

The G T O Tiger Times



March 2016

Volume 21 Issue 2

The Voice of the G T O and Pontiac Enthusiast in Central Pennsylvania

Presidents Message

For those into racing, or into modifying your factory stock car with more performance enhanced goodies, you may have an issue in the not too distant future if you have heard what the EPA is up to. If you haven't heard, you may want to read what SEMA (Specialty Equipment Market Association) is alerting car enthusiasts of.

In a nut shell: The EPA is proposing regulations of certified motor vehicles, that their emissions remain certified in their configuration if you plan on turning your stock car into a racer. If you have been found to have tampered with the emissions you'll be subject to fines, and penalties.

SEMA officials met with EPA officials this past January to confirm their understanding of this proposal. "The EPA officials confirmed that the regulation would make it illegal to convert a certified motor vehicle into a vehicle to be used solely for competition."

What does this mean? Say you want to take your GTO and alter it from its factory configuration and make it a strictly off road drag/race car, the EPA is saying you will be in violation. "The EPA is adding new language to the regulations. This new language states that a motor vehicle can never be modified, even if it is used solely for competition and never again used on public roads. The EPA is seeking to prohibit modifications affecting any emissions-related component, such as engines, engine control modules, intakes, exhaust systems, etc."

You can read the bulletin SEMA released on February 11, 2016 [HERE](#)

Vic 



Clutch and Radiator Replacement, an Adventure *by Russ Esenwine*

Even the most cared for and coddled car eventually needs repairs. It's a cross every enthusiast must bear. For most of us, the more common repairs, we can generally, with a little knowledge and common sense, take care of on our own. For other, larger more complicated projects, it's best to have help. Fortunately for members of SVGTO, we have The A Team!

About 3 years ago, every once in a while when I would park in the garage I would get a faint whiff of coolant. There were never any spots on the garage floor and the coolant level in the expansion tank never seemed to go down, so I just filed it in the back of my mind for later consideration. When the car went in for inspection that year, my mechanic mentioned that the radiator was leaking. Not a massive gusher, but a very minor drip, one which would probably only make its presence known when it was hot, hence the faint coolant odor after pulling in the garage. I decided just to monitor it and deal with it when I deemed it necessary.

Well, 3 annual inspections later, it was time to consider replacing the radiator. I consulted the A Team for recommendations so as to not spend nearly \$600 for an OEM from GM. So, after a little internet research I procured a new aluminum radiator from GTOG8TA.com, for about \$200.

Now the challenge was to try and find a weekend where everyone was free, but car show season was over and soon the holiday season would begin. But, before I could even schedule a weekend, big yellow Brutus decides to wield its blade again, in the form of a clutch slave cylinder, devoid of hydraulic fluid. Fortunately for me, this happened in the garage and not on the road, or worse, hundreds of miles from home.

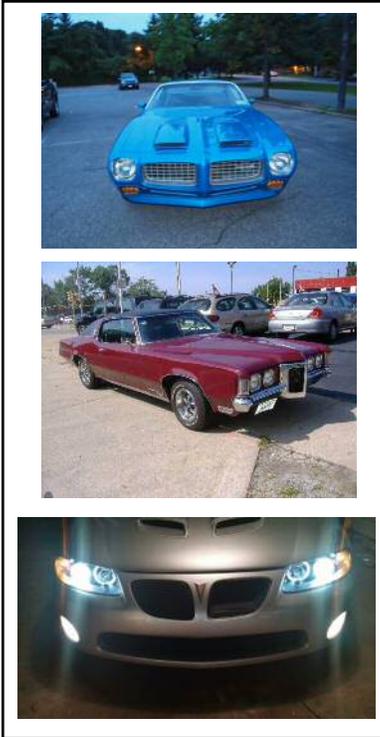
First things first. The radiator took second chair at this point, the clutch became the priority. Cue the A Team! The first thing to determine is if the slave is bad or just "somehow" empty. So, one mild afternoon in late October, Brian and Bob came over and went to work.

Continued on page 4





Random Pontiacs



ATTENTION!
Be sure to check out the website
www.svgto.com
For the latest information of upcoming events.

Meeting Notes 2-21-2016

In Attendance:

- Vic & Geri Schreck
- Bob Krewson
- Russ Esenwine
- Ed Sloan
- Rich Slarb
- Mike & Cindy Martin
- Jeff Jukes & Lisa
- Wilson Wolfe
- Doug Warble

The car show committee met a noon to continue diligently planning for our next club cars show. The committee works very hard behind the scenes to make sure our car show is the best in the region. If you have a desire to be part of the team, please speak to one of your club officers or attend one of the committee meetings at noon on meeting days.

General Meeting

Bob Krewson presented the Treasurer's report, which was accepted by Ed Sloan, with 2nd by Rich Slarb. Secretary's report, accepted as published. As the season is just kicking off, please refer to page 3 for upcoming event details. As always, please check our website for the latest details on events. Because Easter falls early this year, there will be no March Club meeting. The next regular club meeting will be Sunday, April 17th, 1pm. Show committee meeting meets at 12 noon.

Meeting Adjourned

For a great collection of random Pontiac pictures, please visit here:
[Pure Pontiac](#)

How Bad Cars Happen: The Pontiac Aztek debacle
Bob Lutz on the dangers of totalitarian management.



How do bad cars happen? How, for instance, did Pontiac's Aztek—the greatest failed model in recent history—get all the way from flawed design to ugly product? We asked Bob Lutz, our industry expert and man-about-town, if he knew anything. Turns out, he knows quite a bit.

I kind of got hired [as GM's vice chairman of product development] because of the Aztek. I was getting an award, and [then-GM chairman] Rick Wagoner introduced me and took a couple of funny digs. When I gave my speech, I said, "It's curious that the man who oversaw the Aztek would comment on my failures." It brought the house down. When I apologized later, he said, "Ah, I was expecting it. We're disappointed in the Aztek. I'd enjoy hearing what you think we're doing wrong." After three conversations, he offered me a job.

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Next Meeting:

As Easter comes early this year, there will be no March club meeting.

Those with new gen GTOs or anyone else who likes to collect maintenance data; Dave Eyster got his hands on an arsenal of technical data for 2004-2006 GTOs and forwarded to me for distribution if anyone would like them. From wiring diagrams to assembly and programming. The information is a great add to the documentation of your car or collection. About 54 or so pdf files in all. If you'd like this holler at me and I'll ship them to you via email. ~~~ Vic

Membership Update:

Total Members: 67
New Member for February: Robert Gerz from Lancaster, PA with a 1971 Lemans Sport Robert also joined the GTOAA. Welcome to SVGTO Robert.



If you have comments about, or suggestions to help improve The GTO Tiger Times, please contact Russ Esenwine.

macgto@comcast.net

East Coast Regional June 17-18

The format for this year's event will be like last year, the top 75 of show. The field for this year will be broken into 5 classes: First and second gen Firebirds, third and fourth gen Firebirds, 1964-1974 GTOs and New Gen GTOs, and the long cars i.e. Bonnies, Cats and such. Also a judged by point class will be added. Cars that elect to enter the Judged portion of the show will pay a significantly higher entrance fee. We will not be judging cars however. Those cars will be in a separate show area and Mike Spiziri is in the process of securing judges. As of now our role will be the same as it's been in the past. An electronic showflyer is being advertised and a new one with a space for the promo code will be generated shortly. Online registrations should be online by this time. As usual things are subject to change.

We'll need a gaggle of volunteers as in the past. If you can help out for a few hours that Saturday morning and help out setting up for a few hours that Friday, holler at me. More info to follow. Two Host hotels are offering event discounts as you were previously made aware of [HILTON](#) and the Courtyard [MARRIOTT](#) if you're contemplating attending I'd suggest securing a room asap.

Quaker Steak & Lube Mechanicsburg: We'll be meeting for lunch on Sunday April 24 at 2 p.m. We'd like to set up meeting spots and times and cruise to the Lube. Mark your calendars. More info to follow.

Ronald McDonald House

Sunday July 31, we'll be preparing our annual cookout for the residents staying at this facility. Sunday December 18, we'll be preparing for the residents our yearly Christmas Dinner. Brian will keep everyone apprised of these events.

Mecum

If you plan on participating this year July 21-23 I need to know your availability and shirt sizes soon. Please holler at me with your info. There are many who haven't yet confirmed if you're in for 2016. We'll be requesting those who are participating to attend a drivers meeting on Sunday July 17.

Our 9th Annual All Pontiac Show

We're working on our 2016 show. Showflyers are out, online registrations are active and our first registrant is from Queens NY some 189 miles. We can use some help getting sponsorships, and donations for raffle and door prizes.

Continued from page 3

A bad car happens in stages. The Aztek concept car was a much leaner vehicle. Decent proportions. It got everybody excited. At the time, GM was criticized for never doing anything new, never taking a chance. So Wagoner and the automotive strategy board decreed that henceforth, 40 percent of all new GM products would be "innovative." That started a trend toward setting internal goals that meant nothing to the customer. Everything that looked reasonably radical got green-lit.

These things require a culture of complete acquiescence and intimidation, led by a strong dictatorial individual who wants it that way.

The guy in charge of product development was Don Hackworth, an old-school guy from the tradition of shouts, browbeating, and by-God-I-want-it-done. He said, "Look. We've all made up our minds that the Aztek is gonna be a winner. It's gonna astound the world. I don't want any negative comments about this vehicle. None. Anybody who has bad opinions about it, I want them off the team." As if the public is gonna give a sh** about team spirit. Obviously, the industry is trying to get away from that approach.

Early on, the Aztek obviously failed the market research. But in those days, GM went ahead with quite a few vehicles that failed product clinics. The Aztek didn't just fail—it scored dead last. Rock bottom. Respondents said, "Can they possibly be serious with this thing? I wouldn't take it as a gift." And the GM machine was in such denial that it rejected the research and just said, "What do those a**holes know?"



The danger with the totalitarian management style is that people won't speak up when there's a problem. They'll get their heads cut off or the messenger gets shot.

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2016 Club Officers

Vic Schreck- President

gtojudgepa@verizon.net

Brian Little-Vice President

bsalittle@embarqmail.com

Bob Krewson - Treasurer

bkrewzn@comcast.net

Russ Esenwine-Secretary

macgto@comcast.net



Classified ads by SVGTO members will be placed in the GTO Tiger Times free of charge. Please email your ads to Russ Esenwine, at macgto@comcast.net. I will try to get the ads placed in the next issue. If you include a photo of the items that you are selling, please send a clear digital photo in .jpg format. I will include your photos if space permits.

Of course, when I saw it for the first time, at the Detroit auto show, I thought it was a joke. How could a group of people who call themselves automotive professionals do something that bad?

Many people in the car business do not understand that a vehicle has an image. To them, a vehicle is a collection of attributes. If your attributes are better than the other guy's attributes, you're gonna win. It's engineer thinking, along totally rational lines. Their advice to an alcoholic is "stop drinking—is there something about that you don't understand?" That's not how people actually think.

One guy I informally interviewed about how the Aztek happened was one of the top guys on the project. And this guy, he looks at me and he says, "I'm proud of it." Proud of the Aztek? "Yup. That was the best program we ever did at GM. We made all our internal goals, we made the timing, and I'm really proud of the part I played in it." He had tears in his eyes. It was almost tragic. Everybody wanted to will this thing to succeed, and it didn't work. All the emotional commitment and pride in the program was that it achieved all its internal objectives. And it was probably one of the great defeats in his life, or in his career.

Continued from page 1

For those not familiar with the LS1 layout, the slave cylinder is inside the bell housing, so bleeding it is not as simple as checking the oil. It didn't take long to notice the fluid we were putting in the reservoir was draining out of the bell housing and on to the floor of the garage. That pretty much removed all doubt as to whether the slave was bad or not, so, on to plan B, replacing the slave cylinder.

Since we need to take the transmission out, we decided it would be cheap insurance to replace the clutch assembly while everything was apart.

Back on the internet I go, a few clicks on Rock Auto and Tick Performance, my wallet was lighter by about \$400 and a new slave, clutch kit and remote bleeder kit was on the UPS truck on the way to my door. And early Christmas present to myself, I suppose, yeah me. But, the holiday season is now in full swing so finding the time between dinners, parties, shopping and cookies, there was no time to tear a car apart.

>cue the sound of the garage door closing.....<

To be continued.....

Susquehanna Valley GTO is an affiliated chapter of the GTO Association of America, the premier national organization for GTO enthusiasts. Each month GTOAA members receive **The Legend**, a Golden Quill Award winning publication. Members can read the technical articles and have access to the GTOAA Technical Advisors Staff, use 50 words of free advertising monthly, view the feature articles on some of the most interesting GTOs you'll come across, and have access to the GTOAA Club Store merchandise. For an on-line preview of The Legend, go to www.gtoaa.org. For local chapter information, send an e-mail to Bill Vantuono at chapters@gtoaa.org. To receive a membership application by mail, write to: GTOAA, PO Box 213, Timnath, CO. 80547, or send an e-mail to: membership@gtoaa.org for more information.

The GTOAA National Meet is hosted by various local chapters, and is held annually. The acclaimed Concours and Popular Vote Car Shows bring some of the finest GTOs together for superb viewing. Other highlights include many renowned Technical and Special Interest speakers, the multi-day swap meet, drag tracing, and other great events.

National Organization Information

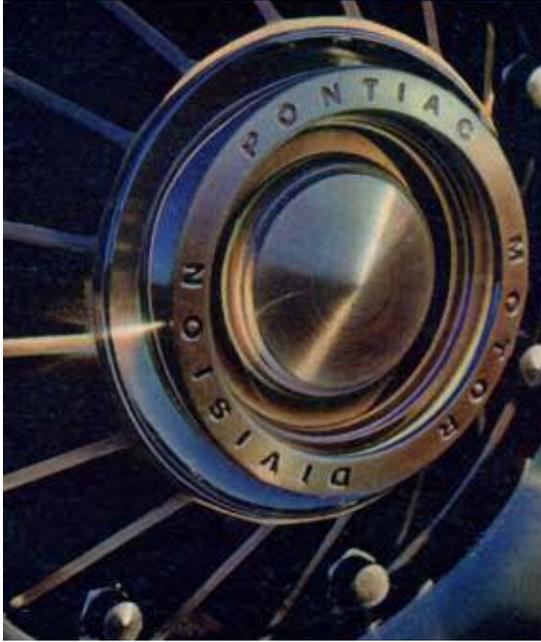
1995



2016

Official GTOAA Chapter, Since 1995





Pontiac Service Excellence Award

by Tim Dye

When you think of 8-lug wheels you automatically think of big Pontiacs, because that's the only models they were available on. And in many cases you may also connect the 8-lug wheel even more closely to the Grand Prix because it was the sporty big car, and 8-lug wheels are certainly sporty looking. Also this wheel was purely Pontiac, no other car manufacturer had anything like it, not even the other GM divisions. So it is no surprise that when Pontiac introduced an award program for service managers, they picked the 8-lug wheel as the symbol of that program.

The "Pontiac Service Excellence Award" program was announced in a letter dated April 3, 1963. The program was designed to recognize and upgrade the performance of service managers. The service manager would qualify for the award based on these areas, 1) Customer Labor Sales 2) Repair Orders Written 3) Customer Relations 4) Training 5) Promotion 6) Facilities, Equipment & Training 7) Quality Management. Each of these areas were worth various points and if you achieved 100 points you would earn the award, a sterling silver belt buckle in the likeness of an 8-lug wheel. If you were the top sales manager in your zone as determined by a dealer committee appointed by the zone manager you would get to attend a service managers business meeting and meet officials of Pontiac Motor Division's central office. You would



This is the belt buckle award. It originally came in a box with a belt.

Shown here is the lapel pin award, the 2 indicates the recipient won this award for a second time.



also be awarded the same sterling silver belt buckle in the likeness of an 8-lug wheel only yours would have a diamond affixed to it.

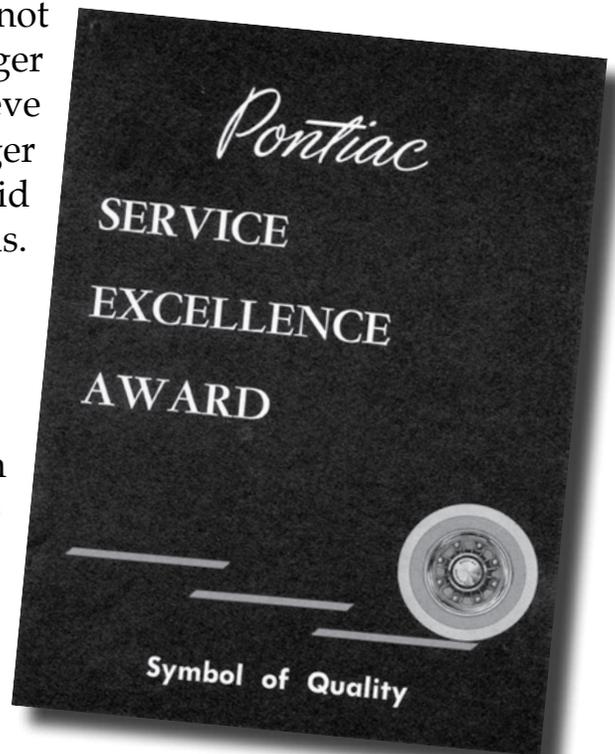
Because it was felt that the service manager could not achieve this level of service alone, if he won, the service salesman, shop foreman, and body shop foreman would also earn an award. Theirs would be a lapel pin also a replica of an 8-lug wheel. If the service manager won again a ruby would be added to his belt buckle and the other personnel would get another lapel pin with a number in the middle reflecting the number of years they had won. With the letter came a brochure explaining in greater detail the program.

It is things like this that makes collecting Pontiac memorabilia so much fun. All of the information I have just shared with you and the items shown took me years to gather since I was not there to see and find out about this first hand. It started first with Doug Klein who gave me the lapel pin. He knew I would like it since I collected memorabilia. I did not know at the time it was just part of a bigger group of items. I showed this to my friend Steve Phillips whose dad Roy was a service manager at the time the program was active and he said it looked like a belt buckle that his father has.

1963 brochure explaining the Pontiac Service Excellence program.

Later I got to see it and it was brand new in the box and included the belt. I thought to myself, I have to have one of those to go with my lapel pin. Being curious as I am as to how all things relating to Pontiac works, I wanted to know more about this and what else may go with it. I would not find out until years later when mixed in with a batch of Pontiac

paper items I bought from a former zone office employee, I found the letter and brochure that explained the program. Then it was not until a couple of years after that, I found a belt buckle. So now I think I have everything relating to this program, but that's what makes it so interesting and fun, you never know what may pop up at the next swap meet or on ebay. You may think you have every piece of the puzzle, when another one pops up.





SUSQUEHANNA VALLEY GTO 2016 ALL PONTIAC SHOW



DATE: August 20, 2016
TIME: Registration: 8a-11a Show: 9a-3p
PLACE: Amos Herr Park: 1670 Nissley Road Landisville, PA 17538
COST: 15.00 Pre-registration by August 13, 2016; 20.00 Day of Show

- A: All Pontiac to 1964 stock except: GTO
- B: Pontiac 1965-1979 stock except: GTO/TA/FB
- C: Pontiac 1980-Present stock except: GTO/TA/FB
- D: 1964-1974 GTO Inclusive stock
- E: 1967-1981 TA/Firebird stock
- F: 1982-2002 TA/Firebird stock
- G: 2004-2006 GTO stock
- H: All Pontiac modified except: GTO/TA/Firebird
- I: 1967-1981 TA/Firebird modified
- J: 1982-2002 TA/Firebird modified
- K: 1964-1974 GTO modified
- L: 2004-2006 GTO modified

All Pontiacs welcome: Any Year, Any Model.
Rain Date: August 27, 2016 same time



- ♦ Popular vote by registered show participants
- ♦ Best of Show Awards
- ♦ Longest Distance Award
- ♦ Raffles / Door Prizes
- ♦ Catered food by Enck's Custom Catering
- ♦ Period Music by Jeff Primaldi
- ♦ Showfield on grass / Abundant Shade in a park
- ♦ Trailer parking



** SVGTO Members cars are excluded from the judged showfield ** Modified: Any performance enhancing modifications. 3 minor mods permitted for stock class. SVGTO reserves the right to judge cars accordingly.

Model Car Contest: Adults, & Kids Classes: Pontiac & Open Classes. Model cars limited to plastic assembly, NO diecast. Model Car Contest is FREE.



Info: svgtoshow@svgto.com

717.405-2178; 717.521.8277; 717.615.7117; 717.880.5692



SVGTO is a Regional Chapter of the GTO Association of America

2013 Chapter of the Year



Register online: www.svgto.com

Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Email: _____

(email address is used to notify you of next year's show, we will never share your email)

Model Pontiac: _____ Year: _____ Class: (Letter from above) _____

Children Participation: (age limit 15) # of Children _____ Ages: _____

*** MODEL CAR CONTEST REGISTRATION ***

Enter Class letter & # of models: Class: _____ Qty: _____ Class; enter (A) or (K): _____

**Enter "P" for Pontiac, or "O" for open class & quantity of each

A= Adult K= Kids

Signature: _____

** I understand; SVGTO, Jones Dealerships, & East Hempfield Twp will not be held liable for any damages, thefts, or injuries to show cars, or participants.



Checks made payable to: Susquehanna Valley G T O
Mail registration with remittance by: August 13, 2016
To: SVGTO ALL PONTIAC SHOW >>> ATTN:
Bob Krewson: 950 Driver Avenue, Landisville, PA 17538

Portion of proceeds to benefit: Ronald McDonald House Charities of Central PA





6TH ANNUAL



MIRACLE MILE CAR SHOW

and

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