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Dedicated to the enjoyment, restoration, and preservation of the Pontiac GTO

Valley of the Goats eNews



Volume 2, No. 11, 11.2.10

'It's been an incredible ride...'

The final curtain: Pontiac goes out of business after 84 years



(Includes excerpts from an AP story) Pontiac, whose muscle [cars](#) drag-raced down boulevards, parked at drive-ins and roared across movie screens, is out of business. On Sunday, Oct. 31, GM's agreements with Pontiac dealers officially expired. Pontiac was started 84 years ago. Sales peaked at nearly 1 million in 1968, when the brand's speedier models were prized for their powerful engines and scowling grills. At Pontiac's pinnacle, models like the GTO, Trans Am and Catalina 2+2 were packed with [horsepower](#) and sported colors such as "Tiger Gold."

By the late 1980s, though, Pontiacs were taking off their muscle shirts, putting on suits and trying to act like other cars. The brand had lost its edge.

Bill Hoglund, a retired GM executive who led Pontiac during its "We Build Excitement" ad campaigns in the 1980s, blames the brand's demise on a reorganization under CEO Roger Smith in 1984. That overhaul cut costs by combining Pontiac's manufacturing, engineering and design operations with those of other GM brands.

From www.pontiac.com: "It's been an incredible ride. From classics like the GTO and the Trans-Am..." That's all we need to know.

From <http://www.theledger.com/article/20101030/ZNYT01/10303010/0/NEWS?p=1&tc=pg>
"Pontiac, 84, Dies of Indifference:"

-- "When the muscle-car era was in its heyday, Pontiac was king," said Frederick Perrine, a dealer in Cranbury, N.J., whose family sold Pontiacs since the brand's founding.

Let's keep that ride going, club members. ...rev it up, wind it up, blow it out...GTO

Message from the President

As noted above, this past Sunday, Oct. 31, marked the last day of Pontiac's existence under the GM name. Click on the link above to read a good story about Pontiac's history. Gone, but certainly not forgotten.

On Oct. 27, we had our monthly meeting at R&M Classic Auto Werks, owned by Ray and Mike Baumgardner. Ray and Mike did a great job hosting the meeting (and are now new/returning club members). We had close to 30 members in attendance, including two additional new members. More about them in a separate email.

Mike and Ray work on a lot of Pontiacs; at the moment they are doing a full restoration on club member Don Hodd's 1970 GTO convertible. It was a great setting for a meeting.

This month, we meet on a special night, Nov. 17, at the Discover Classic Cars dealership. Salesman Anthony Decker will host our meeting (we will be back at Denny's for our December meeting). The dealership is located at:

7224 E. McDowell Rd., Scottsdale, AZ 85257 (northeast corner of Scottsdale Road and McDowell)

480.949.8227

Scottsdale, AZ 85257

Website: <http://www.discoverclassiccars.com>

We look forward to seeing you there. A special presentation from the 2011 GTOAA hosting chapter (Portland, Ore.) will be made.



Russo and Steele is still looking for workers for its auction coming up Jan 19-23 in north Scottsdale. Bob Paris, one of several club members involved in the R-S auction each year, can answer any questions (email him at bob@russoandsteele.com). All shifts are open, but we need to sign up soon so Bob can get a head count. R-S donated \$700 to our club last year for effort made by club members. Bring your calendars to the Nov. 17 meeting and sign up to help!

Garage Lift for Sale

Club member Ken Ondrejko is selling his 9000#-2 post garage lift. This is an American made commercial lift used in a home workshop on Pontiacs only. Requires a 12' ceiling and 220V. Can be seen in operation in the East Valley. \$2,000. Call Ken at 602.692.7492 or email him at kondrejko@yahoo.com

The 2011 Cactus GTO Club Calendars are now available!

Our annual club calendar featuring cars of our club members is now ready for ordering! Special thanks to Tony D'Angelo for gathering the photos for our 2011 edition and Scott Svenheim for putting it together. Tony put in a special effort to get ALL 11 models from 1964-1974, plus our 2004-2006 year into the calendar. It looks great.



The 2011 Cactus GTOs
Calendar is here...
Order yours today!

Includes 12
years of history
making
Pontiacs!

An order form can be downloaded off of our website. One is also attached to you email.

We are ready to order 25 calendars based on demand from our October meeting; is your order in the first round? Contact calendar coordinator Tony D'Angelo (dangeloinaz@aol.com) as soon as possible so we can include you on the first order. We'll have them at the Nov. 17 meeting!



Several club members attended a special show at the Confederate Air Force Museum in Mesa this past Saturday. Hot Rod Planet organized the event, which combined some great looking cars with some restored WW II airplanes. It was a great day, and we met three new prospective members. Thanks to Jason Maklary and Mark Gacy for attending. Jason has a slide show available at

<http://picasaweb.google.com/lh/sreDIR?uname=jason.maklary&target=ALBUM&id=5533964413549132289&authkey=Gv1sRgCKGNjKHW19mt7AE&invite=CM2j1NQJ&feat=email>

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