

AN EPIC CENTURY

Celebrating 100 Years of Pontiac

In 1926, General Motors introduced a new marque positioned neatly between Chevrolet's populism and Oakland's fading prestige. It was named Pontiac, after the legendary Odawa leader, and from the outset it promised something distinctly American: attainable performance wrapped in style and confidence. One hundred years later, Pontiac's story reads less like a linear corporate history and more like a cultural epic, defined by speed, defiance and an enduring dialogue with enthusiasts who believed cars should stir the soul as much as serve a purpose.

The 2026 Heritage Invitational marks the brand's centennial with an exquisite assemblage of iconic vehicles that showcase the distinctly unique stylings, performance and flair that defined the Pontiac brand through the decades. The collection was curated in partnership with the Carolina Classic Pontiac Club. Based in nearby Charlotte, N.C., the club was founded in 1995 and boasts an impressive membership of more than 110 passionate collectors and enthusiasts from across North Carolina, South Carolina, Virginia and Florida. The display is expected to include 14 vehicles spanning six decades of automotive style and ingenuity, including:

- 1952 Pontiac Chieftain
- 1958 Pontiac Chieftain
- 1966 Pontiac Bonneville
- 1966 Pontiac GTO
- 1967 Pontiac GTO Convertible
- 1972 Pontiac Grand Prix
- 1977 Pontiac Trans Am
- 1979 Pontiac Trans Am
- 1988 Pontiac Mera Coupe
- 1992 Pontiac Firebird
- 2001 Pontiac Trans Am
- 2005 Pontiac GTO
- 2008 Pontiac Grand Prix GXP
- 2008 Pontiac G8 GT

Pontiac's early decades were shaped by momentum and modernity. The brand found its footing quickly, surviving the Great Depression while establishing a reputation for value and visual flair. In the 1930s, Pontiac's "Silver Streak" styling cues signaled motion even at rest, a design philosophy that resonated with a nation eager to move forward. Postwar prosperity served to amplify Pontiac's ambitions. By the

1950s, the division embraced V8 power and bold aesthetics, culminating in the 1957 Bonneville, a limited-production flagship that blended luxury, performance and advanced engineering, including optional Rochester mechanical fuel injection.

The late 1950s marked a turning



1992 Firebird

