

Monthly Newsletter May '08

Newsletter No. 0005

What's in This Month

Topic: Trends of Trans Ams in the Marketplace

Tip: This is not a Race.....

Spotlight: Spotlight of the Month May 1977 Trans Am

Spotlight: 78ta.com, LLC

Classifieds



Trends of the Trans Am in the Marketplace

Well, over the past couple of issues, we have talked about all of the steps involved when purchasing a Trans Am. Well, now I would like to cover a topic that still plays along with the previous articles and touches base on one of the trends in the Trans Am Marketplace. This trend which has become more prevalent in the recent years is the deception of a car by the seller. With the rise of prices of Trans Ams in the market because of places like Barrett-Jackson, the art of "Asymmetry of Information" has really started to take hold. What do you ask "Asymmetry of Information"? Well, it is the case where someone (the seller) knows more than someone else (the buyer). The seller likes this scenario and tries to keep the information as asymmetrical as possible to their benefit. They depend on the fact that they have more information than you do, or that you would be so overwhelmed with their "expertise" that you don't question them. They will

dazzle you with terms and codes like WS6, W72, A31, and "Rare" or "Bandit Edition" or "only 234 made". They try to take advantage of your lack of knowledge and try to hide what they are really trying to sell you.

So, how do you help level the playing field? Well, what we have here is a wonderful invention called "The Internet". As I have mentioned in previous articles about purchasing a car is to do research. The Internet has proven to be a great asset to consumers to help close the gap of information between the seller and buyer. As we have seen many times in the past, someone buys a car, comes to a forum and finds out what he actually bought what not what he thought the seller told him it was. Now, sometimes we are fortunate enough to catch an advertisement or auction early enough and bombard the seller with so many inconsistencies in his listing that he is forced to remove it. But we are always not so fortunate in every case. Now, this also come into play for the Parts as well. You will see a lot of sellers out there

throwing out big key words like SD455 and Ram Air VI just trying to make a quick buck and pass something along to the buyer that is not correct for his car and in some cases, won't even fit his car.

That is the main reason behind www.78ta.com. It is to help level the playing field between seller and buyer and put the advantage back in the hands of the buyer. I am currently working on gathering even more information to make this website the most complete and comprehensive site on the Internet for the Second Generation Pontiac Trans Am. Soon, everything that you need to know about the Second generation Pontiac Trans Am will be listed here covering every angle of the car.

I will try to help further along the closing of the gap between buyer and seller.

Coming Next Month:

What is Matching Numbers Mean?

This is Not a Race...

What is that title supposed to mean.... well, exactly what it states. When ever you

are doing a project on your car, it isn't a race to get it done. As long as you are doing a project whether it be changing your oil or doing a full restoration project, it makes sense to take your time doing it. Any project you do to your car is worth doing right. Don't try and take short cuts or try to get something done cheaply. Most of you plan on having your cars for long periods of time, so why not take the care and the time to do it right the first time around. There is nothing worse than doing a project to your car and having to come back and do the same thing again next year and having to do it all over again.

Sometimes it comes down to having to complete something because of an upcoming show or event. There is a Calendar on the Forum that will keep you up to date on the shows, so it pays to plan accordingly.

Also, stay clear of cheap aftermarket parts. Most of the parts out there and that much more expensive than cheap replacements. So, if you can't afford it this month, it pays to wait until you can better afford it.



WWW.78TA.COM now has New Easier Links !

- 78ta.com Store:**
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- 78ta.com Forum:**
<http://forum.78ta.com>
- 78ta.com Gallery:**
<http://gallery.78ta.com>



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Spotlight of the Month - 1977 Trans Am of Tony Terone

Well, here we are in the Month of May and most of us up North are getting ready and pulling our cars out of storage to get ready for this years Summer cruising Season. What better way to kick it off than to spotlight a truly amazing 1977 Special Edition 4-Speed Trans Am owned by S76GUY. Here is a prime example of what a 1977 Special Edition car should look like.

Just to give you a little bit of History on this car, it was rescued from certain crusher material and brought back to life. The car under went a full frame off restoration from the ground up. It tooks month to perform the work, but the detail in the end really shows off what these cars were meant to look like. But it didn't stop there. The dedication that Tony has put into this car has been astounding. The attention to all the little details, the "Going the Extra Mile" has been done with this car and he still isn't done yet. Tony has gone over every square inch of this car and has spent countless amount of hours (much more than he spends here on the Forum) researching the car and the History to make sure he gets every little detail right. To say that he is meticulous would not be the correct term.... I would say that he has a passion for excellence. And it isn't only his prized possession of the 1977 Trans Am..... take a look at his

work with helicopters. Not only the real life ones, but the radio controlled versions as well.



Tony takes pride in anything and everything that he does. We can all see his dedication by just taking a look at his beautiful Trans Am.

Check it out for yourself on my Forum.

Company Spotlight: 78ta.com, LLC

This month I thought I would tell you a little bit about my Company and the parts that can be purchased through this website. I only sell a limited inventory of parts for the Pontiac Trans Am. I am not here to sell everything and anything for your restoration. I basically sell parts that I can easily obtain through many of the major distributors. Because of restoring the cars over the last 5 years or so, I have been able to purchase some of these parts in bulk and get a discount on the parts. I can then pass these savings along to you the customer. I do not sell parts that you can easily purchase through any one of the larger distributors for the same price. Yet, I offer the parts that I know I can save you some money on for your restoration. I also produce limited parts that have a need out there like the Restoration Manuals on CD and other Collectibles.

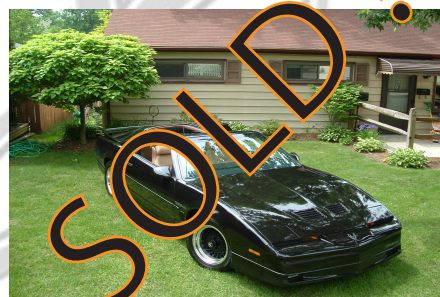
Classifieds

1978 - 1981 Pontiac Trans Am WS6 15x8 snowflakes refinished. Rims have been professionally refinished to that showroom shine. Perfect final touch to that daily driver or show car. \$999 for set of four or \$1,075 complete with lugnuts and centercaps. Email: Hitman@78ta.com



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1989 Trans Am - 1989 Trans Am 5.7 Liter; Black with Tan Interior; automatic, 101,000 miles; excellent shape; comes with many extras. Visit www.89ta.com for more information. \$7500 Email Hitman@78ta.com



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1990 Bandit II - 1990 Pontiac Bandit II # 85, 305 V8 engine with Automatic Transmission; Red on Grey; Great weekend cruiser and light show car; 38k Original Miles Will sell for \$12,000
Contact kentuckyyeti@yahoo.com

