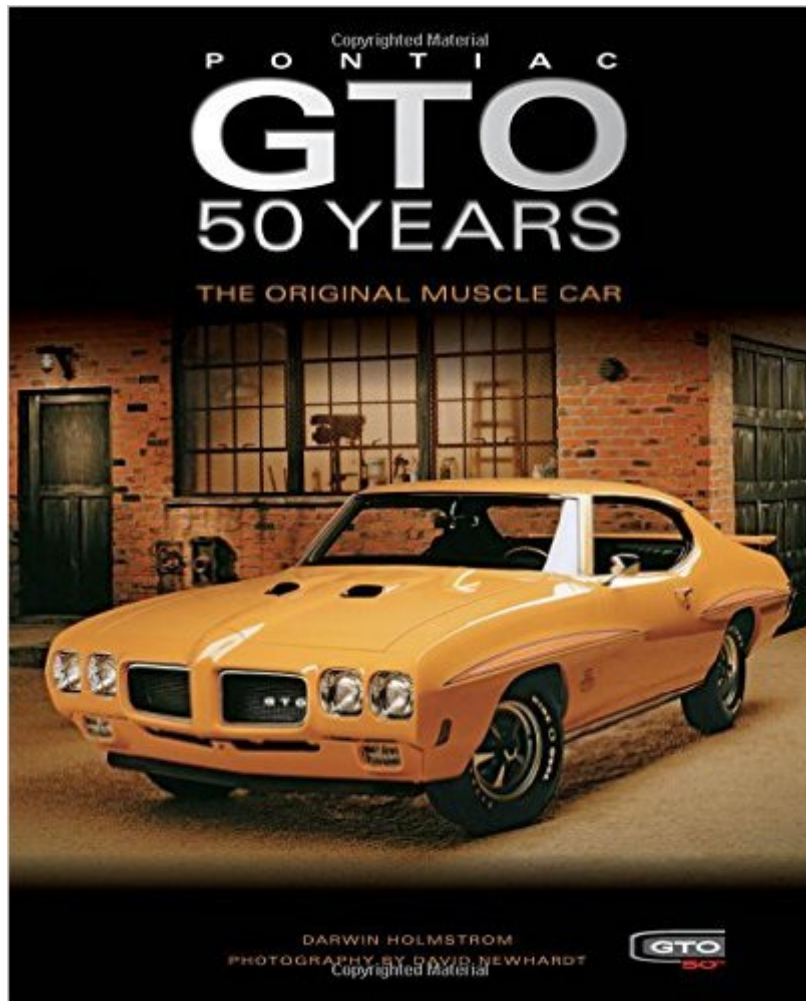


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# Pontiac GTO 50 Years: The Original Muscle Car



## Synopsis

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 "The Great One" 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 relaunches, 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 and will never be again will thrill any auto enthusiast.

## Book Information

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## Customer Reviews

**The Men Behind The GTO** The muscle car broke absolutely no technological ground when it first appeared in the guise of Pontiac's GTO. An example of pure parts-bin engineering, it was not an invention of technology; it was an invention of marketing. Automakers had been building fast,

lightweight cars with big engines for years, but these were purpose-built race cars, marketed to serious racers. The brilliance of the GTO was that it was created as a street car to be marketed to the baby-boom generation, the largest influx of new consumers in human history. And the story of the GTO is the story of a few key individuals, most of whom you have probably heard about, and at least one that you probably haven't. This list includes serious car guys such as Bunkie Knudsen (seen right), Pete Estes, John DeLorean, Jim Wangers, and, later, Bob Lutz. It also includes a serious noncar guy named F. James McDonald.

John Z. DeLorean     Pete Estes     Bob Lutz     McDonald and DeLorean     Out with the old, in with the new. F. James McDonald (left), who represented the new breed of MBA-type bean counters, replaced DeLorean (right), who represented the old, loose-cannon car guys who had created General Motors, as head of Pontiac Division.

The GTO was the first General Motors car to feature a slick-shifting Hurst shifter instead of the awful Inland units used on other manually shifted GM products. David Newhardt.     The passage of a half century has only made the genius of the original GTO design more apparent. GM Media Archives.     Though it was heavier than earlier versions, the 1968 GTO was still a force to be reckoned with at the drag strip. GM Media Archives.     The 1970 GTO was one of the most elegant cars of the entire muscle-car era. GM Media Archives.

Pontiac GTO 50 Years: The Original Muscle Car (2014, Hardcover.) Is a beautifully done Book on GM's biggest Mistake, Mistake because they should have never dropped Pontiac or The GTO itself. A Must for any Pontiac Fan and GM Junkie, the pictures from the GM archives, Color, black and white are gorgeous, the current pictures are just as good and the story that goes with it extremely well-told. Although I will disagree that Bob Lutz should be put up there with DeLorean, Estes and Bunkie after all Lutz has now gone off the deep-end saying cars will drive themselves in the future (Count me out.) and He was behind the Politically Correct Chevrolet Volt, Yes he had to do with The Viper but he messed up on doing nothing on the Modern "re-incarnation" of the GTO (Which I like but styling could have gone better, more different than the rest of line.). I do like That F. James McDonald was not treated so bad by the author, granted the author is right he was not Passionate about the Product like Knudsen or DeLorean but he was not a bad guy. The GTO has told in this history was and is a Icon of America, One of the Coolest cars General Motors have ever done if not the coolest to some. Being a Younger generation I have always appreciated Muscle Cars and the

GTO is at the top for me, Ultimately despite so much out there On "The Great One" there is always demand for this Brute And I cannot complain, I wish there would have been a BUICK GS BOOK as well as A 4-4-2 Book to compliment this book. I highly recommend any gearhead read this book and go out and buy it, these cars are the cream of the crop and what Started the Muscle Car. The book features comparisons with both Rivals from within GM and from outside GM. told all the way to the "Ventura GTO", I wish the Modern GTO Look-a-like Replica that has been making the rounds out there would have been shown and covered, although not A GTO it is based off a Camaro (Current) Body and looks good, Just like The Camaro-Based Trans-Am/Firebird Cars now that have also been Replicated. GM bring Back the Excitement Division, and The GTO This time done Proper, The Trans Am And Firebird and Formula back as well, and leave mundane cars out of the equation.

I've read a few of these types of books in the past on Mustangs and had to make myself finish them even though I love Mustangs. They were packed with facts but were very dry and had very little in the way of entertainment. That was not the case with this book. Darwin dove into the details of the different models and years but also did a great job of explaining how the GTO came to be and why the it changed over the years. I was born at the tail end of the great muscle car era and throughout my childhood was curious and often times confused when conversations would take place about whose car was faster or which part made the car better. I now know why you were cool if you had a Hurst shifter and why radial tires were not an industry standard. I learned a great deal about the GTO and Pontiac and really enjoyed the back stories that really helped explain the details. It was a great read and one I will continue to enjoy. I would recommend this book for anyone who has an interest in muscle cars, it's definitely one that should be on their shelf!

I loved this book! Motorbooks continues as the premier publisher of great muscle car era books. GTO 50 YEARS, is another in a long list of titles released by Motorbooks and its author Darwin Holmstrom. Darwin does a great job researching and weaving a story together that follows the timeline of the GTO's beginnings when De Lorean dropped a 389 cid into a 1963 Tempest body creating the first muscle car, through 2006 when the last GTO rolled off the line. He names all the players, the GTO's competition from within GM and from the outside, and the decisions that helped make this car roar to life and ultimately what led to its demise. Adding David Newhardt's beautiful, rich photography to the comprehensive and detailed story is just like adding GTO's first tripower to the intake. This book is a performer. Whether you are just paging through the book or diving in and

giving it a good read, there is something here for everyone. Reading GTO 50 YEARS took me back to what made me fall in love with cars in the first place. Fat tires on Cragar rims, sexy lines, open roads, and plenty of power under the gas pedal. Thanks Darwin for another trip down memory lane and keep up the good work.

The book has an excellent array of photographs, both of production cars, and styling exercises, as well as a fair amount of technical information. It also has a section dedicated to the latest generation of "Australian GTOs"....

If you're looking at his book you probably already love the GTO. Now be prepared to become an expert on the life story of the seminal muscle car. The research that went into this tome is amazing, providing context and detail far beyond anything I've seen before. Holmstrom's writing presents the story with clarity and style, and Newhardt's photography, along with previously unpublished shots from GM's archives, bring this gorgeous monster's image to life.

I thought the book was pretty good, with a nice initial presentation. It has good coverage of the '60s models. Even though I'm a 1969 guy, I thought the 73-74 sections were treated as an after-thought. The 1974 has 8 pages of pictures of the same car, yet not a single interior, engine compartment, trunk or under carriage shot. I know the 1974 body-style, interior, and options were more varied than shown. For that matter, the engine compartment shots were weak book-wide, unless you're only looking for tri-powers or ram-air. I would have liked a few more interior detail pictures. As always, the greatest emphasis is placed on the 04 GTO than the combined 05-06. On the brighter side, all the cars used were factory original - no aftermarket add-ons that other authors include. Holmstrom and Newhardt seem to have a great grasp of the Great-One.

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