



# THE HOOD SCOOP

February 2024

## GTO of the Month The W40 GTO By Chris Winslow

Gateway GTO  
Association



With 2024 being the 60th anniversary of the 1964 GTO, 50th anniversary of the 1974 GTO, and the 20th anniversary of the 2004 GTO, I wanted to put together an article that tied the two events together. In looking for a way to do that, I ended up looking back to the launch of the 2004 GTO.

On January 3, 2003, Pontiac unveiled the rebirth of the GTO in Los Angeles. The official press release read in part:

**LOS ANGELES** -- Giving the public its first look at the rebirth of a legend, Pontiac, General Motors' "excitement division," introduced show car versions of the 2004 GTO to audiences at the Los Angeles Auto Show and the North American International Auto Show in Detroit. The production version of the GTO will be available in Pontiac showrooms in late 2003.

*"The public's interest in the GTO has been everything we hoped it would be, and more," said Bob Lutz, GM vice chairman of product development. "This car is a strong statement from both Pontiac and GM that we are determined to re-energize the car market with vehicles that command attention and excite the customer's senses."*



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## GTO of the Month



*Pontiac plays an especially large role in this strategy in the 2004 model year with three new product launches. The new Grand Prix debuts in the spring and the V-8-powered Bonneville GXP will bow in early 2004.*

*“The GTO is really the ‘exclamation point’ on the new Pontiac line for the 21<sup>st</sup> century,” said Lynn Myers, Pontiac-GMC general manager. “Together with the Grand Prix and the Bonneville GXP, the GTO will help define the evolution of Pontiac with fresh, contemporary styling, high-performance excitement and exceptional driving characteristics.”*

Of course, little did anyone at that event realize that in a little over 7 years, (2858 days to be exact) Pontiac would cease to exist. This made the unveiling of the new GTO one of the last new product introductions (or re-introductions) in the division’s history.

As most people know, the 2004 GTO was based on the Monaro Coupe, an excellent vehicle developed by GM’s Holden Division in Australia. GM’s newly minted Vice President of Product Development, Bob Lutz, was already aware of the vehicle when he assumed his new position at GM in September of 2001. It was, however, during a trip to Holden in February of 2002, when he finally had the opportunity to drive one of these vehicles. Based on that experience, he returned to the States and proposed to then Pontiac-GMC General Manager, Lynn Myers, that the Monaro would make the perfect donor vehicle for a rebirth of the GTO. His reasoning on this point was clear. Holden already had an excellent rear drive chassis (something Pontiac did not have at the time) and an engine compartment that could accept a sizable V8 engine. This was the same basic formula that the legendary John DeLorean had used in 1963 to create the 1964 GTO when he stuffed a

389 V8 engine in the relatively small (for its time) Tempest.

As we now know, Meyers green lighted the project and the GTO team was born. The team, made up of members from both North America and Australia, was given an incredibly short 18 month time frame to bring the new GTO to the US. As was noted in the press release, this tight deadline was necessary as Lutz and Meyers were planning the GTO and the new V8 powered (although still front wheel drive) Bonneville GXP to be the Pontiac Halo cars intended to signal to the world that Pontiac was back in the performance business.

Fortunately, Holden had a left hand drive configuration of the Monaro because they were already selling versions of the car in countries in the middle east, so that part of the job would not be difficult. What would turn out to be more of an issue was adapting the car to the harsh North America winters and meeting US safety standards as well as GM corporate standards for North America. As all of us who own these cars know, the biggest sacrifice made to the latter was the relocation of the gas tank into the trunk behind the rear seat. This can make it a challenge for those of us who drive these cars to GTOAA conventions because it is tough to get all the luggage and car show supplies needed for week long events loaded in the remaining space!

The GM Chief Engineer for this project was Bob Reuter. Bob took his role very seriously and spent a significant amount of time researching the history of the GTO to make sure that this latest incarnation was worthy of the GTO nameplate. Bob discussed this with Mr. Gary Witzenburg for an interview in the book *The Legend Returns*, when he stated:

*“One of the first things we did was have the Pontiac Historians come in and we looked at the old Pontiac ads to make sure we understood the her-*





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itage, and we got a '64 GTO and spent the day driving it. And we clearly understood there were going to be issues if we didn't do a retro style, didn't do a hood scoop, didn't split the exhaust on different sides in the rear, didn't put a tachometer on the hood.

*But when we looked at what was most important, it all came back to power train performance, so that's where we put all of our eggs. We said we'll do whatever it takes to get that right – get the exhaust note, the launch feel and the power levels where they needed to be to make it a legitimate GTO. The focus for the program was straight line performance and that's where we ended up. Some of those other things we're evolving into a 40<sup>th</sup> year concept.”<sup>1</sup>*

Bob went on to say, when talking about the LS1 engine and the overall driving experience:

*“What did we do to get this engine up to 350 horsepower? First and foremost we made it breathe better. On the inlet side, we've got a much freer-running intake than we had on the Monaro. On the exhaust side, we've got true dual exhausts, separate mufflers and catalyts and resonators all the way to the back of the car. And we put in a higher-lift cam to provide more torque.*

*We decided that it needed more torque, and one way to achieve that is to change the cam. But, there was resistance to that at Holden because it degraded the idle quality. It was a trade off. Same thing with the exhaust note. They said, “You don't want the exhaust that loud.” We said volume is good, as long as the note is correct. It took them a while to understand that this was important for a GTO.*

*We created a driving experience for this car very much in line with the original GTOs. What's really impressive is not so much the 350 hp and the 365 lb-ft of torque, but that you've got that torque under your foot all the time, over 300 lb-ft of torque everywhere past 1200 rpm.”<sup>1</sup>*

There are a number of interesting things to take away from these comments. First, for those of us who were fortunate enough to hear John Sawruck talk about the new GTO before his untimely passing on November 12, 2008 know, he was one of the historians about which Bob was speaking. John discussed these sessions more than once during talks at GTOAA events. Second, the engineer tasked with bringing the new GTO to life was well aware, even in those early days, that there would be a lot of critics of the styling because it was not a retro car but instead a modern interpretation of the original GTO formula. Third, he dispels the myth that the GTO team just took the LS1 engine and shoehorned it into the car without considering the importance of the way the engine performed and the way the engine sounded. They were in fact very concerned with the heritage and making sure that engine was right for the car. Dropping in a higher lift cam was certainly a risky proposition from the point of view of Bob's buttoned down bosses back in Detroit, but his team knew it needed to be done and they did it.

There is one other very interesting comment that Bob makes in these quotes for *The Legend Returns*. That is the sentence where he states in relation to things such as retro styling, hood scoops, and the hood tach: *“Some of those other things we're evolving into a 40<sup>th</sup> year concept.”*

The implication of this statement is clear. Since 2004 was the 40th anniversary of the release of the original 1964 GTO, there was a plan in the works for a special 40th anniversary edition 2004 GTO to commemorate the 1964. Unfortunately, that statement also leaves open to interpretation what that special edition GTO would include. Certainly it sounds like many of the things that ultimately





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wound up on the 2005-2006 GTO's such as split exhaust and hood scoops were under consideration, but was he also saying that other things such as a hood tack and a more retro looking fascia were also part of the mix?

As we now know, Bob Reuter and his team pulled off something of a minor miracle and were able to meet the 18 month deadline imposed on them by Lutz and Meyers. The 2004 GTO was available in 7 exterior colors with gauge cluster faces color keyed to the exterior color and in one or two interior colors also keyed to the exterior. Below is the original customer brochure showing the available combinations.

**ONE WITH EVERYTHING-TO GO**

Ordering your GTO is easy. Choose your exterior color and your interior color. Decide whether you want automatic or the available 6-speed manual. Drive out at posted speeds.

	EXTERIOR	INSTRUMENTS	INTERIOR	INTERIOR
QUICKSILVER METALLIC				
PHANTOM BLACK METALLIC				
TORRID RED				
IMPULSE BLUE METALLIC				
BARBADOS BLUE METALLIC				One interior available with Barbados Blue Metallic
YELLOW JACKET				One interior available with Yellow Jacket
COSMOS PURPLE METALLIC				One interior available with Cosmos Purple Metallic



# GTO of the Month



What those of you familiar with my GTO will note, is that the color combination of my 2004 is not shown in that brochure. That is because my GTO is actually part of a group of the last 794 GTO's that was produced in the 2004 model run. Officially, at least as far as the window sticker is concerned, this color was part of a \$295 option called Limited Edition Pulse Red. This package included:

- Pulse Red Exterior Paint
- Silver Gauge Cluster Face
- Red Stitched Seat GTO Seat Emblem
- Interior-Anthracite, Leather Trim
- Silver Stitching on the Steering Wheel and Brake Lever (Not listed)



## 2004 GTO COUPE

### Standard Equipment

Items Featured Below are included at NO EXTRA CHARGE in the Standard Vehicle Price Shown at Right

**MECHANICAL:**  
 5.7L 350 HP LSI V-8, RWD  
 4 SPEED AUTOMATIC TRANSMISSION  
 4 WHEEL INDEPENDENT SUSPENSION  
 POWER FRONT/REAR DISC BRAKES  
 TRACTION CONTROL SYSTEM  
 POWER ASSISTED VARIABLE RATIO  
 RACK & PINION STEERING  
 LIMITED SLIP REAR DIFF. 3.46:1  
 17" X 8" 5 SPOKE ALLOY WHEELS  
 P245/45 ZR17 W-RATED TIRES  
**S A F E T Y & S E C U R I T Y:**  
 DRIVER/PASS. FRONT AIR BAGS  
 4 CHANNEL 4 WHEEL ABS BRAKES  
 3 POINT FRONT/REAR SEAT BELTS  
 THEFT DETERRENT SYSTEM  
 REAR SEAT CHILD ANCHOR POINTS  
 EMERGENCY MODE SYSTEM  
 DAYTIME RUNNING LAMPS  
 PROGRAMMABLE KEYLESS REMOTE ENTRY

**I N T E R I O R:**  
 2+2 LEATHER SPORT BUCKET SEATS  
 8 WAY POWER FRONT BUCKET SEATS  
 200-WATT 10 SPKR AUDIO SYSTEM  
 6-DISC IN-DASH CD CHANGER  
 TILT & TELESCOPE STEERING WHEEL  
 STEERING WHEEL RADIO CONTROLS  
 POWER DOOR LOCK & WINDOWS  
 DRIVER INFORMATION CENTER  
 AIR CONDITIONING/CRUISE CONTROL  
**E X T E R I O R:**  
 AUTO/PROGRAMMABLE HEADLAMPS  
 DUAL EXHAUST WITH CHROME TIPS  
 FRONT FOG LAMPS  
 REAR SPOILER

### Options & Pricing

MANUFACTURER'S SUGGESTED RETAIL PRICE

<b>STANDARD VEHICLE PRICE</b>	<b>\$31,795.00</b>
Options installed by the Manufacturer (may replace standard equipment shown at left)	
<b>TRANSMISSION, 6-SPEED MANUAL</b>	695.00
<b>LIMITED EDITION PULSE RED</b>	295.00
•PULSE RED EXTERIOR PAINT	
•SILVER GAUGE CLUSTER FACE	
•RED STITCHED GTO SEAT EMBLEM	
•EXTERIOR-PULSE RED	INC.
•INTERIOR-ANTHRACITE,LEATHER TRIM COMB	INC.
<b>TOTAL OPTIONS</b>	<b>\$990.00</b>

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CITY MPG

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# 29

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14 AND 20 MPG IN THE CITY AND BETWEEN 24 AND 34 MPG ON THE HIGHWAY.

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 FUEL INJECTION, MANUAL  
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<b>TOTAL VEHICLE PRICE*</b>	<b>\$33,485.00</b>

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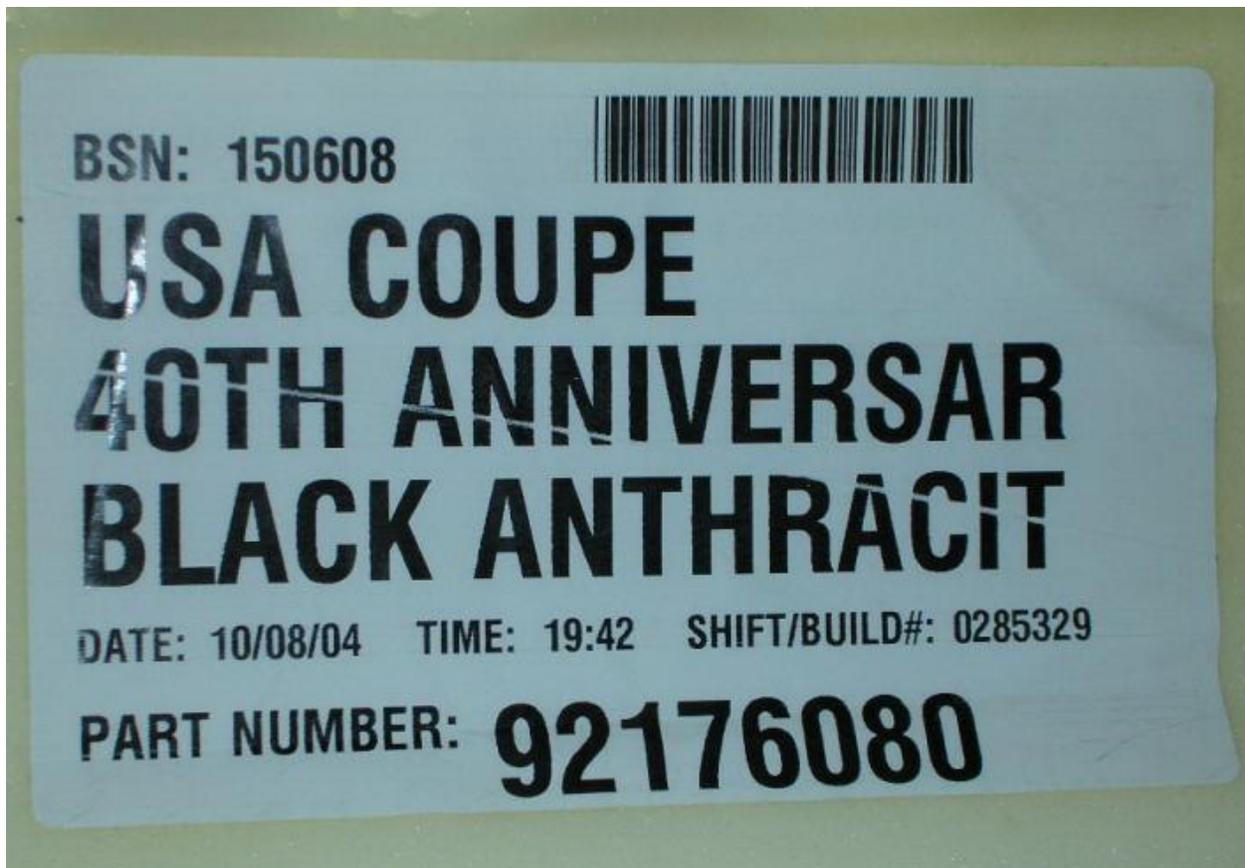


## GTO of the Month



So, that Pontiac decided to create a special edition for the 2004 GTO at the end of the model year is clear. The question is what was Pontiac's original plan for these cars? Was this what remained of a 40th Anniversary Edition package that was never officially marketed as such? A silver faced gage cluster could certainly suggest a tie in with a 40th anniversary edition. But the rest of the items listed on the sticker as part of the package do not necessarily shout 40th anniversary. So how is it that many of us have come to believe that these 794 Pulse Red cars represent a planned 40th anniversary edition?

For the answer to that we need to turn to some of the owners of these cars themselves. These owners, like the owners of all GTO's that came before them, are always working on their cars to enhance their performance and appearance. While in the process of doing this, some of the owners of the Pulse Red cars have found some interesting labels. For example, here is a photo of a label that one owner found underneath their rear seat bottom.





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Or the label another owner found on the back of one of those Silver Face gage clusters:



These two labels suggest that in fact Pontiac did originally intend for the Pulse cars to be a 40th Anniversary Edition. The internal designation for this package appears to have been W40. This was discussed in the Book *GTO- Pontiac's Great One* where the author, Darwin Holmstrom wrote of the 2004 GTO:

*“Late in the model year Pontiac introduced the W40 package to celebrate the 40th anniversary of the original GTO. The W40 consisted of an exclusive paint color called Pulse Red, red GTO embroidery on the seats, and a gray gauge cluster. The last 800 2004 GTO’s build featured the W40 package.”*<sup>2</sup>

This was reinforced when I obtained a copy of the original invoice for my GTO. I have included part of that invoice below. Note that the invoice refers to the package as the W40 package.

2004 GTO COUPE		PONTIAC/GMC DIVISION
79U PULSE RED	/V8G	GENERAL MOTORS CORPORATION
812 ANTHRACITE, LEATHER TRIM COMB		100 RENAISSANCE CENTER
ORDER NO. HJJXGZ/TRE	STOCK NO.	DETROIT MI 48243-1114
		VEHICLE INVOICE 2AD49268939
		*****16*19139S
MODEL & FACTORY OPTIONS	MSRP	INV AMT
2VX37 GTO COUPE	31795.00	29410.38
FE9 50 STATE EMISSIONS	N/C	N/C
LS1 ENGINE, 8CYL 5.7L SFI	0.00	0.00
MN6 TRANSMISSION, 6-SPEED MANUAL	695.00	618.55
R6J CUSTOMER DIALOG NETWORK	0.00	16.50
<b>W40</b> LIMITED EDITION PULSE RED	295.00	262.55
*PULSE RED EXTERIOR PAINT		WFP-F QTR OPT-1
*SILVER GAUGE CLUSTER FACE		BANK: GMAC - 008
*RED STITCHED GTO SEAT EMBLEM		CHG-TO 19-139
		SHIP WT: 3270
		HP: 48.7
		GMS: 30099.43
		SUPPLR: 31450.53
		MRM: 33485.00
		MEMO 1564.25

# GTO of the Month

It is interesting to note that Mr. Holmstrom's description of the package varies slightly from Pontiac's in that Pontiac calls the gauge color silver and Mr. Holmstrom calls them gray. As you can see from the actual photos of the cluster and stitching from my GTO, one can make the case for calling them either color.





# GTO of the Month



During my research and preparation for writing this article, I reached out to GTOAA's former webmaster, Jon Schwenn to see if any of his old contacts might be able to shed more light on the W40 package. Jon put me in contact with Mr. Jay Fitzsimmons, the Engineering Program Coordinator for the Pontiac GTO project. Jay enthusiastically agreed to contact some of the old 04 GTO team to see what they might remember. Here is what Jay sent back to me a few days later:

*Unfortunately, after speaking with engineers and designers who were there on the 2004 GTO Team with me at Holden, none of us remembered a W40 edition or option code! I remember that we studied alternative paint colors, lights, grilles, spoilers, engine covers and badges, but none of it added up to enough content to justify what would have been an expensive 40<sup>th</sup> Anniversary option.*

*All the major enhancements that would have made a great 40<sup>th</sup> Anniversary option package for 2004 had already been approved for the 2005 GTO: 6.0 LS-2 engine with electronic throttle, new induction, new exhaust, new rear fascia, ABS 8.0 with bigger brakes, new GM LAN electrical architecture, bigger wheels, stronger transmission, stronger driveline and of course: hood scoops. Our schedule was so tight that we were working on the '05 GTO in parallel with the '04.*

Jay then went on to add a final comment that I think really does a great job of tying together the classic and new age GTO's and the concept of a 40th anniversary edition:

*Looking back today, perhaps the 40th Anniversary of the GTO was the 2004 Pontiac GTO itself, returning to showrooms after a 30 year vacation. In remarkable similarity with the 1964 GTO program, the 2004 GTO was a secret, back-room, after-hours project, developed in direct opposition to conservative GM culture and led by Bob Lutz himself. At the time, our global GTO Team was keenly aware of the large shoes that the 2004 GTO was expected to fill after 40 years of GTO legend, but as my dear friend Jim Wangers implored: our highest priority was to Get iT Over to Pontiac -!*

## References:

1. Zazarine, Paul and Witzenburg, Gary. The Legend Returns. Automotive Quarterly Publications, 2004
2. Holmstrom, Darwin. GTO—Pontiac's Great One, MBI Publishing, 2009

## Acknowledgements:

I would like to thank Mr. Jay Fitzsimmons for his enthusiastic response to my request for help on this article and taking the time to provide me with his outstanding inputs.

# Presidents Scoop

## The President's Scoop

By Chris Winslow

2024 is a big year for the GTO and Gateway GTO. The 1964 GTO is now officially 60 years old, the 1974 GTO is 50 years old, Gateway GTO is 40 years old, and the 2004 GTO is 20 years old. To celebrate these anniversaries, I would like to bring back the car of the month articles for cars that are in their anniversary year. This is something we tried to do for many years, but it generally took A LOT of arm twisting to get the articles. Hopefully this time around we will get some more folks having some free time to put together an article. To kick it off, I dusted off the W40 GTO article I put together a few years ago and also finally put pen to paper on my trip last summer to Michigan for the Celebrate Bob Lutz event. We have plenty of cars in the club that fall into the 1964/1974/2004 category, so please pull some articles together and send them my way. To help with that, I have included a Tell Us About your GTO form in this newsletter.

We already have a lot of activities lined up for this spring. First up is our annual Pinball Wizard Tournament on March 3rd. Following that on March 16th, we are going to have an Escape room event. Flyers for both are included in the newsletter. We will also have the Easter Car Shows at the end of March. More details on those shows are coming soon.

The really big event for the spring will be the Bonne Terre Mine Cruise on April 20th. I have also included the flyer for that in the newsletter. Terry and Gail have put together a great cruise and even coordinated with the Crowne Pointe Lodge in Farmington for those that don't want to drive home on Saturday. A flyer with all of the details is also in this newsletter. Additional details on the mine can be found at this website: [Bonne Terre Mine](#)

Mark Melrose is also working on organizing a Gateway GTO Dyno Day this spring so everyone can get their cars tuned up for the drag racing at the GTOAA Convention. More details on that soon once the date firms up.

With Lent officially underway, the countdown to the beginning of the St. Louis car season is underway! Time to get those final tune ups and winter mods wrapped up!





# Tell Us About Your GTO



Tell us about your GTO!

What drew you to the GTO?

- Looks?
- Year model?
- Power?
- Speed?
- Brand?
- Friends?

When did you buy/acquire your GTO?

Were you a teenager, an adult, single, married? (Became single after its acquisition?!)

From whom did you purchase it?

- Dealer, name/location?
- Individual, location?

How did you learn about the availability of your GTO?

- Newspaper
- Magazine
- Word of mouth
- Friend/relative

How many previous owners? Where has your GTO lived prior to your house?

Did you acquire your GTO in a good looking and good driving condition?

What did you have to do to it?

- Total rehab?
- Minimal cosmetic or engine work?
- Were you able to perform the work, or did you have a shop or individual's help?
- How long did it take to complete the restoration(s)?
- Was it drive-able or did you have to trailer it?



## Tell Us About Your GTO



And... most importantly..., what fun things have you done with your GTO? Tell us your stories!

- Drive it to Prom/Wedding?
- Hang with your friends? Where was the “hoppin’ place” to hang?
- Street race? Did you win or lose? (We will never know; you can embellish all you want!) Burn out at the stop lights?
- Police encounters?
- Drag strip? 1/8 or 1/4 mile? What was your best ET or mph?
  - ◊ Where/what was name of the dragstrip?
  - ◊ Did you have a rival person or make/model of car?
  - ◊ Did you go with friends?
- Did you meet/date your significant other in the GTO?
- Bring home babies from the hospital?
- Daily driver?
- Only driven on sunny days or days of worship?
- Homecoming Parades, either yours or your kids?
- Community parades? Car Shows?
- What, if any, calamities have occurred with your GTO?
- Where/how far have you driven your GTO?
  - ◊ Family trips?
  - ◊ Club cruises/trips?

In answering these questions, it’s an easier way for you to tell us about your GTO. It gives you a starting point and you can elaborate or minimize as much as you wish. If you have NOT supplied Chris with your story, please consider doing so with the help of this outline. If you already HAVE submitted a story on one of your cars, please use this outline to write another story on your other possible GTO(s). We are always looking for great articles for the newsletter. You can help add to future issues and get to brag on your beauty (the GTO!), at the same time.

Thanks for your help and contribution to our award winning newsletter! It’s YOU and your GTO that make this such a great club. (Don’t forget to send some pictures if you have them!)



# Gateway GTO Meeting Minutes



Minutes  
2/1/24

7:08 PM – Meeting Start

7:09 – Old Business

The Christmas party is booked again at the Hawkin House for 2024.

The pizza party was great we pre-ordered 14 pizzas and a few more at the event.

We have Gateway GTO 40<sup>th</sup> anniversary stickers. See Chris Winslow if you would like some.

7:11 – New Business

Mark Melrose talked about the play at the Alton Little Theater on February 25<sup>th</sup>. Pay \$20 per person at the event. Mark has tickets reserved.

Marty Howard talked about the upcoming pinball event and the mastermind escape room.

Chris Winslow talked about the Easter car show. We haven't received an invitation yet. There is also a show at the St. Charles Family Arena.

Chris Winslow showed a video about the Bonne Terre Mine. Terry and Gail Schott are planning a cruise to Bonne Terre where we will visit the Mine (\$28 per person) and a Space Museum at the Grissom Center (\$10 per person). This will take place on April 20<sup>th</sup>. There will be a hotel available if anyone wants to stay over night. Chris passed around a sign-up sheet.

Mark Melrose talked about setting up a dyno day with Omer.

The Lutheran Church parade and picnic will be held on May 4<sup>th</sup>.

Earl Lewis presented a check from Hagerty for signing up another member.

Upcoming Events

2/25 – Play at Alton Little Theater

3/3 – Pinball Wizard Tournament

3/16 – Mastermind Escape Room

3/31 – Easter Car Shows

7:39 – GTOAA

Steve Hedrick talked about the Nationals. He said to sign up for events soon as some of them are filling up. We need workers to start volunteering for jobs and times. This will be the anniversary for the '64, '74 and '04 GTO's. For the Bell Cruise, New GTO concourse judges will need to drive instead of taking the bus.

7:46 – Tech

Mark Melrose's GTO is back on the road. The new engine is "a beast".

Frank Chapman picked up a 2001 black on black Trans Am. His blue judge has been in the shop for 14 months. He also hit a deer and totaled his pick up.

Chris Winslow talked about an issue with his Cadillac. There was a rattle in the roof and he had to take it back to the shop several times to fix. The Acadia had a problem with it's rear hatch, where the pneumatic cylinder filled with water due to it being installed upside down at the factory.

8:06 – Personals

Jim McCarthy's sister passed away

Darrell and Tootie May's son Phil had a heart attack but is recovering well.

Paula Winslow had her first cataract surgery.

John Grissom is planning another cruise to the farm in October and he read a tribute to Earl Lewis.

8:10 – Motion to Adjourn by Paula Winslow, seconded by Brian O'Sullivan.

50/50 of \$35 won by Ron Wildebrandt



# Celebrate Bob Lutz Event



## Celebrate Bob Lutz Event

By  
Chris Winslow

Early last spring, the organizers of an event to celebrate the life and achievements of iconic car guy Bob Lutz reached out to GTOAA's Tom Szymczyk looking for some help locating a 2004 GTO. The reason they needed a New Gen Goat was that they were planning a vehicle display at this event with at least one copy of every car that Mt. Lutz had developed during his amazing career in the automotive industry. The 2004 GTO was one of the cars on that list.

Tom put the event organizers in touch with me and I then reached out to some people with really good copies of the 2004 GTO to see where there would be some interest in attending. In the end, it was my own Pulse Red GTO that got the organizers attention and was ultimately selected for the display. (And in fact, as it turned out, was the only New Gen GTO at the event)

When the organizers called me to ask me to bring the car to the event in April of 2023, I enthusiastically agreed. This event was going to be held at an aircraft hangar near Ann Arbor Michigan. The organizers asked me if I would be trailering the car up to the event, I told them that I always drive my GTO to events and it had always been very reliable over the years. That turned out to be mistake number 1! After having that conversation, I headed out to the garage to pull the cover off of the GTO to evaluate what it would take to get it cleaned up and ready for such a big show. What I found was that, after 19 years of nearly flawless service, that there was a big puddle of coolant under the car. The radiator had sprung a leak!

As many of you who know me are aware, I have been squirreling away spare parts for years, so I actually had a brand new AC-Delco radiator on the shelf in my inventory. I also had new GM factory hoses, so it was time to pull all of those off the shelf and get them in the car. In addition, given the show I was going to, I decided to also replace the coolant reservoir tank and the power steering tank as both had yellowed over the years. I was going for looking as close to brand new as possible.

With all of the new parts in hand, I went to work replacing the radiator hoses, radiator, and the coolant and power steering fluid tank. Once that was done, and after a thorough detailing of the engine compartment, everything was looking factory fresh.

The shakedown cruise for all of these repairs was our upcoming Gateway GTO cruise to Hannibal. All of the new parts performed perfectly on that cruise. Unfortunately, a new problem came up. When preparing to drive home from the hotel on Sunday morning, I jumped in the GTO and the clutch pedal went straight to the floor! I had been through that before with my '98 Trans Am a few years earlier. It was the dreaded failure of the slave cylinder. Fortunately, the drive home was mostly highway, so I was able to limp the car home.

10 years ago, I would probably have tried to change that myself. But these days I really don't like getting under a car up on jack stands and work was crazy, so finding time to get it done in time for the trip to Michigan was questionable. Fortunately, there is a really great auto shop literally 2 blocks from my house. So, I arranged to have them make the repair. It took me a few weeks to get all of the parts together since I wanted to replace everything while they had it apart.

The shop had the car for a few days over the 4th of July holiday. Once I got the GTO back, I only had time for a quick drive around town to make sure it was good to go. The shakedown cruise was going to be the drive to Michigan.

# Celebrate Bob Lutz Event

So, with the GTO loaded up for the Michigan run, Paula and I headed out after work on the Thursday before the event. The GTO drove perfectly. We did have a relay stick on the way, but I had a spare with me and swapped it out during a gas stop.

The Celebrate Bob Lutz event was scheduled for July 29th. The morning of the event, unfortunately, it was raining. So we drove from the hotel to the airfield, pretty much ruining all of the detailing I had done in the parking lot of the hotel the night before. But, as we say all of the time, when you schedule these things months in advance the weather is what it is.



The display area for the cars that Bob had worked to develop over his career was just outside the hanger doors. As the morning progressed, the rain stopped, so we all were able to get the display cars dried off. It was a really great mix of cars covering over 40 years of Mr.



## Celebrate Bob Lutz Event

Lutz's career. I wound up between a 1995 Viper GTS and a 1997 Plymouth Prowler. In addition to those of us that were in the official display, there were a number of other cars parked out on the tarmac. It was a truly impressive display of automotive history.

Inside, there were even more cars to see. Both GM and Chrysler had brought out concept cars to the event. These included the 2003 Cadillac 16 concept and the 1995 Chrysler Atlantic Concept Car.

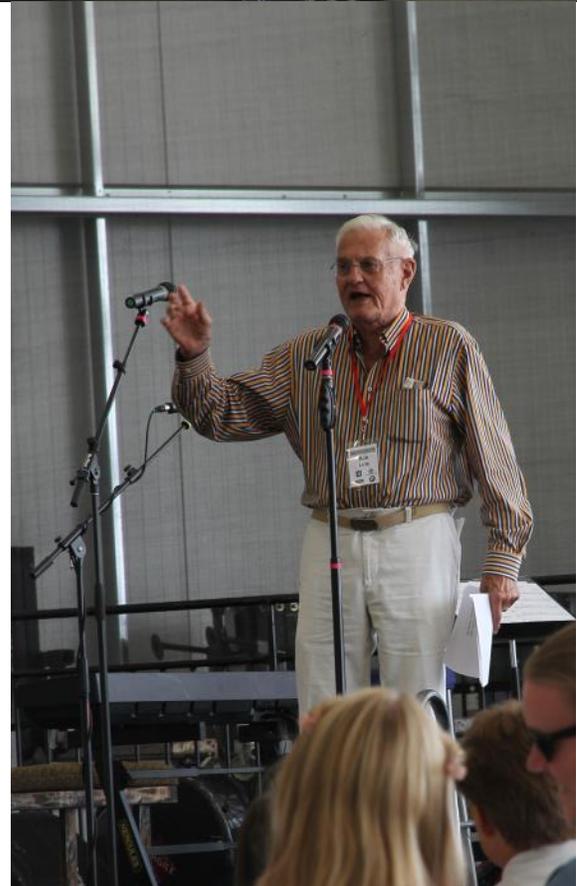




The event itself was really a combination of birthday party and lifetime achievement recognition event for Mt. Lutz. There was a luncheon followed by a number of speakers from all corners of the automotive world. The MC for the event was none other than Csaba Csere, former Editor-In-Chief of Car and Driver from 1993 to 2008. The speakers included Franciscus van Meel, the CEO of BMW's M Division, Mark Trostle, VP of Ram and MoPar design at Stellantis (Chrysler) and Wayne Cherry, retired VP of design for GM..

By far, the highlight of the event, however, was when Mr. Lutz himself took the stage. At the time of this event, Mr. Lutz had celebrated his 91st birthday a few months earlier in February. There was no doubt, however, once he started talking that he was every bit as sharp and in tune with the automotive business as he has always been. He discussed a number of topics in the automotive industry in the somewhat blunt while at the same time humorous manner he was known for in both his public speaking and also his books.

I have always been a fan of Maximum Bob Lutz since I first became aware of him during his



## Celebrate Bob Lutz Event

time at Chrysler. I believe to this day that the greatest blunder made by any of the Big 3 was when Chrysler CEO Lee Iacocca retired in 1992 and appointed Robert Eaton as his successor instead of Bob Lutz. One can only imagine where Chrysler would be today had Mr. Lutz taken the helm through the 1990s.

These days, Mr. Lutz is mostly retired, although I would not be surprised if he was still consulting from time to time. During his speech, Mr. Lutz told the audience that he had finally given up motorcycle riding (I believe he said when he turned 88!). Now what he does in his spare time is make car and aircraft models. He does not, however, buy model kits to make them. Instead he actually makes them from paper and cardboard by hand. They actually had some of these at the event and auctioned them off for charity.



I enjoyed this event immensely. It was an opportunity to travel to the heart of the US automotive industry and see and hear some of the most famous people in the automotive business past and present in person. Mr. Lutz is a living legend. His book *Car Guys VS Bean Counters* is still one of my favorite books. Getting the opportunity to see him in person was something that I will never forget.

# Celebrate Bob Lutz Event



# Celebrate Bob Lutz Event



**WHAT:** "11th ANNUAL GATEWAY GTO PINBALL WIZARD EVENT"

**WHERE:** ATOMIC PINBALL ARCADE, 102 WHITELAW AVE, WOOD RIVER, IL, 62095

**WHEN:** SUNDAY, MARCH 3, 2024

**TIME:** 3:15 pm – 6:15 pm (3 hours)

**TIME:** ADMISSION PRICE: \$15/PLAYER

**Atomic Pinball** (ATOMICPINBALLARCADE.COM) has been expanded from its predecessor, CP Pinball in So. Roxanna, IL. Just opened in Summer, 2023, it is a brand new building and still owned by Chuck Sanderson which now houses over 150 Pinball Machines, plus Video Games and Skee-Ball alleys. Advertised pricing is \$399 for 3 hours. Chuck has graciously given our Club a substantial discount of \$100.

- All proceeds over the rental price will go towards prizes, etc.
- Pay on arrival– Exact cash appreciated.
- You can bring your own snacks, food, and drinks for yourselves or to share with everyone. Alcohol is permitted.
- New kitchen, washrooms, and refrigerators plus rest areas.
- Plenty of parking in Atomic Pinball parking lot attached to building, or out front or back.
- You can invite anyone, and any number of players, to join in the fun. Kids, too.
- I will send out a final notice of players on March 1<sup>st</sup>.

**Please let me know via email ([nycgto@att.net](mailto:nycgto@att.net)) or home phone (636-724-8641), or cell/text (314-640-0959):**

1. **How many people in your party**
2. **Name of each person**

*If you are considering participating in the "GTO Pinball Wizard Tournament", as most have in the past, you can sign up when you arrive:*

NOTES:

- Don't be afraid. We are all here to have fun!
- Most members have not played pinball in a long time, or have only played at our Pinball event or have never played but have joined in just for the fun of it.
- You have nothing to lose and bragging rights to win. Plus your picture in our newsletter.
- This event, as in previous years, has turned out to be a hoot! Much Fun!!

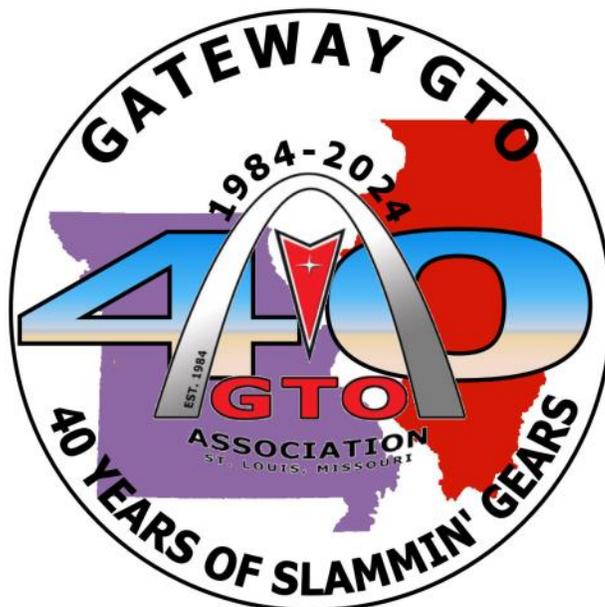
- The tournament will take 2 hours to complete.
- Prizes will be awarded at the end of the tournament.
- IF YOU ENTER THE “GTO PINBALL WIZARD TOURNAMENT”, YOU NEED TO ARRIVE **BY 3:30 PM**. TOURNAMENT WILL START AT **3:45 PM SHARP** TO ALLOW TIME TO COMPLETE THE TOURNAMENT BY 5:45 PM. YOU CAN PRACTICE ON ALL MACHINES AFTER YOU REGISTER UP UNTIL 3:45 PM. LEAVE EXTRA TRAVELING TIME IF NECESSARY.
- The tournament will take 2 hours to complete.
- Prizes will be awarded at the end of the tournament.
- \*\*\* PLEASE DO NOT ARRIVE EARLY SINCE ANOTHER CUSTOMER HAS RENTED ATOMIC UNTIL 3:00 PM. \*\*\*
- Remember: You want **The Thrill of Victory** and not **The Agony of Defeat!!**

Those that do not want to participate in the Tournament:

- You are more than welcome to play any of the games for the entire afternoon.
- \*\* The only specific rule here is: If a player is in the ‘Tournament’ and needs to play that machine, the tournament player must be granted 1<sup>st</sup> choice.
- You can arrive anytime during playing hours. Also, come and go as you please.
- LET THE GAMES BEGIN !!!

**MOST OF ALL, HAVE FUN!!!**

See ya there.....Marty Howard, CEC



MASTERMIND ESCAPE ROOMS

3900 OLD HWY 94, S. #1

ST. CHARLES, MO 63301

**DATE: SATURDAY, MARCH 16, 2024**

**TIME: 3:00 – 4:00 pm**

**PRICE = \$28/PER PERSON**

**“DIAMOND HEIST ESCAPE ROOM”**

**“The largest diamond in the world is almost in your reach. Do you have what it takes to grab the treasure and get out before the police arrive in this heist escape room?”**

Being a person of (devious) action, you’ve pulled together a team of the best thieves around. You have a plan, and it’s time to pull off the biggest diamond heist in history in this heist escape room! Working with your **team of up to 10** crooks, you have **60 heart-pumping minutes** to get the diamond before the police arrive.

Execute the plan flawlessly, and you’ll be rich beyond your wildest dreams. Fail, and you’ll all be spending the rest of your life in jail.”

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Our Club has already booked this event with a minimum of 4 people so that we could get a 10% discount since we are repeat customers.

We can have as many as 10 ‘Thieves’ at this event. If there are more, we can book another room at the same time.

If you are interested in going, please sign the attached sign-in sheet.

Your entry fee can be paid today to insure your spot. Or, you can mail it in to Will Bowers.

Please arrive at least 15 minutes early (2:45 PM) to allow us to check-in.

Afterwards, we can go to dinner at a nearby restaurant. To be announced.

See you there....

Marty Howard, CEC

## **CRUISE TO BONNE TERRE, MO, Saturday, April 20, 2024**

**The Space Museum and Grissom Center  
The Mine at Bonne Terre  
Missouri Mines State Historic Site**

(Cruise Coordinators, Terry & Gail Schott)

9:00 AM, Meet at Route 66 State Park, *97 N Outer Rd, Eureka, MO 63025*

9:30 AM, Depart, 57 miles, 1 ½ hr. drive-time. “Rest” area along the way.

11:30 – 1:00 PM Lunch, “Hub’s Pub & Grill”,  
*10 N Dover St, Bonne Terre, MO 63628*

1 – 2 PM, Tour the **Space Museum & Grissom Center**, (admission, \$10, Sr’s \$9)  
*118 E School St, Bonne Terre, MO*

2:30 – 3:30 PM, Tour the **Bonne Terre Mine**, (admission, \$28 + tax, if greater than 20 people, \$2 discount, prepaid only)  
*185 Park Ave, Bonne Terre, MO* (Non-ADA, 65 steps in and out)

3:50 – 4:00 PM, 10–15-minute, 10-mile drive further south to  
**Missouri Mines State Historic Site**, *4000 State Hwy 32, Park Hills, MO 63601*  
(admission \$5) (Approx. 1 hour tour)

5:00 PM, head for home, or spend the night. 5-mile drive south to Farmington for hotel accommodation/check-in.

- **Crown Pointe Lodge, Best Western Signature Collection**  
*4245 Hunt Road, Farmington, MO 63640*
- Phone: 573-701-9747
- 10-room block, \$115.00 plus tax, double queen standard room
- **Group name: Gateway GTO**
- Booking deadline is April 6, 2024
- Note: This backs up to the Crown Pointe Golf Club, a public range, if any golfers want to golf on Sunday!

6:00 PM Supper at Dexter Bar-B-Q, *763 Maple Valley Dr, Farmington, MO 63640*

🍦 FREE SOFT-SERVE ICE CREAM WITH EACH MEAL PURCHASE 🍦

[Rain 🌧️ or Shine ☀️ Event – in case of rain, daily drivers!]



# GTOAA

## 45th Nationals

**UNIVERSITY PLAZA &  
CONVENTION CENTER  
SPRINGFIELD, MISSOURI**

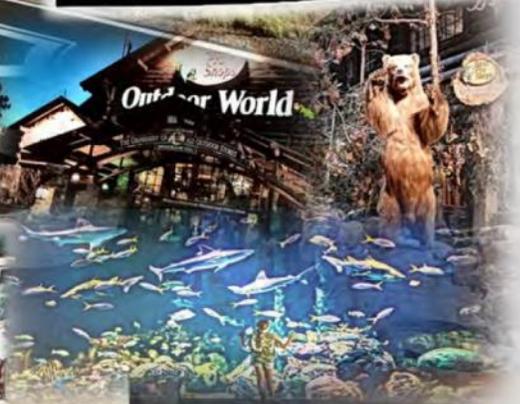
**RESERVE: (417) 864-7333  
MENTION: GTOAA MEET**

**JUNE 18 - 22, 2024**

Scan To Reserve  
A Room At  
University Plaza



Scan To Register For  
The Convention



**Convention Registration  
[www.gtoaameet.org](http://www.gtoaameet.org)**

Any Questions - Please call:

- Chris Hooten 317-694-6187
- Bob Alexander 970-214-4234
- Tom Oxler 636-288-1426



# Gateway GTO Membership Renewal

**Gateway GTO Dues for 2024 are \$20 and are due by the annual Gateway GTO Pizza Party.**

- Send dues to Will Bowers by mail or pay in person at the Next Meeting  
Will's Address:  
4213 Napa View Lane  
St. Charles, MO 63304
- In order to Renew with Gateway GTO, members must be members in good standing with GTOAA.

Contact Chris Winslow if you have any questions on renewing your Gateway GTO membership



# GATEWAY GTO ASSOCIATION Membership/**Renewal** Form

(Please print clearly)

New

Renewal

Returning

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Associate Name (Spouse/Significant Other): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Home Phone: ( ) \_\_\_\_\_ Cell Phone: ( ) \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

Occupation: \_\_\_\_\_

Year & Body Style of Car(s) **ALL PONTIACS:**

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Auto related interests, hobbies or talents:

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**GTO Association of America membership number:** \_\_\_\_\_

**GTO Association of America membership renewal date:** \_\_\_\_\_  
(found on address label of *Legend*)

**PLEASE FILL IN ALL FIELDS**

**And mail to:**

Will Bowers, Treasurer  
Gateway GTO Association  
4213 Napa View Lane  
St. Charles, MO 63304

Membership dues are \$20.

You are allowed one associate member (spouse, significant other, etc.).

**All Gateway GTO Members must also be members in good standing with GTOAA**

**Go to [WWW.GTOAA.ORG](http://WWW.GTOAA.ORG) to join or renew GTOAA membership**

# GTOAA Membership Renewal

## GTOAA Dues are to be paid directly to GTOAA

- Do not send GTOAA dues to Will Bowers. Instead renew directly with GTOAA by mail or at [www.gtoaa.org](http://www.gtoaa.org).
- All Gateway GTO Members must be GTOAA members in good standing.
- Please contact GTOAA Chapter Representative Steve Hedrick with any questions:

### Steve Hedrick Contact Info:

Phone: 314-640-4020

Email: [sthedrick@aol.com](mailto:sthedrick@aol.com)



## 2024 GATEWAY GTO CALENDAR OF EVENTS

### March

3 - 11th Annual Pinball Wizard Tournament. NEW LOCATION: Atomic Pinball Arcade, 102 Whitelaw Ave. Wood River, IL 62095. Tournament runs 3:15 to 6:14

7 - GTO MEETING 7PM at Gingham's

16 - Escape Room Event at Master Mind Escape Rooms, 3900 Old Highway 94, Suite #1, St. Charles, MO 63301 - Challenge for this event is the Diamond Heist. Diamond thieves should plan to arrive by 2:45

31 - Annual Easter Car Shows - Details to follow

### April

4 - GTO MEETING 7PM at Gingham's

20 - Cruise to Bonne Terre, Mo. Meet at Route 66 State Park, 97 N Outer Rd, Eureka, MO 63025 at 9:00a. See flyer for additional details

**SEE THE FULL CALENDAR AT [WWW.GATEWAYGTO.ORG](http://WWW.GATEWAYGTO.ORG)**

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### Gateway GTO Classifieds

**Wanted - Black Seat Belts for a 1969 GTO - (JJ's brother)**

(314) 838-5533

### Jon's Tri-Power Service

Jon F. Havens  
Owner

126 Afshari Drive  
Florissant, MO 63034  
[jfhavens@sbcglobal.net](mailto:jfhavens@sbcglobal.net)

(314) 496-7368

### Jonathan's Q Jet Service

Jonathan Havens

13 Shamblin Dr.  
Florissant, MO 63034

Lewis Insurance Agency  
W Earl Lewis  
LUTCF, CIC, CSP, CSG  
636-219-4932  
[Welewis1949@gmail.com](mailto:Welewis1949@gmail.com)

The  
**HAGERTY**  
Guy

A photograph of a red classic car with its hood open, showing the engine compartment.

**CustomAutoApparel.com**

[CLICK HERE FOR GATEWAY GTO APPAREL CLUB STORE](#)



## GATEWAY GTO ASSOCIATION OFFICERS

### President

Chris Winslow  
644 Emge Road  
O'Fallon, MO 63366  
636-294-8104  
[chriswinslow@charter.net](mailto:chriswinslow@charter.net)

### Vice President IL.

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Greenville, IL 62246  
618-267-1760  
[dajalj@gmail.com](mailto:dajalj@gmail.com)

### Secretary

Amy O'Sullivan  
2576 Westrick Drive  
Maryland Heights MO 63043  
314-225-7241  
[pooky1891@gmail.com](mailto:pooky1891@gmail.com)

### Photo Album Editor

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[1977kieferla@gmail.com](mailto:1977kieferla@gmail.com)

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636-294-8104  
[chriswinslow@charter.net](mailto:chriswinslow@charter.net)

### Charity Chairman

Bob Blattel  
4564 Austin Knoll Court  
St. Charles MO 63304  
636-441-3141  
[bob@blattels.com](mailto:bob@blattels.com)

### Vice President Mo

Brian O'Sullivan  
2576 Westrick Drive  
Maryland Heights MO 63043  
314-225-7240

[bosullivan@hunter.com](mailto:bosullivan@hunter.com)

### Treasurer

Will Bowers  
4213 Napa View Lane  
St. Charles, MO 63304  
618-791-3110

[wvbdsb@yahoo.com](mailto:wvbdsb@yahoo.com)

### GTOAA Chapter Rep.

Steve Hedrick  
3676 Morgan Way  
Imperial, MO 63052  
314-640-4020

[sthedrick@aol.com](mailto:sthedrick@aol.com)

### Club Events Chairman

Marty Howard  
7 Newcastle CT  
St. Charles MO 63301  
636-724-8641

[nycgto@att.net](mailto:nycgto@att.net)

### Newsletter Editor

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O'Fallon MO 63366  
636-294-8104  
[chriswinslow@charter.net](mailto:chriswinslow@charter.net)

### Photographer

Chris Winslow  
644 Emge Rd.  
O'Fallon MO 63366  
636-294-8104

[chriswinslow@charter.net](mailto:chriswinslow@charter.net)

## Advertising Guidelines

Classified ads are free to members. Classified ads up to 50 words for non-members are \$5.00 per issue.

## Gateway GTO Club Information

The Gateway GTO Association was initially formed in the summer of 1984 by a group of seven. They all had a common interest in the Original Muscle Car, the Pontiac GTO. As a form of communication we publish a monthly newsletter called "The Hood Scoop". The purpose of this newsletter is to keep our members informed of all upcoming activities as well as providing interesting event coverage. The club meets every first Thursday of the month at Gingham's, 1566 Country Club Plaza Drive, St. Charles, MO 63303

The yearly dues for Gateway GTO is \$20. The dues are due by the Pizza Party in January. All Gateway GTO members must be a member in good standing with GTOAA. You are allowed to have one associate member.

## Gateway GTO Association Photo Album

If you have photos of past events or if you take pictures of future events that you think would be good for our Photo Album, please send them to the newsletter editor.

The Hood Scoop is published as an informative news bulletin to keep our members up to date on past, present, and future events.

Advertising is free for members in good standing.

Advertising rates for non members are:

\$100 – Full page (Color or Black and White) ad in monthly *Hoodscoop* newsletter for 12 months, your logo on our Website Sponsor page, and a link to your website from our Related Website Link space.

\$50 – ½ page (Color or Black and White) ad in our monthly *Hoodscoop* newsletter for 12 months, your logo on our Website Sponsor page, and a link to your website from our Related Website Link space.

\$25 – Business Card (Color or Black and White) ad in our monthly *Hoodscoop* newsletter for 12 months, your logo on our Website Sponsor page, and a link to your website from our Related Website Link space.



The Gateway GTO Association  
is an official chapter of the  
GTO Association of America  
[www.gtoaa.org](http://www.gtoaa.org)

Visit us at  
[www.gatewaygto.org](http://www.gatewaygto.org) or  
[www.gatewaygto.com](http://www.gatewaygto.com)

644 Emge Road  
O'Fallon, MO 63366

