

NEWS FROM PONTIAC

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FOR RELEASE 12 NOON, WEDNESDAY, November 10, 1982

DAYTONA BEACH, FLA . . . A special commemorative 1983 Firebird Trans Am has been selected as the official pace car for the 25th Annual Daytona 500 Stock Car Race at Daytona International Speedway, Sunday, February 20.

The 1983 25th Anniversary Daytona 500 Limited Edition Trans Am was unveiled at a press luncheon here today by William E. Hoglund, Pontiac general manager and a vice president of General Motors, and Bill France, Jr., president of both International Speedway Corporation and NASCAR.

Pontiac first paced the Daytona 500 in 1959, and 1983 marks the 12th consecutive year that a Pontiac has been the official pace car for NASCAR.

"We are proud of our long relationship with Pontiac," said Bill France, Jr., and we look forward to seeing this special Trans Am lead the start of our 25th Annual Daytona 500, which will be the richest event in NASCAR Winston Cup Racing."

Featuring a special aerodynamic package that includes specific rocker panel extensions, front and rear fascia extensions, an air dam, rocker fences, grille pads and special covers on 15 x 7-inch aluminum aero turbo wheels, this unique Trans Am also has a special mid-body, tow-tone paint with white upper and gray metallic lower.

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Inside are special medium sand gray leather and suede Recaro front bucket seats, red instrument panel lighting, AM/FM stereo ETR cassette/graphic equalizer radio, a leather wrapped steering wheel and more.

Under the hood is a choice of a 5.0-liter V-8 four-barrel with five-speed manual transmission or a 5.0-liter dual EFI V-8 with four-speed automatic.

Also standard on the 25th Anniversary Daytona 500 Trans Am is the WS6 special performance handling package including four wheel disc brakes and a limited slip differential.

Pontiac plans to produce only 2,500 pace car replicas that will be available in Pontiac dealer showrooms in February.



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