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1964 Pontiac GTO **Pontiac GTO** Definitive Pontiac GTO Guide Pontiac GTO: Four Decades of Muscle **The Complete Book of Pontiac GTO** *Collector's Originality Guide* *Pontiac GTO 1964-1974* *How to Restore Your Pontiac GTO, 1964-1974* **Pontiac GTO Restoration Guide 1964-1972** **Original Pontiac GTO, 1964-1974** **JMR, Journal of Marketing Research Psychological Experiments in Consumer Behavior** Cases and Readings in Marketing **GTO Business Psychology and Organisational Behaviour** *Consumer Behavior and the Practice of Marketing* *The Art of the Muscle Car* *1966 Pontiac GTO Communications* Cars & Parts Advertising Consumer Behavior *Popular Mechanics Review of Marketing 1981* Milt Schornack and the Royal Bobcat GTOs Fifty Years with Car and Driver Gto, 1964-1967 **Personality Research in Marketing** **AMA Bibliography Series** **Bibliography Series** **Popular Mechanics** *Marketing and Society* Revision Practices of Professional Writers **Popular Mechanics Car Crazy** Motor City Muscle Popular Mechanics Automobile Quarterly **Popular Mechanics Northwest** **Science** The Best of Uncle John's Bathroom Reader

Pontiac GTO: Four Decades of Muscle Aug 06 2022

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.

Consumer Behavior Feb 17 2021

Fifty Years with Car and Driver Oct 16 2020 "50 Years with Car and Driver commemorates the golden anniversary of the most popular car magazine on the planet. But more than that, 50 Years with Car and Driver tells the story of the American automobile and how the editors of the magazine witnessed that history and reported on it, firsthand. A look at how Car and Driver evolved from its beginnings as Sports Cars Illustrated, in the able hands of great automotive journalists such as Ken Purdy and John Christy, and then came into its own as the musclecar era of the Sixties dawned. Writers such as David E. Davis, Jr., Brock Yates and Patrick Bedard helped to craft a literary car magazine that drew as much inspiration from Tom Wolfe's writing as it did from the great cars of the day." "Through the Seventies the magazine's reputation solidified as the technical authority on new cars, and the literary tradition continued with such writers as Don

Sherman and author P.J. O'Rourke." "Throughout the Eighties, the magazine prospered even when its writers went off the deep end - literally, getting stranded in Mexico during a Baja comparison test. Car and Driver watched over the virtual rebirth of the American car during that decade, with the renaissance at Ford through the Taurus and the revival of the Corvette, while keeping its lock on the strongest feature writing in the auto magazines with stories like Brock Yates's thirty-years-past observance of the death of James Dean." "The Nineties saw Car and Driver continue its leadership as the world's largest-selling automotive magazine. From the introduction of the Acura NSX and the Mazda Miata to the brand-new Mustangs and Corvettes that have come in just the past years, Car and Driver has been the authority that readers trust when it comes to 0-60 times, road tests and reviews." "Fifty Years with Car and Driver combines classic stories from the magazine, commentary by former staffers including the author, vintage and modern photos of the hottest and most important cars reviewed by the magazines, as well as stories from behind the scenes - with all the attitude, expertise and visual excitement readers have come to expect from the magazine itself."--BOOK JACKET.

Collector's Originality Guide Pontiac GTO 1964-1974 Jun 04 2022 *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.

Personality Research in Marketing Aug 14 2020

Popular Mechanics May 11 2020 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.

1964 Pontiac GTO Nov 09 2022 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.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

Car Crazy Jan 07 2020 Contains an assortment of car-related information, trivia, and personal anecdotes

Milt Schornack and the Royal Bobcat GTOs Nov 16 2020

The original muscle car, the Royal Bobcat GTO was the baby of a burgeoning Detroit subculture, 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.

Definitive Pontiac GTO Guide Sep 07 2022 p.p1 {margin:

0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial} 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. p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px Arial}

Popular Mechanics Feb 06 2020 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.

Cases and Readings in Marketing Nov 28 2021

Pontiac GTO Restoration Guide 1964-1972 Apr 02 2022 Authenticity getting your goat? This updated second edition now includes additional GTO models from 1971 and 1972! Determine the proper part numbers with this detailed,

accurate, year-by-year guide showing you the right way to do a full-scale restoration. Over 1,000 photos, part numbers, codes and color charts from original factory literature point out what goes where, what parts are good or bad, and the best way to put them together. 2nd ed.

Cars & Parts Apr 21 2021

Automobile Quarterly Oct 04 2019

AMA Bibliography Series Jul 13 2020

Original Pontiac GTO, 1964-1974 Mar 01 2022 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.

Psychological Experiments in Consumer Behavior Dec 30 2021

The Art of the Muscle Car Jul 25 2021 "Just what is a Muscle Car?" Road Test magazine asked in June 1967. The answer: "Exactly what the name implies. It is a product of the American car industry adhering to the hot rodder's

philosophy of taking a small car and putting a BIG engine in it. . . . The Muscle Car is Charles Atlas kicking sand in the face of the 98 horsepower weakling.” Unconcerned with such trivial details as comfort and handling, the vintage American muscle car was built for straight-line speed and quickly became the ride of choice for power-hungry racers and serious gearheads. In a country where performance was measured in brute force, a quarter mile at a time, the muscle car was the perfect machine. In the intervening years, these down-and-dirty, high-performing beauties have earned their place in the automotive pantheon. As prized by collectors and aficionados as they are by denizens of garages and drag strips, classic muscle cars now fetch upwards of a million dollars at auctions and feature in any story of America’s automotive glory days. The icons of muscle car art—including Camaro and Chevelle SS, the Hemi and 440-6 ’Cuda, Challenger, Roadrunner, Super Bee, GTX, Super Bird, Daytona Charger, Super Cobra Jet and Boss Mustang, Talladega Torino, Buick GSX and W30 Oldsmobile 442, and AMX Javelin—are all here, on full display in this lavishly illustrated volume, each described in a detailed essay followed by a gallery of portraits and special gatefold presentations that capture the art of the muscle car at its finest.

Popular Mechanics Sep 02 2019 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.

Review of Marketing 1981 Dec 18 2020

Bibliography Series Jun 11 2020

Consumer Behavior and the Practice of Marketing Aug 26 2021

The Best of Uncle John's Bathroom Reader Jul 01 2019 Find out what millions of trivia lovers already know: Uncle John is your #1 source when it comes to throne-room reading entertainment. This book celebrates the very best articles from the BRI's first ten years--plus 150 all-new pages! As always, the contents are divided by length: short articles for the reader on the go, medium articles if you have a few minutes to spare, and the extended sitting section for those truly leg-numbing experiences. Read about . . . * The origin of Twinkies * Who invented the Hula Hoop * The untold history of the Three Stooges * Space toilets: where no man has gone before * 1876: the year they stole the presidency * The FBI's "Ten Most Wanted" list * How to start your own country * Celebrity imposters And much, much more!

Gto, 1964-1967 Sep 14 2020 Design, production, and service histories of our most popular subjects combined with top-notch color photograph.

Northwest Science Aug 02 2019

Advertising Mar 21 2021

Pontiac GTO Oct 08 2022 The Great One. A lavish tribute to one of America's most-beloved muscle cars covers its entire ten-year production run.

The Complete Book of Pontiac GTO Jul 05 2022 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.

JMR, Journal of Marketing Research Jan 31 2022

Business Psychology and Organisational Behaviour Sep 26 2021 Introductory textbook about business psychology and organisational behaviour.

How to Restore Your Pontiac GTO, 1964-1974 May 03 2022

How to Restore Your Pontiac GTO covers all aspects of restoration—engines and drivelines, bodywork, interior and trim, suspension, brakes, chassis, and steering. The book provides guidance to completely restore your GTO, step-by-step.

Communications May 23 2021

Popular Mechanics Nov 04 2019 *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. *1966 Pontiac GTO* Jun 23 2021 Pontiac's GTO is often credited as being the first muscle car. As model year 1966 ended, an astounding 96,946 GTOs traversed Pontiac assembly lines, which set a high-water mark that would cement the GOAT as the most salable muscle car that was produced during the golden age of performance. Author David Bonaskiewich examines this model year in precise detail, taking into account every cosmetic change and optional hardware that warranted this sales boom. The Coke-bottle styling for the remodeled GTO certainly tipped the scales for some consumers. However, as they say, "The devil is in the details." This book delves into those details, showcasing the vast array of optional equipment across its three bodystyles (hardtop, sports coupe, and convertible). Thorough examinations of the drivetrain, interior, suspension, brakes, and wheels and tires are exhaustive, which unveils exactly why the 1966 GTO was the most successful muscle car ever assembled. Tune up those Tri-Power carburetors, turn on your favorite tune, and twist the key with *1966 Pontiac GTO: In Detail!*

Popular Mechanics Jan 19 2021 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.

Revision Practices of Professional Writers Mar 09 2020

Marketing and Society Apr 09 2020

GTO Oct 28 2021 In 1963 Pontiac's Chief Engineer John DeLorean and his two favorite staff engineers, Bill Collins and Russ Gee, came up with an inspired way to keep Pontiac cars in the performance limelight: bolt a big engine into Pontiac's upcoming Tempest intermediate body. Thus was the GTO born. Through cunning, resourcefulness, and outright trickery the minds of Pontiac managed to get this rocket into dealerships and out onto America's highways, and to introduce that most iconic of American automobiles, the muscle car, to the nation's most discriminating drivers. This is the story of the GTO, of the people who made it a reality and a sales sensation, of those who owned and loved the cars. And it is, above all, a story of the cars themselves, from the initial option package offered for the 1964 model year through the high-performance late-model standouts. With color photographs, drawings, and detailed stats, this book is not so much the story of a historic car as an illustrated biography of American muscle.

Motor City Muscle Dec 06 2019 Muscle cars all but disappeared by 1974, but by the 1990s, thanks to improved engine technology, they were back with a vengeance. This book traces the full history right up to today's new Mustang, Camaro, and Challenger.