



WESTERN WASHINGTON FIREBIRDS



Official Newsletter

May 2026

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Website: www.wwfirebirds.com Facebook: Western Washington Firebirds All Pontiac Show & Shine
Firebird & Camaro show

Hello Fellow Firebird Enthusiasts,

Well here we are in May already. Longer daylight and temps getting warmer too! Late springs is always iffy at best in the good 'ol PNW. We have seen some nice warm sunny days and also some cool and rainy weather too. Also, more car events are starting up. More local swap meets happening. Local cruise in's happening. It's just great to be able to get out there and enjoy our classic cars and seeing and meeting others with classics too. Binford's Field of Dreams starts on May 8th and will be happening every Friday evening all summer now. Dairy Queen in Marysville is a super happening cruise in on Saturday nights, always super busy. And the DQ at Thrashers Corner is another great cruise in all summer long. And Cruise Puyallup starts May 9th and the first cruise Enumclaw starts May 1st. Soon Summer Car events will be in full swing. I love spring and summer, and classics. And this year will be Americas 250th Birthday. 2026 will be an epic summer. Can't wait! For May we have a couple events. Club meeting at a new north end spot, Saturday May 9th at the IHOP in Issaquah. Also, the Monroe Swap Meet is going on May 16th and 17th. And Memorial Day Weekend is the Pontiacs On The Columbia show in The Dalles Oregon. We will have two groups cruising down. A few of us are leaving on Thursday morning and one group leaves Friday morning. All the details later in the newsletter. So, can't wait to see you all out and about this whole summer. And meeting all the new members we have had join the last couple months. I will continue with the crunching Numbers on the 1980 Firebirds in the June newsletter. So with that, HAPPY MOTHERS DAY to all you awesome moms out there! And, as always...

Let's Keep Those Fabulous Firebirds Flying!

Mays Club Events

May 1st Cruise Enumclaw. First one of 2026. We will meet up at our usual Key Bank parking lot.

May 8th The First Binford's Field Of Dreams Friday Night Cruise In. Remember, the field was flooded under 6 feet of water in Decembers big rains.

May 9th Was the Clubs May meeting at The new location IHOP in Issaquah. But the meeting already happened, so stay tuned for the details in Junes newsletter.

May 16th and 17th , as I write this, it's happening. But officially, the club did not have our usual two booths. So Brian Sargent, who makes these awesome bird houses with different themes, including cars, will be there. Building 604 space 109.

May 22nd-24th Pontiacs On The Columbia Car Show in the Dalles OR. We have two groups. Group 1 is leaving Thursday May21st

Thursday May 21st- Led by Jim Paradiso (206-930-3234) and Jeff Driscoll (206-349-1282)

We will meet at a place called Sprinklers Recreation Center (521 Military Rd Spanaway WA) in Spanaway at 9:30am and leave by 10am. From there we will go cruise through Roy, Yelm, Tenino and come out the backside of Centralia, right in Napavine and we will stop at The Ribeye Restaurant (1336 Rush Road Napavine WA 98532) for breakfast/lunch. Both of these locations have plenty of parking, for cars and or trucks with trailers. After we lunch, we will be taking a scenic drive that is new to Jim and me called Jackson Highway, that's on the east side if the freeway, and there is also old HWY 99 that will get us to Kelso. We are trying to take a less traveled road just for the scenic drive, and for the fun and adventure. And we will be staying on the Washington side until the Bridge of the Gods, where we will cross into Oregon and take I-84 to the Dalles. This will be super fun!

FRIDAY, May 22nd – Led by John Brewer (503 729-6838) – Goat Herd GTO Club of Oregon

Note: The Friday Caravan is designed to include any Western Washington folks who are

Interested in coming on Friday morning and meeting up with John Brewer and his Goat Herders in Oregon at 12:00pm. John will lead this caravan the rest of the way to The Dalles, OR.

Meet @ McDonald's parking lot at junction of SR 512 & I-5 in Lakewood

- **Depart McDonald's @ 10:00am**
- **Proceed south on I-5 to Love's Truck Stop in south Chehalis (Exit 72) arrive @ 11:00am**
- **Depart Love's @ 11:15am, heading south on I5 to I295 interchange**
- **Exit on to east I-205 in north Vancouver**
- **Proceed on I-205, crossing the Columbia River into Oregon**
- **Exit I-205 onto I-84**
- **Proceed east on I-84**
- **Exit I-84 @ Exit 17 onto NE Marine Drive & NW Graham Drive**

- **Proceed east on NW Graham (I-84 frontage road on south side)**
- **Enter parking Lot of Outlet Mall @ 12:00pm & meet up with Goat Herders**
- **Leave the Outlet Mall at 12:30pm for The Dalles, heading east on I-84**
- **Arrive in the Dalles @ 2:45pm**

I hope this helps and we will see those who are making the trek down at The Dalles!!!! Crossing fingers and toes for no rain! There are a few who are planning on going down solo. Safe travels for all who are going and this will be an awesome event. Good road drive for our classic!

What We Did In April

Saturday April 11th, we held our club meeting at The Tappero's in Auburn. This was a pizza party where we got to make our own personal pizzas! What a great, fantastic idea Mike & Diane! Everyone brought great sides and deserts. We got the meeting started by 5:15pm This meeting was well attended. Those who made it were Neil & Kathy Warren, Melissa Yang, Mike Flynn, Thomas Renz, Jon Vollstedt, Brett Liukkonen, Richard Capewell and Tanya Freidman, John Barceanas, Bill Nelson and his fiancé Heidi, Aaron and Angie Potter, Jim & Judy Paradiso, Jeff Kamberg, Ken and Lori Fagan, Mike & Diane Tappero, Andrew Custer, John Costello and Jeff Tweeten. I think there were more and if I missed you I apologize, We covered old business from March meeting. We went over the need for continued efforts for show sponsors. Thermo Tech will not be on board this year. Discussed the Monroe swap meet. And went over Pontiacs On The Columbia. Bill Nelson was at the meeting, so he went into the details again of all the great events planned around the show. For new business, We brought up if the club should buy a reasonable printer to print off flyers. But it was decided that we don't need a printer at the moment, and members said they could donate printers if and when we need one. We reminded everyone that registration was open and ready, and reminded members to please pre-register. It really makes registration at the show go much smoother. Neil passed around the day of show duty roster for you to volunteer at the show. The main duties are registration and raffles. We also reminded folk to please pick up raffle prizes when you're out and about. Things you see on clearance. We have always prided ourselves on having pretty awesome raffle prizes, and 90% of them are donated from you, our awesome club members. We also asked you folks to support Firebird Central and Butler and any of our fine sponsors. For the Presidents report, I announced that Sean Thatcher was going to do the printing of the flyers again this year. That saves the club a huge amount of cash. We discussed the need for volunteers to host club BBQ's and or any great cruises that you may know of. Spots with great scenery, or places to get car photos. I brought up how many would like to do a drive-in movie cruise. Should we? If we do, we may need to see if there are nearby hotels, because as you all know, the movies don't start till dusk, so like 9pm or later, and they have double features so we would get out till like 1 or 2 in the morning. But we have time to work out logistics, if we have interest. I also informed everyone that the POCI is not hosting any shows at Griot's this year. Jim discussed his plans for cruising down to The Dalles. And we

discussed a possible cruise and end up at his place for a BBQ and possible meeting. We are working on that. Neil's report was March club account ending was \$8,038.53.17 in checking and \$1,001.45 in savings for a total of \$9039.96. Expenses were \$140.72 and Revenue was \$348.01. And, Neil was asking for event schedule suggestions. And we still need more car photos for members ride section. Just like 6 pics and a short write up about you and your cars. Neil also reported the all the club tax paperwork was all finished and turned in. We had 8 new members in March and April up to the meeting date. We welcomed all new members. We announced the May meeting date and location. Then, it was party time. We had tons of great food. And as I stated before, this make your own pizza was a HUGE success! Mike and Diane are just such awesome hosts! Everyone had a great time. Thanks so much to all you awesome members, and of course Mike and Diane Tappero for hosting!

Your Upcoming 2026 Club Events. Please Mark Your Calendars

May 9th Clu Meeting at the Issaquah IHOP 5pm-8pm

May 16th & 17th The 53rd Monroe Auto Swap Meet, Monroe Fair Grounds

*May 22nd-24th The Pontiacs On The Columbia Car Show Dalles Riverfront Park, The Dalles
OR (Hotel Rooms are going FAST! So go on their website for hotel info.)*

*May 24th and 25th The 26th Annual Cruizin' To Colby Car Show. All info at
www.cruizn2colby.com*

June 7th 6th Annual Firebird & Camaro Show Burgermaster Issaquah WA

*June 27th Movie & A Car Show Yelm WA. Car show 9am-1pm After awards, Smokey & The
Bandit is The Movie. And there will be awards for Bandit Class All Firebirds.*

June 28th 14th Annual NW American Muscle Car Show Griot's Garage

July 24-26th 38th Goodguys Pacific Northwest Nationals Puyallup Fair Grounds

August 9th The 24th All Pontiac Show & Shine Burgermaster Issaquah WA

August 15th 38th Annual Northwest Muscle Car Meet At Pop Keeney Stadium Bothell WA

*(Western Washington Firebird club sponsored events. Things may change, but as of now this is your officialist And, these will
also be posted in more detail on club website and Facebook group.)*

Other Events of Interest Non Club Sponsored:

May 16th Harrington Car Show Harrington WA

*May 24th Memorial Day Cruise-In 10am-3pm Celebrating Americas 250th Birthday 9th and Miller St
Wenatchee WA*

June 6th First Ever North Middle School Car Show 9am-2pm Everett WA

June 7th Squirrel Tree Resort Car Show 4-7pm Leavenworth WA

June 12th MINI Kids Car Show 6pm Legion Park 114 N Olympic Av Arlington WA For the kiddos

June 13th Arlington Show n Shine 8am-4pm along N Olympic Av Downtown Arlington WA

June 18th Classy Chassis Car Show Brookdale Senior Living 461135th Av SW Seattle WA

June 27th 30th Rod Knockers Car Show 8am-2pm Downtown Eatonville WA

July 4th Cruise Puyallup 9am-9pm

July 19th Snohomish Car Show 9am-3pm

Please contact me if you hear of any shows or cruises you find out about, so I can add them to these lists. For a complete list of all car related events in the northwest, please visit: www.cruzinmag.com/calendar.html or www.good-guys.com or www.nwcareventscalendar.com

Local Cruise-In Spots

Here is the cruise-in list. If you know of any, please let me know so we can get it on this list, thanks!

We will also be supporting Wilkeson and Carbonado, who just had the rug pulled out from them when the state shut down a 100 year old bridge that brought folks into their towns. They are hosting a cruise In/Show on the last Sunday of the month. 1pm to 5pm all year long rain/snow or shine

Saturday Mornings 9am-12pm Federal Way Cars & Coffee 201 Browns Point BLVD, Tacoma WA 98422

Cruiz'n Cole Enumclaw WA first Friday of each month. Dates are May 1st, June 5th, July 3rd, August 7th, September 4th

Cruise Puyallup Dates Are: April 25th, May 9th, June 6th, July 11th, August 8th, October 10th, November 28th, December 12th

Binford's Field of Dreams Every Friday Evening 4pm-10pm. First Binford's May 8th Live music, food trucks and An Awesome Way To End A Crazy Work Week! Kent WA

First Saturday of every month is Caffeine & Gasoline @ Griot's Garage 8am to 10am.

Starting May 3rd Every Friday Night 4pm-8pm Covington Wal Mart.

Thrashers Corner on Friday Nights

Saturday evenings Marysville DQ

Clearview McDonalds Saturday nights 4pm-8pm Starting in mid to late May.

Sunday mornings at the Lake Stevens Les Schwabis Cars and Coffee

Friday Night Cruise In Every Friday 2pm-9pm Cruise to The Village 3509 72nd St E Tacoma

First Saturday of every month is Caffeine & Gasoline @ Griot's Garage 8am to 10am.

Starting May 10th Friday Nights 4pm-8pm Covington Wal Mart.

Clearview McDonalds Saturday nights 4pm-8pm Starting in mid to late May.

Friday's At Dairy Queen At Thrashers Corner 3-6pm

Friday Nights Binford Metals in Kent Starts at 5pm

Starting Late April- October

Saturday's Farmboy Drive-In Olympia 3pm-8pm

Starting May 25th through September

Saturday's Sunrise-Village Puyallup 5pm till Dusk

June 7th – August 30

Wednesday's Newport Hills Bellevue 3pm-6pm

May-September

Cruise-In At The Drags Pacific Raceways Kent WA \$20 entry fee.

Cruise To The Village Open every Friday 4pm-7pm Starts April 17th 3509 East 72nd Tacoma WA 98443

More will be added as soon as I know more details on other cruise-in locations. If you know of any, please text me at 206-349-1282. Just need the place, day of cruise-in, and time. Thanks!

Membership Information

MEMBERSHIP DUES:

Membership Dues are \$30 U.S. per year and are renewed each year in January. Just go to the club's website, www.wwfirebirds and follow the links to renew and we use Paypal so it's quick, super easy and safe. Note: Each person on the membership list (spouses included) may receive the newsletter by email. Let us know if you would like this option.

And make sure you give us their e mail address.

Welcome to our newest Club Members!

Ray Akers from Seattle. He has a 1968 Firebird

Geraldo Hernandez from Kent . He has a beautiful 1981 Trans Am Black & Gold SE. Has a built 6.2L lots of awesome upgrades to the transmission, rear end, and interior.

Scott Livingston from Bothell. He owns a red 1971 Esprit 400 that he has owned since 1978!

CAR SHOWS

2026 7th Firebird & Camaro Show (June 7th @ Issaquah Burgermaster)

It's coming up quickly! Everything is moving along quite well. Let's get there by 8am for set up. We will start letting folks park by 9am. It is open parking, so no need for help to park cars for this show. But we need registration set up and ready by 9:30am. This should go nice and smooth. And John Barceanas will pick up the awards. We need most help with set up and teardown. We will have trash cans to put out, and we need a couple folks to walk the event field after the show to make sure there is no litter. We need the parking area to look better than when we got there. We don't want to make VMFH angry. We can use raffle items, so please do your best to grab a couple items. Doesn't necessarily need to be car themed. But you members have always come through in a big way! Sarah Mills has volunteered to be the lead raffle person. If you have raffle items, please bring them to the show, or contact any club officers or Sarah Mills (206-228-8709) and we can coordinate a time and place to meet up and pick them up.

2026 23rd All Pontiac Show & Shine (Sunday August 9th) at Burgermaster

Just a reminder that we lost our Title sponsor for both shows. \$2,000 we cannot count on this year. We are making steady progress on sponsorships, but of course we always need more. So, we need your help with going to local businesses and even online to try and get as much local support for our shows. Remind them that we are 501c Non-Profit and we donate proceeds from the show to

donate to Northwest Harvest, and well as a huge toy drive to benefit Santa's Castle. They can use any money or items donated as a tax write off as Advertising Expense. If you need a downloadable file with sponsorship levels, and receipt, just contact Neil Warren or me and we can get them to you. The Firebird & Camaro show is approaching fast, so we will need volunteers to help set up, and raffle sales. We will send out a sign-up sheet with positions we will need help with. Good thing about the Firebird & Camaro Show is folks can park where they want. Very easy. Also, since the club online store is now open, what a great way to donate to both car show's raffle prizes! Something to consider. And we have car show art! Brett Liukkonen has once again volunteered his services with updated show flyer art. You will see them at the meeting March 14th, and they will be on Facebook and the website after the meeting. Registration for the Firebird & Camaro Show will be open starting April 10th. We have flyers printed for both shows. Contact me if you would like some to hand out when you are out and about.

WEBSITE

Be sure to check out the club website. It has been completely revamped, thanks to Neil Warren. It is way easier to navigate and it works awesome on phones or laptops. For tech articles, links to other clubs and nearly all things Pontiac related in addition to all of the great pictures and articles of Member's Rides. Contact Neil Warren and he will give you all the info you need to give him so he can upload your pics. And please include a short write up about you and your car.

The Members Rides web pages will continue to grow, but we need you all to send Neil pictures so he can get them on the website. We have plenty of room for lots more! This is your chance to show the world your own Firebird! Send or e-mail pictures of your car, with a little of what you would like everyone to know about it, and we will add them to the rest. If you have your own web page featuring your car, send us your URL. We will link to it from the Members' Rides page. For pictures and descriptions of many of our members' cars, check out the club website at: www.wvfirebirds.com

TECH

10 Facts About Smokey And The Bandit's Iconic Pontiac Trans Am

Few films from the late '70s have the enduring legacy that "Smokey and the Bandit" does. It kind of has everything a good movie needs from fast cars, to pretty girls, beer to bumbling police, daring escapes, and an ending where the outlaw gets away. Furthermore, the casting choices owe heavily to its success. [Burt Reynolds](#) was in his prime and served as the perfect heartthrob, while

the legendary [Jackie Gleason](#) could not have been better as a comic foil. [Sally Field's](#) innocent girl-next-door quality didn't hurt much either. For those not old enough to remember switching cable channels on a box with a 30-foot cord tethered to the TV, "Smokey and the Bandit" is a 1977 film featuring an adventurous run across the American south by a couple of truckers trying to get a haul of Coors beer to Atlanta to collect \$40,000. At the time, Coors was only available in the West as it was unpasteurized and [couldn't be shipped cross-country](#). While Bandit never actually drives a truck in the film, he does escort his buddy played by country star [Jerry Reed](#), who wrote and recorded the theme song, in a fresh and shiny 1977 [Pontiac Trans Am](#) fitted with a 6.6-liter V8. To make it in time, the duo has to contend with Sheriff Buford T. Justice, aka Smokey, and his dimwitted deputy son, avoiding arrest for hauling contraband across state lines. The movie was a [smash hit](#) and is still a favorite today, especially among gearheads and fans of mustaches. That said, here are 10 facts about the iconic Pontiac Trans Am from Smokey and the Bandit. "Smokey and the Bandit" was Hal Needham's directorial debut, but he had been a working movie stuntman for years prior and was a Hollywood veteran already. He was also friends with Burt Reynolds, whose involvement with the film helped ensure its eventual release. According to [Motor Trend](#), Needham originally cruised the Universal Studio Transportation Department lot to find the perfect car for the movie's antihero, the Bandit. After seeing a selection of Ferrari, Lamborghini, and other exotic models available, he knew none of these would fit the character. As the Bandit was a working man from the south, he could only have him in something built from American steel with the iconic American V8 under the hood. It was at this time Needham happened to be looking through a new car magazine that a black and gold Pontiac Trans Am struck him and he knew that would be the perfect car for the movie. He called Pontiac to pitch the idea and got an agreement to receive cars for filming at no charge. A Trans Am was chosen for the Bandit to drive because it was a V8-powered muscle car that looked exceedingly cool. Nobody can argue that a 1977 Trans Am looks cool, but the performance figures are less than impressive. By 1977, EPA regulations for automobiles were in full effect and the heyday of the muscle car with huge horsepower figures was long gone. Choking engines with anti-smog equipment along with a lack of sophisticated computerized controls left a 6.6-liter V8 Trans Am with nothing more than 200 horsepower.

For comparison, a 2019 Ford Taurus family sedan with a 3.5-liter V6, almost half the size of the V8, outputs 288 horsepower. The Trans Am torque rating was still a respectable 325 ft-lb, but that performance still pales in comparison to today's sports cars and barely competes with modern family haulers. In the end, none of that matters much on screen as long as Burt Reynolds looked cool in the car, and he accomplished that in spades.

The interwebs hold differing facts about how many cars were used in the film. Because of the nature of the driving in the film, damage and wear to the cars was inevitable. Pushing a car to the limit, no matter how powerful and well-built it may have been, was not good for it. And this movie had cars being hitting limits throughout. Furthermore, some scenes were shot with cars

bumping up against other cars and objects, and there's no way the scene jumping the Mulberry bridge didn't cause significant body damage. Also, driving cars off-road at high-speed tears up the suspension, especially on a low-slung sports car.

While answering an audience question in a video from [Comicbook.com](#), Burt Reynolds said that 12 cars were used in the course of making the movie and that he figures he ruined a good portion of them. However, [Fortune](#) notes that producer Hal Needham had asked Pontiac for six cars but only received four, and one of them was to be used for promotional purposes. In the sequel, however, Needham requested 10 Trans Ams and 55 Bonnevilles, which were given no questions asked, according to [Hagerty](#). Whether to believe other accounts or Burt Reynolds depends on whether you believe official records or the legend himself.

It was not a 1977 model!

While the stars of the movie went by names such as Reynolds, Fields, and Gleason, everyone knows the real celebrity was the 1977 Pontiac Trans Am. The thing about that is the movie came out in May of 1977 but was filmed a year before when Pontiac only had 1976 models in the showroom. While it can be easy to show one car as a model from another, 1977 saw a revised model with a significantly different grille, headlight, and other features. This is the sort of problem that comes up often when including a new car model in the movies, including [James Bond](#). To prevent the Bandit from running from Sheriff Justice in last year's model, Pontiac altered 1976 model cars with custom parts to make them look like the upcoming car (via [Car Parts](#)). The cars used were the 1976 Special Edition, which already came in black with gold accents, and the infamous "screaming chicken" decal on the hood. With a new quad-headlight bumper and a couple of other cosmetic touches, audiences were none the wiser that the car on-screen was outdated by a year.

Getting a group of actors on a set with various props and dialogue onto film and processed to a point that you see it on screen as a feature film takes a lot of work. Furthermore, everything in the finished product has to be meticulously orchestrated and edited or it can be panned by critics, shunned by audiences, and picked apart by fans. What this means is that what you see on screen and what you hear from the speakers often, if not usually, were not recorded at the same time. This is true of dialogue and sound effects, which can both be recorded after filming in a controlled environment with no risk of picking up additional sounds and making it onto the track. Also, by the late '70s, Pontiac was making cars that adhered to a number of federal regulations and were built to suit consumer tastes. Therefore, a brand-new Trans Am emitted a relatively mellow rumble from its exhaust. The car used by audio engineers was a custom 1955 Chevrolet hardtop. It had been driven in the 1971 movie Two-Lane Blacktop by both Beach Boy Dennis Wilson and singer James Taylor. It was later used by the pre-Star Wars – another hit movie released the same week as Smokey and the Bandit – [George Lucas](#) classic American Graffiti, according to [Sports Car Market](#). It was powered by a big block V8 and most likely had a big free-flowing exhaust with a loud V8 growl perfect for film. The car sold in 2015 for \$159,500. While certain screen-used movie cars can be seen at certain museums, displayed within public

attractions, or end up in private hands as highly valuable collectors' items, the Bandit's Trans Ams are no more. As previously mentioned, filming an adventure car film with a generous helping of high-speed driving and general motoring hijinx puts a toll on a car, and Burt Reynolds – and his stunt drivers – put these cars through the wringer.

Although Reynolds said a dozen cars were used and several were destroyed, other accounts say that all of the screen-used cars were driven into the dirt and were basically totaled by the end of filming, according to [Motorious](#). It is also said that one of the last cars remaining by the end of filming had to be pushed into place for filming the last shots scheduled because it would no longer run. However, the fourth car Pontiac gave the production company to use for promotional purposes was not destroyed. It was sold at [Barrett-Jackson](#) in 2016, but the price is not published. Burt Reynolds himself owned a 1977 Pontiac Trans Am Special Edition. His was equipped with the 6.6-liter V8 that came from the factory with a whopping 180 horsepower and also had T-tops, air conditioning, and an automatic transmission. The car was given to Reynolds by Pontiac as a gesture of appreciation for his work in promoting the car when the movie came out. Reynolds owned the car and kept it at Reynolds Ranch in Jupiter, Florida, until his death in 2018.

Ownership then transferred to his friend Gene Kennedy, who said Reynolds wanted him to have it and display it to preserve the legacy, [Fox 13](#) reported. He apparently chose to pass it on as it went up for auction at Barrett-Jackson in 2022. The car, which had undergone a thorough restoration in 2015, sold for a [final bid of \\$495,000](#), far exceeding the price of any other 1977 Trans Am, regardless of condition.

Performing [stunts](#) for the camera is a tricky business. Modern movie producers have the benefit of advanced CGI to create any kind of stunt or situation that they can conjure from their heads. But in 1977, things had to be done the old-fashioned way — the only way to film a car jumping an old and defunct bridge was to jump a car over that bridge. While the Trans Am had plenty of torque to get it going, and enough horsepower to get it to speed with enough road to get there, gravity is still a powerful force to overcome. Therefore, to film the scene jumping over the Mulberry Bridge, the Bandit's Pontiac needed a boost. Multiple sources online claim that the stunt crew added rocket boosters to get it over the gap. However, [Hagerty](#) reports that director Hal Needham himself said the car was outfitted by a NASCAR garage with a 700 horsepower engine and manual transmission. That would give it plenty of juice to make the jump. He also claimed that the car looked like a camel when it was finished.

Product placement is an old tradition in media, and many companies would insert theirs into film and radio even before televisions came along. By the 1970s, this was a common practice. For Pontiac, having one of its models in a popular movie was kind of a no-brainer. However, Hal Needham was a novice director and the success of the movie was not guaranteed, although having Burt Reynolds as the star was a good indicator. That is why Pontiac agreed to offer some cars, limited in number.

It turns out that this move was a rousing success for the automaker. Smokey and the Bandit went on to be a summer blockbuster and one of the most popular films of the era, despite going up

against Star Wars on opening weekend. The movie ran in syndication showing up as a Saturday night movie on network channels and would feature regularly on the new network channel HBO. Auto industry expert John McElroy, speaking about the film, says that putting a car in a movie is better than almost any advertising (via [Detroit Free Press](#)). The total sales volume of Trans Ams sold is proof. [Trans Am World](#) lists total sales figures for 1976 at 46,701 increasing to nearly double at 67,745 the next year, with peak sales happening in 1979 at 117,108. Pontiac owed a debt of gratitude to this edgy and action-filled flick.

Integral to the plot is the communication between the Bandit and Cledus, who uses the handle Snowman on the radio. In the age before mobile phones, CB radios were the best way to communicate on the road, and that is why they have been the choice of long-haul truckers for decades. They also saw a surge in popularity in the '70s, showing up in pop culture in many places, such as "Smokey and the Bandit."

What a lot of people may not know is that Pontiac offered a CB radio as an official accessory. Likely, the Bandit used a CB that came in the car straight from the dealer. These were offered by auto manufacturers for a short time in the '70s, and Autoweek wrote about them, showing that Cadillac offered combo radio that included AM, FM, and CB with handset. The Bandit likely used the CB radio that came from the dealer installed in the pocket at the front of the console, but it may have been aftermarket, according to [We Are CB](#). Other cars at the time could be had with an in-dash radio with the CB integrated, such as the \$560 option from Cadillac, [Autoweek](#) notes. The CB radio use continued through all the Bandit movies but the popularity waned shortly thereafter.

I know I have posted this before, but heck Smokey and The Bandit was released in theaters May 27th 1977. It was the number 2 grossing movie in 1977, behind a little film.... Star Wars. 49 tears ago! Carzy!!

MEMBER'S UPDATES

Bill Rosen has written a book and he would like you all to check it out. It's a very cool book. Lot's of great information in there!

You may already know this, but in case you don't I wanted to tell you that I wrote a book that was released this past Sunday. It's definitely a car book, just not Pontiac or Firebird specific. It's called *Bill's Guide: Buying and Selling Used Cars*. It's doing well on Amazon with 5-star reviews. Currently #1 in Automotive Buyers Guides. See the screen shot from today.

Would you mind following the link for Amazon below and take a look at the summary and reviews of the book? I'm wondering if it's something that might interest the club. Maybe I could share about the book for a few minutes at some future meeting, why I wrote it and its purpose. It is super practical for anyone who ever buys or sells a used car, Firebird or otherwise. Let me know what you think.

Amazon link: <https://a.co/d/oB27WFO>

Bill Rosen
1969 Firebird 400 4 speed convertible (restoration under way)

Please contact me, Jeff Driscoll, on any new updates to you or your Firebird or any new purchases or anything exciting you would like to share with the club in the newsletter.

WANT ADS

CLUB MEMBER ADS

Want ads are open to members and will run for four months unless updated or canceled. Please update your ad on a monthly basis. All ads with *4 will not run the next month, unless resubmitted. (The number after the * shows how many months the ad has run without a change.) Please send all Parts for Sale & Cars for Sale, and Wanted ads to me at a70formula400@aol.com or text me at 206-349-1282 so I can get them in the newsletter.

***2 For Sale:**

Russ Nobel has some parts for sale. Here is what he has: Jeff, I have parts that I took off my 1967 Firebird 400 engine:

Alternator

Fuel Pump

Power Steering Pump

Edelbrock Water Pump

A/C compressor and mounting brackets and hardware

Billet pulleys for crankshaft with A/C and waterpump

I also have an OEM fan and an electric fan.

I really don't know how much to ask for them. I'm not looking to get retail or top dollar, I just don't want to give them away. I'm cleaning out my garage, so I need them gone fairly soon.

Russ Nobel

This is from Member Jerry Swenson:

*2

Hi there. I'm one of your invisible members in the south sound. I have a question. We have a real nice '69 Firebird, but it's going to be completely reincarnated over the winter. That means I'm going to turn it into a real nice pro-touring car. All of the running gear and front clip and rear suspension is going to be replaced. I'm going to have a pile of good parts looking for a home at ridiculous (cheap) prices. The original 350 runs great. I'm curious if someone in the club might want a killer deal on stuff. It's a running and driving car today, so they can see that it works before I tear it apart. If you know someone, please keep us in mind. I'm in Olympia and visits to my shop are always welcome.

Thanks much,

Jerry Swenson

360-250-8004

JERRYANDHELEN@gmail.com

Non-Member Ads

If you see something for sale that seems like a great deal, but maybe you don't need it, text me and I will get it listed in here.

<p>Member Owned/ Recommended</p>

If you own a business and want to add your contact information, I will put it here.

Racing Automatic Transmissions

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