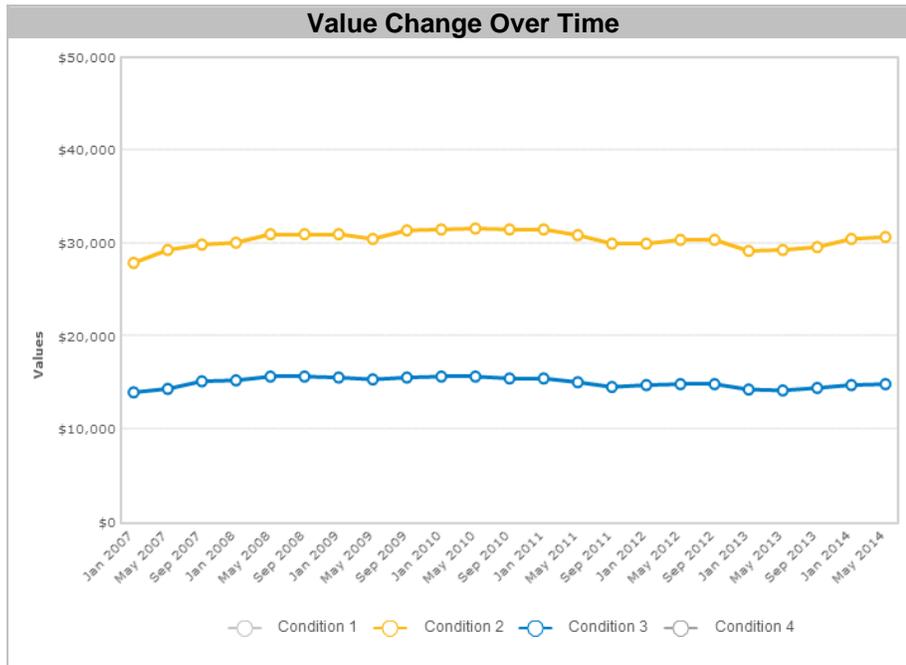
1968 Pontiac Firebird

### Specifications:

- 8-cyl. 350cid/265hp 2bbl
- Length 188.8 in.
- 16,960 produced
- Curb weight 3,346 lbs.
- Wheelbase 108 in.

Pontiac's upmarket version of Chevrolet's Camaro ponycar appeared in mid-1967. Brought to market under John Z. DeLorean's watch at Pontiac, the original Firebird offered deluxe accoutrements, in addition competitive ponycar performance. From 1967 to 69, Firebird offered an unusual single-overhead-camshaft inline six, available with a 4-bbl. carburetor in Sprint models. Pontiac's 326- and 400-cid engines comprised the V-8 offerings. Firebird was little changed for '68, with deleted vent windows and added side-marker lamps among its minor updates. A redesigned SOHC six was touted, while the mid-year 340-hp Ram Air II 400 V-8 reigned as the year's most powerful engine. The Firebird was restyled for 1969. During the year, the first Trans Am Firebird was released; 689 coupes plus eight convertibles were produced. A 400-cid V-8 was standard in Trans Am and Firebird 400 models. The 400 model's optional Ram Air IV V-8 promised 100 mph quarter-mile acceleration. The 1967-'69 Firebirds are relatively scarce, compared to Camaros of the same vintage. The '69 trades just slightly more often than '67-'68 versions. Genuine '69 Trans Ams will always be blue-chip Firebirds.

## Vehicle Values\*



### Value Change Over Time

This graph provides a visual representation of how the values for this vehicle have changed since Hagerty Price Guide first began publishing details for it. Prices assume that the car is a “no-stories” example and that no major modifications to the vehicle are present.

**Vehicle Value Detail**

Date	Condition 4	Condition 3	Condition 2	Condition 1	Notes/Buzz
May-14	\$9,700	\$14,900	\$30,700	\$40,100	-30% for 6-cyl. +20% for 4-spd.
Jan-14	\$9,600	\$14,800	\$30,500	\$39,800	
Sep-13	\$9,500	\$14,500	\$29,600	\$38,600	
May-13	\$9,500	\$14,200	\$29,300	\$38,200	
Jan-13	\$9,500	\$14,300	\$29,200	\$38,200	
Sep-12	\$9,900	\$14,900	\$30,400	\$39,100	
May-12	\$9,900	\$14,900	\$30,400	\$39,100	
Jan-12	\$9,800	\$14,800	\$30,000	\$38,700	
Sep-11	\$9,800	\$14,600	\$30,000	\$38,700	
May-11	\$10,200	\$15,100	\$30,900	\$39,400	
Jan-11	\$10,400	\$15,500	\$31,500	\$39,900	
Sep-10	\$10,400	\$15,500	\$31,500	\$39,900	
May-10	\$10,400	\$15,700	\$31,600	\$40,200	
Jan-10	\$10,300	\$15,700	\$31,500	\$40,200	
Sep-09	\$10,400	\$15,600	\$31,400	\$40,000	
May-09	\$10,400	\$15,400	\$30,500	\$38,600	
Jan-09	\$10,500	\$15,600	\$31,000	\$39,400	
Sep-08	\$10,600	\$15,700	\$31,000	\$39,500	
May-08	\$10,600	\$15,700	\$31,000	\$39,500	
Jan-08	\$10,300	\$15,300	\$30,100	\$38,200	
Sep-07	\$10,300	\$15,200	\$29,900	\$37,900	
May-07	\$9,500	\$14,400	\$29,300	\$37,400	
Jan-07	\$9,000	\$14,000	\$27,900	\$35,300	

### Vehicle Value Detail

The Vehicle Value Detail table enumerates all four condition values for this vehicle since Hagerty Price Guide first began publishing details for it. Prices assume that the car is a “no-stories” example and that no major modifications to the vehicle are present. Review possible equipment that may impact this vehicle’s value under the “Notes/Buzz” heading.

shown do not imply coverage in this amount. In the event of a claim, the guaranteed value(s) 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 Hagerty Insurance policy, please call us at 877-922-9701.

## Vehicle Condition Ratings:

### Condition 1:

Condition #1 vehicles are the best in the world. The visual image is of the best car, in the right colors, driving onto the lawn at the finest concours. Perfectly clean, the car 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. The one word description for #1 cars is "concours."

### Condition 2:

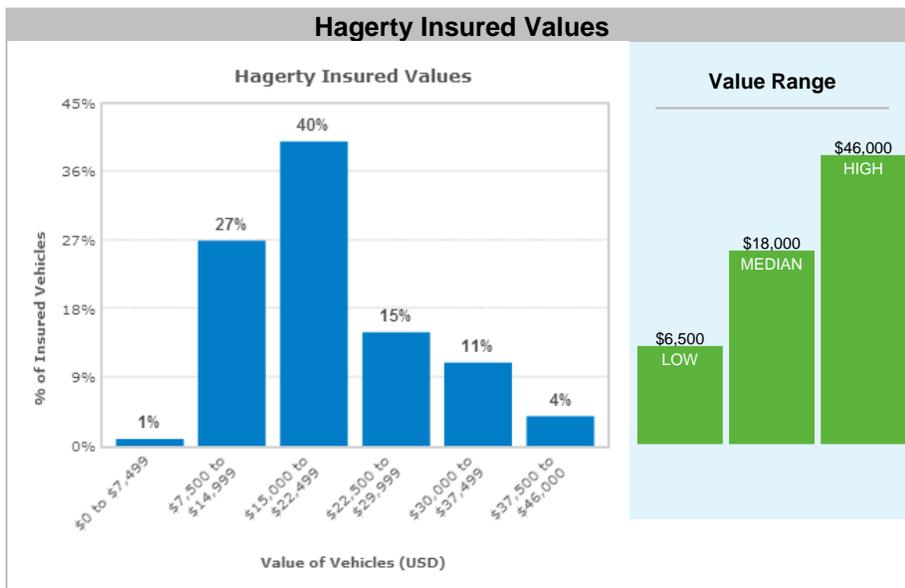
#2 cars could win a local or regional show. They can be former #1 cars that have been driven or have aged. Seasoned observers will have to look closely for flaws, but will be able to find some not seen by the general public. The paint, chrome, glass and interior will all appear as excellent. No excessive smoke will be seen on startup, no unusual noises will emanate from the engine compartment. The vehicle will drive as a new car of its era would. The one word description for #2 cars is "excellent."

### Condition 3:

#3 cars could possess some, but not all of the issues of a #4 car, but they will be balanced by other factors such as a fresh paint job or a new, correct interior. #3 cars drive and run well, but might have some incorrect parts. These cars are not used for daily transportation but are ready for a long tour without excuses, and the casual passerby will not find any visual flaws. "Good" is the one word description of a #3 car.

### Condition 4:

#4 cars are daily drivers, with flaws visible to the naked eye. The chrome might have pitting or scratches, the windshield might be chipped. Paintwork is imperfect, and perhaps the fender has a minor dent. The interior could have split seams or a cracked dash. No major parts are missing, but the wheels could differ from the originals, or the interior might not be stock. A #4 car can also be a deteriorated restoration. "Fair" is the one word that describes a #4 car.



## Hagerty Insured Values

Hagerty is the world's leading provider of collector car insurance. We've pored through our extensive database to provide a glimpse at the highest, lowest and median insured value for your collector car. Of course, every car is unique, but this range provides an idea of what can be expected in the market today. Please note that in some cases, insured values may differ from price guide values. Often, higher values are accounted for by factors unique to the individual example such as low or high serial numbers, extreme low mileage or complete originality combined with a high state of preservation. The current market places a premium on such unrestored original cars.



## Vehicle Identification Number

2	2	3	6	7	8	U	0	0	0	0	0	0
1	2	3	4	5	6	7	8	9	10	11	12	13

### VIN Details:

- 1 – [GM Division] - *Pontiac*
- 2-3 – [Model] - *Firebird*
- 4-5 – [Body Style] - *Convertible*
- 6 – [Year] - *1968*
- 7 – [Assembly Plant] - *Lordstown, OH*
- 8-13– [Production Number]

A vehicle identification number, or VIN, can reveal a lot about a car: manufacturer, model, build date, plant of origin, body type, and even engine in many cases. But standardization wasn't introduced to VINs globally until 1981, and early vehicles' VINs were composed of nothing more than a serial number. Over time more information has been introduced to VINs, but what information is carried in a VIN is largely left to the discretion of the manufacturer. Because of the variance in VIN structures prior to 1981, there are few comprehensive VIN decoders in use today for the majority of collector cars, and many decoders focus solely on a single brand or nameplate. In an effort to better understand all the information that is embedded in a vehicle's VIN number, regardless of the year that vehicle was manufactured, Hagerty has developed a collector car VIN decoder that grows in coverage on a daily basis. Today Hagerty's VIN decoder covers more than 22,100 vehicles from 1945 to present. Hagerty's collector car VIN decoder can be a valuable resource when buying a car because it indicates details about how a vehicle was originally constructed. Differences between a car's original and current configuration can have a tremendous impact on value, and those differences should be disclosed by a seller when they are known. Utilize the Hagerty VIN Decoder to better understand cars you are considering buying, and see if you know the whole story.

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# FOR SALE

## 1968 Pontiac Firebird

*Body Type: Convertible Engine Specification: 8-cyl. 350cid/265hp 2bbl*

*VIN:*

*Notes:*

*Odometer:*

*Contact Name:*

*Phone Number:*

*Email:*

*Price:*

Fueled by:

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