



PONTIAC
SALES INFORMATION

S. I. B. #76-26
March 25, 1976

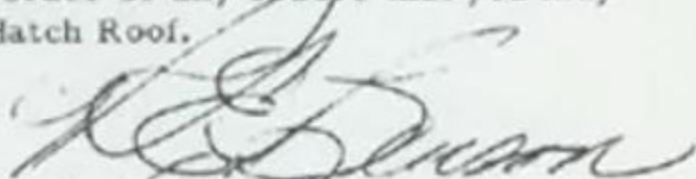
TO ALL PONTIAC DEALERS

SUBJECT: 1976 SPECIAL EDITION TRANS AM

S. I. B. #76-22 contained complete details on the special edition Black Trans Am including an attached picture. There have been some recent changes which could influence the way your salesmen discuss the special edition car with customers. Therefore, we ask that the following points be covered in your next sales meeting:

1. Gold Lettered Tires (GR70x15) will not be a part of the special features on the special edition Black Trans Am. In fact, they will not be available either as standard or optional equipment.
2. Suppliers of special parts for the package of equipment have encountered some production delays. This has resulted in a corresponding delay of production start-up at Norwood and prevented us from accelerating the daily rate to the anticipated level.
3. We had announced that Pontiac Motor Division planned to offer the Hurst Hatch Roof as an option on all Firebird models following the production of the special edition Trans Am. Because of the production delays experienced, we may not be able to offer this on production models during the 1976 model run.
4. Pontiac's plans for 1977 include the special edition Trans Am as well as the Hurst Hatch Roof as an option on all Firebird models.

Please check with your District Manager to resolve any questions that you may have about special edition black Trans Ams on order or any orders that you may have placed for 1976 Firebirds with the Hurst Hatch Roof.



R. E. Benson
Sales Promotion Manager

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