

**News**

General Motors

GM Communications  
media.gm.com**FOR RELEASE:** November 3, 2003**CONTACTS****Rob Cohen To Direct Pontiac GTO Television Advertising**

**DETROIT** - Action-film director Rob Cohen directed television advertising introducing the 2004 Pontiac GTO. The ad first airs during ABC's Monday Night Football telecast tonight, November 3, and offers viewers a glimpse of the performance offered by the new GTO.

"Pontiac's new 2004 GTO is a powerful modern performer," says Pontiac-GMC General Manager Lynn Myers, "and we felt that Rob Cohen had both the vision and the passion to make the GTO come alive on the screen."

Cohen, whose 2002 film "xXx" featured a 1967 GTO in a high profile role, is known for his ability to create stylish, high-adrenaline automotive action sequences, including "The Fast and the Furious". Cohen's abilities will complement the attributes of the new GTO, a modern-day incarnation of the classic performance machine. With a 5.7-liter, 350 horsepower engine linked to either a four-speed automatic or six-speed manual transmission, the new GTO is capable of going from zero-to-60 mph in as little as 5.3 seconds and needs only 13.8 seconds to cover the quarter-mile.

Rob Cohen is a performance automobile enthusiast who actually proposed the creative collaboration with Pontiac. "I'm very familiar with GTOs of the past and what they meant on the strip and on the line. The new GTO carries on a truly American tradition and will, in turn, create its own legends on the streets and in the hearts of those who know the difference between gas and hype."

Pontiac is a division of General Motors Corporation and markets the Vibe, Sunfire, Grand Am, Grand Prix, Aztek, Montana and Bonneville. Pontiac introduces the exciting and powerful contemporary version of its legendary GTO this year, with arrival of the car in dealerships expected in December.

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