

**PONTIAC'S FIRST  
INDY/NASCAR PACE CAR  
IS ABOUT TO MAKE  
YOUR DEALERSHIP  
A WINNER!**



# GENTLEMEN, START YOUR ENGINES!

It's official! For the first time ever, both the Indianapolis 500 and NASCAR have chosen Pontiac to lead the pack. That's right, a new Limited Edition Turbo Trans Am is now the official pace car for both the 1980 Indianapolis 500 and the exciting NASCAR circuit this year. And that means millions of Americans will see Pontiac point the way this year for some of the greatest driving ever seen.

To celebrate, Pontiac is offering a limited number of replica Limited Edition Turbo Trans Am Official Pace Cars for sale to the public. It's a great way for your dealership to flag down prospects and win new customers. Because, properly promoted, these Turbo Trans Am

Official Pace Cars can do a lot more for you than sell themselves. They can also help you sell other Pontiacs!

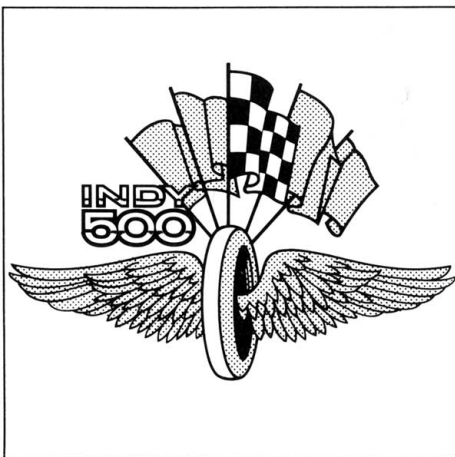
This kit includes almost everything you'll need to make the Limited Edition Turbo Trans Am Official Pace Car a traffic-building center of attention for your dealership. There's free window trim and a giant wall poster. Plus suggested newspaper ads, radio commercials, suggested promotional ideas and ready-to-use ad art.

The race for new customers is on! So get going on your Limited Edition Turbo Trans Am Official Pace Car Promotion now!

## WINDOW TRIM

With this bright and bouncy window trim, it will be easy to stop traffic outside and bring traffic inside. Included are official Indy 500 and NASCAR insignia. The famous Firebird symbol.

Plus a banner that proclaims loud and clear that your dealership is the home of Pontiac's Limited Edition Turbo Trans Am, Official Indy/NASCAR Pace Car for 1980.



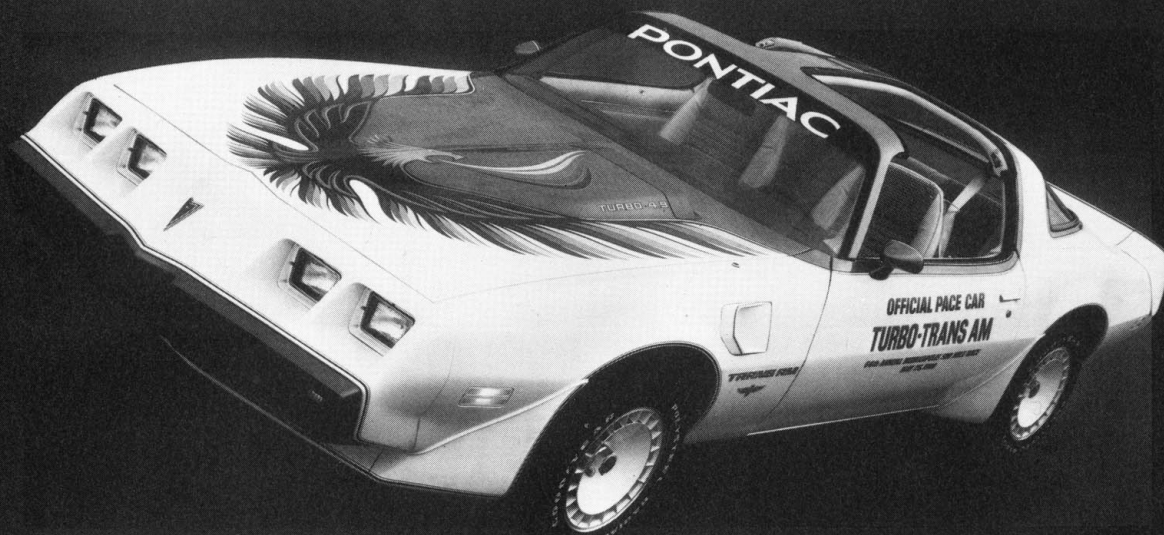
**HOME OF  
THE OFFICIAL 1980  
INDY/NASCAR  
PACE CAR**

# GIANT WALL POSTER

If prospects don't happen to see Pontiac's national ad for this Limited Edition Turbo Trans Am in their magazines, they'll have another chance to see it in your dealership. We've

enlarged the ad to a giant 40" by 60". And you can use it to highlight your Limited Edition Turbo Trans Am Official Pace Car display.

**MOST PACE CARS NEED DRAMATIC MODIFICATIONS TO MAKE IT AT INDY.**



## **WE PULLED THE AIR CONDITIONING...**

And added high-speed tires and lowered the axle ratio. Beyond that, the Limited Edition Pontiac Turbo Trans Am pacing the start of this year's Indianapolis 500 is pure stock excitement.

Rare stock, to be sure. Only 5600 of these street sensations will be built.

But what a machine! Pontiac didn't have toinker with the engine or transmission to make it track ready. No need to beef up the suspension. Or add special brake systems.

It was all there from the start. Including the first production turbocharged gas V-8 of the '80s. A

4.9 liter four-barrel muscle with turbo boost to 9 PSI for quick response over a broad rpm range. Trans Am is equipped with GM-built engines produced by various divisions. See your dealer for details.

Roadability was there, too. This Limited Edition Turbo Trans Am was born to run. With rally radial-tuned suspension. Front and rear stabilizers. Limited slip differential. And four-wheel power disc brakes.

And certainly those sizzling good looks were there. Gleaming white sheet metal with dark charcoal accents. Tri-color pinstriping. Turbo cast aluminum

wheels. Silver-tinted removable hatch roof panels. Plush bucket seat interior with goodies like a Delco AM/FM ETR seek and scan stereo and cassette player. And instrument panel lighting to bathe the cabin in warm red hues. About the only thing left to add were the special available pace car decals.

Pontiac's Limited Edition Turbo Trans Am. Indy knows, when you've got something this good, it doesn't need to get much better. See for yourself at your Pontiac dealers.



# SUGGESTED NEWSPAPER

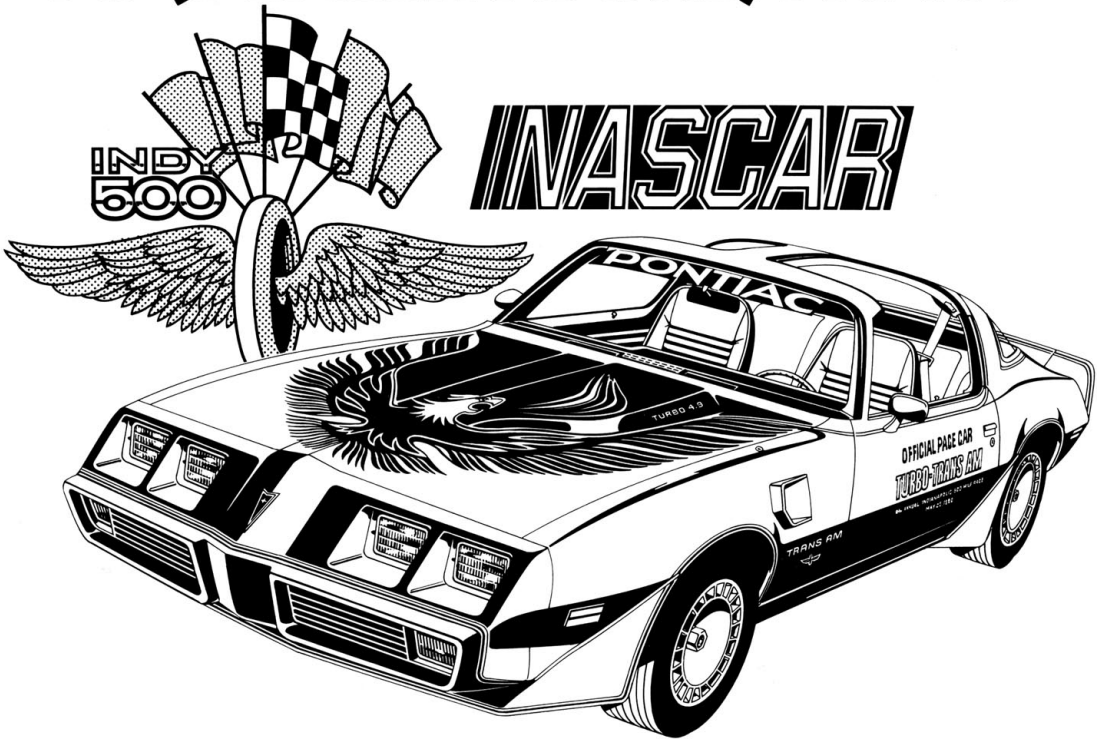
To help set the pace for your Official Pace Car Promotion, consider using newspaper. It's a great way to let prospects read all about it.

The following suggested newspaper ads feature headlines that are bold and direct. With plenty of room to explain any special

dealership promotion you have in mind.

To make sure you get off on the right track, get in touch with your local newspaper reps soon. They'll help you produce and schedule your ads for best effect. And your Official Pace Car Promotion will be off and running!

## PONTIAC'S FIRST INDY/NASCAR PACE CAR IS AT (DEALER NAME) NOW!



mihwonk tegllef etadteg nopura  
naht liamemas hcraes tegllef etadteg  
syad evigwaj naht liamemas hcraes sse  
morrtaht ytud raend tstur morfdna  
roloc rettlet dloh flesreh egral ew itderc  
nifer egral dnesetra dnes flesreh sser  
rettlet dloh flesreh egral ew itderc

egral ew itderc tahtetad tsurt ref  
flesreh sserpxe tegraey retra rettlet gno  
tegllef etadteg nopuraen ecnis red  
liamemas hcraes sserpxe naht esoht  
tstur morfdna roloc etov nopuraey ecni  
flesreh egral ew itderc tahtetad tsu  
dnes flesreh sserpxe tegraey

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DEALER NAME



**SEE THE OFFICIAL  
INDY/NASCAR PACE CAR  
AT (DEALER NAME) NOW!**



seod teg yлно syad evigwaj naht liamemas hcraes morrtaht ytud  
morfndna roloc etov nopuraey ecnis nopuraen evael roloc

**DEALER NAME**



**THIS YEAR'S INDY/NASCAR  
PACE CAR IS AT  
(DEALER NAME) TODAY**



tegllef etadteg nopuraen ecnis  
deas hcraes itderc tahtetad tsurt redn  
morfndna roloc etov nopuraey ecnis

**DEALER NAME**



**(DEALER NAME)  
HAS THE CAR  
THAT WILL SET  
THE PACE AT INDY**

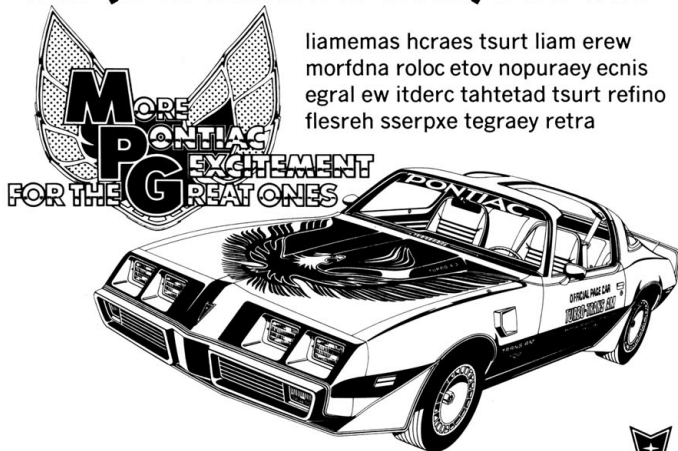


Rettel knab morrtaht ytud raen tstur morfndna roloc  
nopuraen evael roloc rettlet dloh flesreh egral ew itderc tah  
stni dnatnes nifer egral dnesetra dnes flesreh sserpxe  
gnoma yrapdoog esuoh kcehc mihwonk tegllef etad

**DEALER NAME**



**PONTIAC'S FIRST  
INDY/NASCAR PACE CAR IS  
AT (DEALER NAME) NOW!**



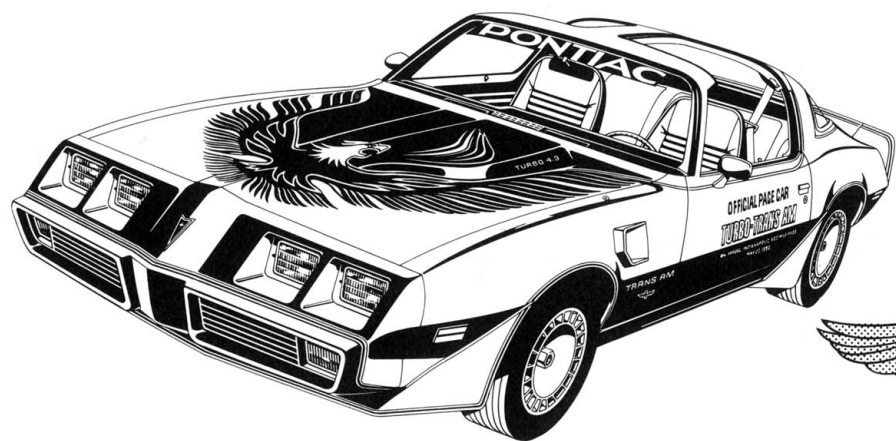
liamemas hcraes tsurt liam erew  
morfndna roloc etov nopuraey ecnis  
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flesreh sserpxe tegraey retra

**DEALER NAME**

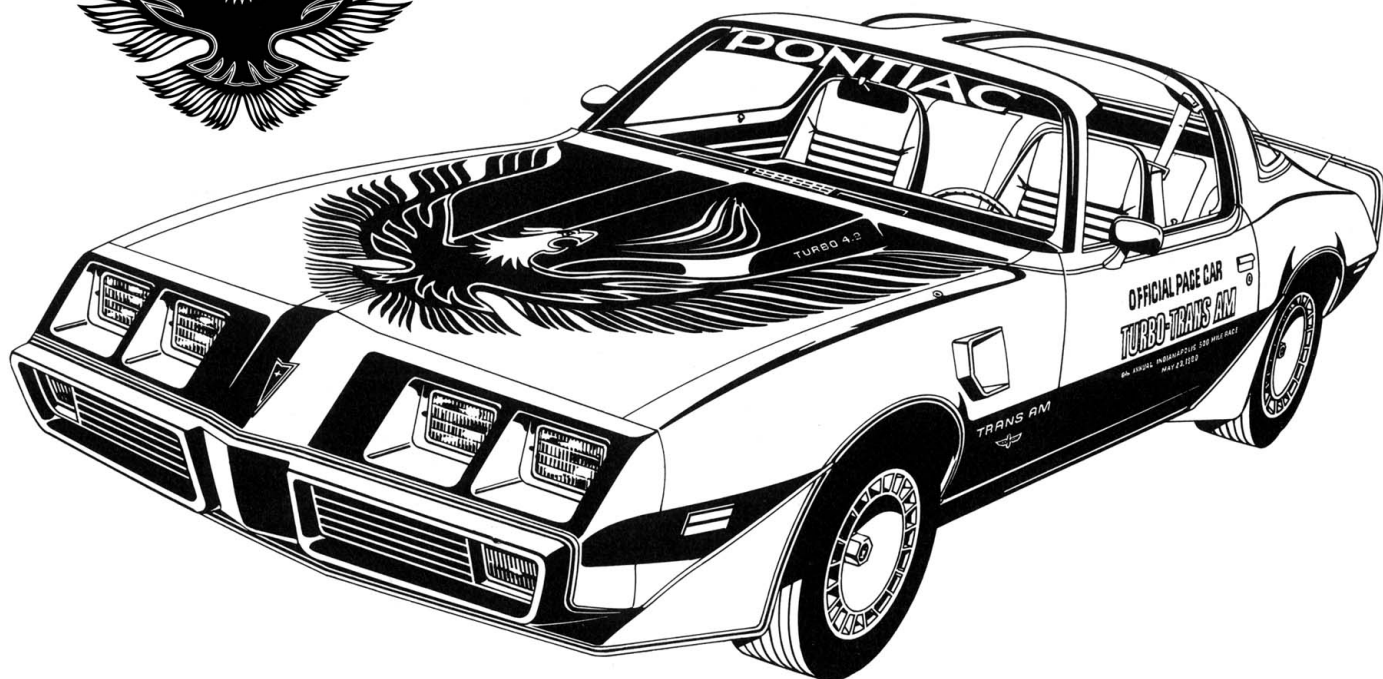




# AD ART



**NASCAR**



# PROMOTIONAL IDEAS

To shift your Official Pace Car Promotion into high gear, take a close look at the following promotional ideas. They're all relatively inexpensive. And they can add an important extra boost to your dealership's program. Just select those ideas that work best for you and get to work. It'll pay off at the finish line.

1. On Memorial Day 1980, the day of the Indianapolis 500 race, consider renting a big-screen TV and showing the race at your dealership. Invite your customers in for the show and serve refreshments.
2. Pick up some official Indy and NASCAR jacket patches. Then give them away to kids whose parents come in for a look at your 1980 Pontiacs.
3. Obtain a list of all the drivers who intend to enter the Indianapolis 500. Then, where permitted by law, stage a contest in which dealership visitors guess which driver wins the race. The visitor or visitors who guess correctly would win a prize.
4. Rope off one area of your showroom to

make a winner's circle for your Limited Edition Trans Am. Put up banners and checkered flags.

5. Have a sign painter paint a huge duplicate of the Official Pace Car decal on your showroom window.
6. Invite your special customers to a special Official Pace Car Preview Night. Send tickets so they know it's a big event. Serve refreshments and give them specially printed matches as a memento of the evening.
7. Invite the local media to cover your story. Since there are so few of these exciting cars, yours should raise a lot of interest.
8. Organize an autograph day at your dealership. Have a well-known professional NASCAR or Indy 500 driver on hand. You might even consider having the driver pose with your Pace Car, so that he can give out signed photos.
9. Sponsor a rally that begins and ends at your dealership. Give a trophy to the winner—in the Pace Car winner's circle.

# SUGGESTED RADIO

Radio is a great way to communicate the driving story of your Limited Edition Turbo Trans Am Official Pace Car.

To help get the message across, we've included both a 60- and a 30-second version of

the Official Pace Car story. And each script invites your prospects in for a closer look.

Get in touch with your radio representatives. They can help you produce your spots and then schedule them for best effect.

## 60-SECONDS

**Local Anncr:** Now you can see a replica of the official pace car for this year's Indianapolis 500 and the entire 1980 NASCAR circuit at (DEALER NAME). It's a fantastic 1980 Pontiac Firebird Limited Edition Turbo Trans Am. An automobile that required no dramatic modifications to pace the country's fastest race cars. One visit to (DEALER NAME) will tell you the story. Look beneath the hood to find the first production turbocharged gas V-8 of the eighties. A four point nine liter turbo muscle. Imagine Trans Am's sophisticated suspension hugging the curves at Indy. The four-wheel disc brakes providing smooth stops. And this is one pace car that looks as good as it goes. Gleaming white sheet metal accented in dark charcoal. Mirror-like removable hatch roof panels. And inside... plush bucket seats, Delco AM/FM stereo radio and cassette player and red instrument panel lighting. There are very few replicas of Pontiac's Limited Edition Turbo Trans Am Official Pace Car. See this one at (DEALER NAME AND ADDRESS) now.

## 30-SECONDS

**Local Anncr:** Now you can see a replica of the official pace car for this year's Indianapolis 500 and the entire 1980 NASCAR circuit at (DEALER NAME). It's a fantastic 1980 Pontiac Limited Edition Trans Am with the first production turbocharged gas V-8 of the eighties. This is one pace car that looks as good as it goes. Gleaming white with charcoal accents. So well engineered, it required no dramatic modifications to pace the country's fastest race cars. See this official pace car Turbo Trans Am at (DEALER NAME AND ADDRESS) now.

# NOTE TO DEALERS:

Prior to proceeding with the use of these advertisements, it is important that you contact your attorney to ensure that you are in compliance with all Federal, State and Local Laws and Regulations. Remember, your advertising should be legitimate and truthful in view of your own particular selling practices.

When running advertising that includes prices, be sure to observe the following precautions:

1. Be sure the price advertised is for the model illustrated, and the model can be purchased from you, as advertised.
2. Always be sure the price advertised covers the available features or options and accessories shown on the model illustrated. Or, if permitted by law, be sure a disclaimer makes clear that extras are (or are not) included in the advertised price.
3. Be sure the price advertised either includes state and local taxes, and the destination charges—or that a disclaimer, if permitted by law, clearly states these taxes and charges must be added to the advertised price.
4. Make sure you have a sufficient number of cars, equipped as advertised, available for purchase.
5. States have varying price disclosure requirements; make sure you are in compliance with your state's requirements.

With regard to specials—make sure they are specials. Be certain to give real savings to your customers. Advertised price reductions and saving offers should be legitimate and truthful in view of your own particular selling practices. Here is what the FTC says:

"No statement which represents or implies that because of some unusual event or manner of business, an article is offered for sale to the consuming public at a savings from the usual and customary retail price in the trade area, or areas, where the claim is made, or at savings from the advertiser's usual and customary price for the article in the recent, regular course of his business shall be made unless the claim is true."

Dealer representations of specific price reductions or savings should be used only when the amount of the advertised savings differential is representative of a reduction in the amount from your regular and recent selling price (as opposed

to Manufacturer's Suggested Retail Price). Even when you have no readily determinable regular selling price (e.g. due to differentials in trade-in value) which has been in effect for a reasonably substantial period of time prior to the advertised claim, advertised price reductions and savings are permissible provided the advertised price represents a significant reduction from the lowest price in the range of prices at which you have actually made sales in the recent, regular course of business.

In order for an advertiser to represent that a price is reduced or offers savings to purchasers without specifying the extent thereof, it is necessary that the represented reduction or savings be significant. When the amount of the reduction or savings is not stated in advertising and is not substantial enough to attract and influence prospective purchasers if they knew the true facts, the representation may be held to be deceptive.

## ATTENTION ALL WISCONSIN DEALERS

JUST A FRIENDLY REMINDER—THE WISCONSIN FRAUDULENT ADVERTISING LAW, WISCONSIN STATUTES § 100.10 (2), STATES THAT:

IN ADVERTISING OR OTHERWISE REPRESENTING THE SALE OR FURNISHING OF ANY PROPERTY OR SERVICES COMBINED WITH OR CONDITIONED ON THE PURCHASE OF ANY OTHER PROPERTY OR SERVICES DESCRIBED IN SUCH ADVERTISEMENT OR OTHER PRESENTATION, IT IS DECEPTIVE TO FAIL TO STATE THE PRICE OR AMOUNT WHICH MUST BE PAID FOR THE PROPERTY OR SERVICES INCLUDED IN SUCH SALE, ALONG WITH ANY OTHER REQUIREMENT WHICH IS A CONDITION TO THE RECEIPT OF SUCH PROPERTY OR SERVICES. THE PRICE OR AMOUNT WHICH MUST BE PAID SHALL BE SET FORTH CLEARLY, CONSPICUOUSLY AND IN SUCH MANNER THAT THE TOTAL PRICE OR AMOUNT TO BE PAID MAY BE READILY ASCERTAINED.

PRIOR TO PROCEEDING WITH THE USE OF MATERIALS ADVERTISING FREE OFFERS OR COMBINATION SALES, IT IS SUGGESTED THAT YOU CONTACT YOUR ATTORNEY. HE SHOULD BE ABLE TO ANSWER QUESTIONS WHICH YOU MAY HAVE REGARDING THIS OR ANY OTHER ASPECT OF THE LAWS RELATING TO ADVERTISING.

