



BOMBSIGHT

The Bomb Sight is published by the Los Angeles Chapter of The Buick Club of America.

The Los Angeles Chapter Logo reflects who we are and what we do. Our members' cars are used in motion picture and TV productions.



Dedicated to the preservation and restoration of the automobiles built by The Buick Motor Division.

Steve's Corner



We hope everybody enjoyed a Merry Christmas and are looking forward to a Happy New Year.

I am sure everyone had a wonderful time at the Christmas Party and our thanks go to Joel Rothman and Richard Konigsberg for arranging the best party that we have ever had. The name stickers, the door prizes and the excellent food gave each one of us a warm and friendly feeling. Dick Guldstrand's story of racing Corvettes in Europe kept us on the edge of our chairs. The event was a fitting reward for all of you, who helped us at the 2008 All GM Car Show.

Joel, the party paparazzo, put pictures of all of us on our computer screens almost before we got home. Thank you.

Check our website www.buickclub.org/losangeles/ for exciting tours and events planned for 2009. Look for the Bomb Sight on line and see yourselves at the gala party.

Next meeting is not too soon to start planning for the 2009 All GM Car Show.

Monday, 7:00 P.M.

January 12, 2009

Can GM Pick the Right Type at the Right Time?

GM certainly picked the right *type* of vehicle at the right *time* in the case of the SUV. Every one of their divisions built SUV's - Chevrolet, GMC, Pontiac, and Buick, when gasoline was \$2.50 a gallon. When gas went to \$3.00, all of the above produced a not-so-thirsty version called a cross-over. Cadillac's Escalade did rather well even when gas was \$3.50 and \$4. By this time a hybrid was available. The answers to the question in the headline above is sometimes yes and sometimes no. In view of the mistake that was Cimarron, the very mention of the word at Cadillac brings panic in the halls.

One of the difficulties in matching *type* and *time* in an automobile is that in order to produce the type, it often requires two years or more of design and development. In the meantime the price of gas can fluctuate wildly, thereby altering the number of consumers dramatically

None of The Big 3 Had Small Types or Hybrids Available

When Gas Went to \$4 a Gallon in the fall of 2008



Honda Fit : *right*
Hyundai Accent: *left*



This became a serious and costly problem for General Motors, Ford and Chrysler who were stuck with huge inventories of SUVs and pickups with both 2 and 4 doors.

And Buick never had a small car.

The Right Type and Time Requires Money

When the manufacturers' monthly inventories surge beyond the consumers' willingness to buy, the requirement for cash with which to operate is simply not available. The Big 3 now find themselves in this no-way-to-turn situation. GM's cost of operation each month has been estimated at a billion dollars. Their advertising budget alone rivals the gross national product of some of the third world countries.



Is the Chevy Volt the right *type* for 2010?

If these GM executives, Rick Wagoner and Bob Lutz have *typed* and *timed* this car correctly, and Chevrolet has it exclusively for a year, maybe by 2011 we could see Buick becoming an electric car.

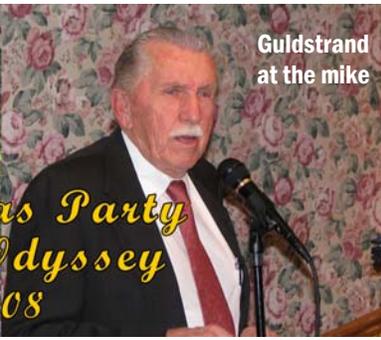


The Pontiac Club de Mer is one of the first Motorama Cars re-created by Marty Martino



GM global design boss Ed Welburn and Chevrolet chief, Ed Peper show off the 2010 Chevrolet Camaro

Photo: Automotive News



*Christmas Party
at the Odyssey
2008*



Photos by Paula Mochel





The Rivera Concept



**Dodge Zeo Concept Car - left
Dodge Zeo Easy Access - right**

**GM Turbine Car
bottom , lower left and below**

**2010 Mustang
bottom right**



Photos by Howard Branner



**Pontiac Solstice Coupe
upper left and mid-right
Pontiac G8 - above and upper right**

**Blue Bubble Car
mid-left and lower left**

**Model of the First Audi
lower right**

All wheels are the same size - below

