

Pontiac Gto The Great One

This book provides a comprehensive history of American print automobile advertising over a half-century span, beginning with the entrenchment of the “ Big Three ” automakers during the Depression and concluding with the fuel crises of the 1970s and early 1980s. Advances in general advertising layouts and graphics are discussed in Part One, together with the ways in which styling, mechanical improvements, and convenience features were highlighted. Part Two explores ads that were concerned less with the attributes of the cars themselves than with shaping the way consumers would perceive and identify with them. Part Three addresses ads oriented toward the practical aspects of automobile ownership, concluding with an account of how advertising responded to the advance of imported cars after World War II. Illustrations include more than 250 automobile advertisements, the majority of which have not been seen in print since their original publication.

In 1970, the American muscle car was as fast and outrageous as it would ever get. But the end was nigh, and 1970 Maximum Muscle dives head-first into the storm before the calm. Wherever you mark the beginning of the muscle car era—Oldsmobile ’ s 1949 Rocket 88, Chrysler ’ s 1951 FirePower engines, the 1964 Pontiac GTO—one thing is certain: in 1970, the era that had witnessed a parade of gloriously powerful, stylish, and brawny cars apt to make the hearts of even the most dispassionate squares go pitter-patter was sucking fumes. Gasoline shortages, skyrocketing fuel prices, insurance-industry bean counters, rising ecological concerns, and new, more fuel-efficient imports all conspired to consign the American muscle car to an ugly and unseemly denouement. Yet 1970 saw the actual zenith of the cars themselves, the year manufacturers pulled out all the stops and produced the most powerful and stunning machines the automotive world had ever seen. 1970 Maximum Muscle not only explores the factors that led to the decline of the most exciting era in the American automotive industry, it details some of the new models and model options that arguably made 1970 the climax of the muscle car era from engineering, styling, and cultural standpoints. As the war among GM, Ford, Chrysler, and AMC played out at dealerships, dragstrips, and drive-ins, ready-and-willing gearheads drove off dealer lots in potent behemoths like the Buick GSX, Oldsmobile 4-4-2, and Ford Torino Cobra. Muscle car stalwarts like the SS Chevelle, Pontiac GTO, and Plymouth ’ Cuda became available with optional LS-6, Stage 1, and Hemi engines, respectively. Manufacturers ratcheted up the advertising hyperbole at the same time, offering performance packages with names like “ Six-Pack,” “ Ram Air,” and “ Cobra Jet,” while spoilers, scoops, hood tachometers, and decal packages were de rigueur. Meanwhile, on the popular SCCA Trans Am circuit, top drivers campaigned more nimble muscle off-the-rack cars like the Camaro Z/28 and Boss 302 Mustang. 1970 Maximum Muscle is an entertaining and rollicking look at the muscle car’s peak year!

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After a brainstorming session, Pontiac executives and engineers decided to slot a 389-ci V-8 into the intermediate-sized Tempest against GM rules and the GTO was created. Little did they know what a profound impact that decision would make. The GTO would become a sensation and later was recognized as the first muscle car of the 1960s. Visionaries Pete Estes, John DeLorean, and other key Pontiac executives knew the youth market was waiting for a bold, lightweight sporty car. When their staff toyed with the concept of putting the large V-8 in the car, Pontiac executives jumped on the idea to meet that perceived market demand. Pontiac had a high-performance street car that could light up its tires and outperform the vast majority of the cars on the road. It also reshaped Pontiac ’ s image of a company producing stodgy, lumbering full-size cars into a high-performance youth brand. Pontiac expert and long-time writer David Bonaskiewich delves deep into the GTO model and its history, bringing the equipment and options of this iconic muscle car into full focus. He reveals the hardware under the sheet metal: the V-8 engines, manual and automatic transmissions, rear differentials, interior options, color codes, and so much more. When the GTO was released in 1964, it was offered as a unique performance package to the Tempest, and high-performance enthusiasts stood up and took notice. Examined are the GTO ’ s 4-barrel 389 with dual exhaust, 3-speed floor shifter, stiffer suspension, limited-slip differential, and heavy-duty cooling system. The 1965 GTO was restyled with more interior room being added, and the renowned 389 Tri-Power engine joined the lineup, cranking out 360 hp. By 1966, the GTO was a runaway success. Pontiac made the GTO its own model, and it featured a sleeker Coke-bottle styling. A convertible joined the hardtop, and a pillared coupe also joined the lineup. The 1967 Pontiac GTO was arguably one of most the superbly styled models ever, with a wide range of engines and high-performance hardware. All of these important upgrades, advancements, and model evolutions are covered in exceptional detail. The GTO stands alone in the annals for muscle car history. Not only did Pontiac create a classic muscle car, it created the muscle car blueprint that other Detroit manufacturers followed in the years to come. A glossy surface overview of this iconic model does not do it justice. If you have been searching for the in-depth, nuts-and-bolts guide to GTO equipment and options, you need look no further.

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Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

Top Muscle

A History of the American Dream in Fifteen Cars

High Performance Modifications for Street and Racing

Five Generations of Performance

The Complete Book of Pontiac GTO

Four Decades of Muscle B&N ed

This is the car that launched the muscle car era and gave the Baby Boomers high-speed wings. Trivia freaks might know that Pontiac's "GTO" means "Gran Turismo Omologato," but muscle car fans know it earned its nickname â â ? The Great One â â ? at a time when America built the greatest cars on earth. It wasn't the fastest, the most powerful, or the most outrageous muscle car, but Pontiac's GTO resides at the very top of the pantheon because it was the first. Pontiac GTO 50 Years: The Original Muscle Car follows the rise of this iconic vehicle from the day in 1963 when Chief Engineer John Z. DeLorean bolted a 389-cubic-inch GTO engine into a prototype Tempest coupe through the final GTO rendition in 2006. Wedding that massive V-8 to a mid-size GM chassis created one of the fastest production cars of the time but also made it a car just about anyone with a job could afford. It started as an option package that was supposed to be limited to 5,000 units. Instead, word of mouth pushed sales to more than six times that many in its first year. Hundreds of photographs round out this thoroughly researched history and offer insight into the vehicle that, through redesigns, repackages, and relauches, came of age with the Baby Boomer generation. From classic 1960s models to the GTO's revival in 2004, the exhilarating story of the outlaw that should never have been â â ? and will never be again â â ? will thrill any auto enthusiast.

"Darwin Holmstrom's Top Muscle is a look at over two dozen of the rarest one-offs and production vehicles from the muscle-car era of the late 60s and early 70s. Featuring new and original photography of every car, this book chronicles the biggest and baddest in the heyday of American muscle!"--

The Great One. A lavish tribute to one of America's most-beloved muscle cars covers its entire ten-year production run.

Ever since Cleveland disc jockey Alan Freed first called the records he was playing "rock and roll," northeast Ohio has been a driving force in this musical phenomenon. From the disc jockeys who spun the music to the musicians who played it, the clubs that welcomed it and fans who encouraged it, rock and roll has been as much a part of this north coast as the lake that hugs it. It was those early years, from the 1950s on, that led Cleveland to becoming the "Rock and Roll Capital of the World" and ultimately home to the Rock and Roll Hall of Fame and Museum. While the city spawned several widely recognized names, such as the James Gang (with Joe Walsh), the Raspberries (with Eric Carmen), and Bobby Womack, it is the music itself that will keep this town rocking on the shores of Lake Erie, and beyond, for a long time to come.

Cool Cars

1965 Pontiac GTO Chief Camino

16-Month Calendar September 2014 Through December 2015

The Pinnacle of Muscle Car Power

The Original Muscle Car

Every Model Since 1964

Essential Muscle Cars pays tribute to the legend and is lavishly illustrated with large format, full-color photographs of all the major models, along with a comprehensive technical specification of each. It is the perfect reference book for everyone interested in America's most interesting performance cars.

"Any car maker's greatest asset is their perceived image in the marketplace." Wangers knows what he is talking about, for he was part of the most successful brand marketing campaign to ever come out of Detroit. At a time when such automotive legends as "Bunkie" Knudsen, Pete Estes, and John DeLorean held sway in the Motor City, Jim Wangers created and defined the American musclecar image, devising savvy brand marketing strategies to promote the car that started it all and became a cultural icon: the Pontiac GTO.

The GTO is one of the fastest automobiles ever created. Many people have heard of it, but they likely don't know those three letters have been on several car brands, including Ferraris, Mitsubishis, and Pontiacs, and even some motorcycles. Readers will love learning about the history and evolution of impressive GTOs through the dazzling photographs of this carefully researched book. They'll also find the thought-provoking information helpful in gaining a greater understanding of the engineering of vehicles.

The original muscle car, the Royal Bobcat GTO was the baby of a burgeoning Detroit suburbute, one not sanctioned by the big automakers of the early 1960s. In a post-World War II America hungry for chrome, flash and speed, Royal Pontiac in Royal Oak, Michigan, modified and sold its souped-up versions of GTOs to customers, and in the process created a demand for custom street racers in America. Founded by Ace Wilson, the Royal name became synonymous with speed. This book outlines the history of the Royal Bobcat GTO, from the people—including Milt Schornack, the mechanic who raced for Royal Pontiac and was responsible for the custom Bobcats—to the fabled midnight test runs on northern Detroit's famous Woodward Avenue. Fourteen chapters, illustrated with 25 photographs of vintage GTOs, the infamous Car & Driver road test photos against a Ferrari GTO, and more, chronicle the history of a car that changed the focus of the Detroit auto industry for the next decade. Former editor-in-chief of Hot Rod Magazine Ro McGonegal contributes a foreword.

Pontiac GTO

American Automobile Advertising, 1930Ð1980

Milt Schornack and the Royal Bobcat GTOs

1970 Maximum Muscle

GTO

The Rise, Fall and Resurrection of Detroit's Greatest Performance Cars - Revised & Updated

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it ' s practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

The Complete Book of Pontiac GTO gives you a year-by-year, model-by-model exploration of the world's first muscle car, all in full color photography, most of which has never been published. When Pontiac created the original muscle car—the GTO—it reshaped the automotive world like a four-inch piston going through a three-inch cylinder bore. Everything changed the moment John Zachery DeLorean and his crew of hot-rodding miscreants bolted a big engine into a smaller car and created the 1964 GTO. Make no mistake: DeLorean and his partners in crime were genuine outlaws. The GTO broke so many of General Motors' corporate rules that the people responsible should have been fired. And they would have been, except the car was a hit. The Complete Book of Pontiac GTO explores every iteration of the first car created specifically for baby boomers. With rare photography from the archives of Hot Rod and Motor Trend magazines, this book is the complete resource for fans of the world ’ s first muscle car.

A landmark collection by New York Times journalist Dan Barry, selected from a decade of his distinctive "This Land" columns and presenting a powerful but rarely seen portrait of America. In the wake of Hurricane Katrina and on the eve of a national recession, New York Times writer Dan Barry launched a column about America: not the one populated only by cable-news pundits, but the America defined and redefined by those who clean the hotel rooms, tend the beet fields, endure disasters both natural and manmade. As the name of the president changed from Bush to Obama to Trump, Barry was crisscrossing the country, filing deeply moving stories from the tiniest dot on the American map to the city that calls itself the Capital of the World. Complemented by the select images of award-winning Times photographers, these narrative and visual snapshots of American life create a majestic tapestry of our shared experience, capturing how our nation is at once flawed and exceptional, paralyzed and ascendant, as cruel and violent as it can be gentle and benevolent.

This collection of the most significant automotive writing to date features works from well-known authors such as Stephen King, Jack Kerouac, Peter Egan, Jeremy Clarkson, Jay Leno, P.J. O ’ Rourke, Rowan Atkinson, and L.J.K. Setright.

Original Pontiac GTO, 1964-1974

Muscle

GM.com

Facebook

Twitter

Instagram

LinkedIn

YouTube

Pinterest

Google+

SoundCloud

Dribbble

Behance

StumbleUpon

Delicious

Diigo

SlideShare

Periscope

Tumblr

Next Issue

Previous Issue

Home

Contact Us

Feedback

Privacy Policy

Terms of Use

Disclaimer

Advertise

Subscribe

Unsubscribe

Cancel

Opt Out

Manage My Account

My Profile

My Account

My Settings

My History

My Favorites

My Lists

photographs with informative captions enhance the text. the series also features a glossary, index, and further information section with Web sites.

Pontiac Firebird: 50 Years chronicles the Firebird's rich history, from its inception in 1960 to its continued popularity today.

In 1964, Chrysler offered an optional V-8 with it's popular Dodge Valiant. Banking on the resulting success of this option package, Chrysler went on to release a decade worth of low-priced, high-performance muscle cars based on the "A-body" Valiant, including the Dodge Dart GT and GTS, the Swinger 340, and the Demon, as well as the Plymouth Duster. Today, these cars' phenomenal sales figures translate to a thriving Dart and Duster enthusiast scene. Color photography of restored and factory-original vehicles, along with archival black-and-white images, are accompanied by an authoritative history examining the development of the cars. In addition to model histories for each, there are in-depth discussions of vehicle design and production, driving impressions, accessories and options, popular performance upgrades of the period, and the cars' successful histories at the drag strip.

Collector's Originality Guide: Pontiac GTO 1964-1974 provides a bumper-to-bumper look at every component that makes the GTO a classic, from the distinctive taillights of the 1964 GTO to the Radial Tuned Suspension of the 1974 model. Year by year, component by component, you'll discover a comprehensive and useful guide on factory specifications for restoring, re-energizing, and simply admiring the pride of Pontiac.

Cleveland's Rock and Roll Roots

Gto

Firebird and Trans Am

50 Years

1964-1967

Pontiac GTO Restoration Guide 1964-1972

Celebrating its 40th anniversary in 2004, the Pontiac GTO is a true American automotive milestone. The 1964 GTO packaged several high-performance components-floor shift, performance suspension, 389 V-8 engine, quick steering, and dual exhaust. This book offers the inside story of the long and distinguished history of Pontiac's GTO on the streets and race tracks of America. Author and photographer Steve Statham traces the evolution of the GTO in its first decade, through all models including the Tri-powers, Ram Air models, Royal Bobcats, the Judge, and more.Previous

With detailed step-by-step instructions accompanied by full-color photos, this book shows critical procedures to restore a GTO to factory like-new condition.

By the mid-1960s, the American automotive market was yearning for faster, more responsive, and sportier cars, and a crew of high-performance enthusiasts at Pontiac recognized this. Large V-8s were commonly installed in full-size cars, but performance was hampered by pure chassis weight. Under the guidance of Bunkie Knudsen, John DeLorean, Bill Collins, and others, Pontiac installed the high-performance 389 V-8 into the nimble and lightweight intermediate-size LeMans chassis. It was a watershed moment for Pontiac; the 1964 GTO delivered astounding performance and created the muscle car blueprint that the Detroit manufacturers followed in the 1960s and 1970s. This volume in the Muscle Cars In Detail Series delivers a comprehensive review of this trend-setting and historic car. The GTO housed a 389 V-8 engine with a single Carter AFB 4-barrel carburetor, and along with dual exhaust and 4-speed manual transmission, it supplied extraordinary performance. To improve traction and handling, the GTO was fitted with stiffer springs, limited-slip differential, larger-diameter front sway bar, and wider wheels. And to give it panache, the GTO was adorned with distinctive badges and a hood scoop. The 1964 GTO is a landmark car, and this book goes well beyond the glossy overview of other books about this car. All In Detail Series books include an introduction and historical overview, an explanation of the design and concepts involved in creating the car, a look at marketing and promotion, and an in-depth study of all hardware and available options, as well as an examination of where the car is on the market today. Also included is an appendix of paint and option codes, VIN and build-tag decoders, as well as production numbers. p.pl {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

Packed with more than a hundred completely charismatic classic cars, this book is the ideal gift for anyone driven to admire these majestic machines. Author Quentin Wilson has hand-picked the most astonishing, appealing, and all-round awesome cars ever to hit the highway. Multi-angle photography reveals the true craftsmanship and beauty of these stunning rides, and the text pays tribute to each vehicle and explains why it's destined to be a classic, now and forever. Test drive this essential car guide, and you'll be hooked.

Jeep

Popular Mechanics

Focus On: 100 Most Popular Station Wagons

Pontiac GTO 50 Years

Gto 2015

One Man's 10-Year Quest for Perfection

Chronicles the rich history of Chevy's phenomenal pony car, from the division's initial attempts to reach the youth market in the early 1960s, through the potent and turbulent years of the classic muscle care era, the muscle car renaissance of the 1980s, and the Camaro's triumphant rebirth in the new millennium.

Written and designed for casual enthusiasts, as well as restorers who want to determine which parts, accessories and colors will restore their cars to factory-original condition, every title in the Bay View Original Series provides a huge selection of color photography, comprehensive factory records, thorough specifications, detailed parts lists and nostalgic period literature. The brainchild of a young GM executive named John DeLorean, the Pontiac GTO that growled forth from the 1963 Tempest LeMans sport package is the acknowledged granddaddy of American muscle cars. This guide features a huge selection of color photography depicting GTOs from 1964 through 1974, including Tripowers, Ram Air models, Royal Bobcats and the much-revered Judges in all their "Orbit Orange", "Limelight Green" and "Carousel Red" glory.

Pontiac GTO: Four Decades of Muscle

The Great One

Pontiac Firebird

Definitive Pontiac GTO Guide

This Land

How to Restore Your Pontiac GTO, 1964-1974