



2005 Bonneville SLE

# Fresh Face

**BID ADIEU TO THE CLADDING.** For the 2005 model year, the exterior of the Bonneville SLE features smooth, clean lines. "We wanted to give the SLE a refreshing look; something that's a little cleaner," comments Larry Pryg, Bonneville Marketing Manager. "It's time to update a design that's been around for a while. I think the changes really help the SLE styling."

Taking its cue from the eye-catching Bonneville GXP, the new SLE offers new front and rear fascias, headlamps, fog lamps, taillights and bodyside molding. Two all-new colors — Sedona Beige Metallic and Cranberry Red Metallic — complete the makeover. With its sleeker body, the SLE looks as seductive as the GXP. Still, Bonneville enthusiasts will note some key differences between the two trim levels.

For instance, the SLE boasts a stainless-steel dual outlet exhaust as contrasted to the chrome dual-dual exhaust tips on the GXP. And upon closer inspection, you'll see that the

SLE has 17-inch aluminum wheels versus the 18-inch flangeless aluminum rims on the GXP. The GXP displays a Pontiac exclusive three-piece rear spoiler, while the SLE retains an original one-piece version. Underhood, the SLE V6 engine will continue to pump out 205 horsepower. In comparison, the Northstar V8 powerplant inherent to the GXP pushes Pontiac performance to 275 horses.

Of course, you can always add even more luxury and flair to the SLE through its Premier Edition package — which includes some of Bonneville's more popular options:

- Leather-appointed bucket seating, with a power driver's seat
- Leather-wrapped steering wheel rim with radio controls
- Power sunroof with universal garage door opener
- Chrome-plated wheels
- Dual-zone air conditioning
- XM® Satellite Radio\*
- Premium paint — White-Gold Tricoat or Crimson Tintcoat

With its \$1,250 option-package discount, the SLE Premier Edition truly is a great value. And quite the looker.

For more details about what's new for Bonneville in 2005, peruse [pontiac.com/bonneville](http://pontiac.com/bonneville). ▼

\*Service fees apply. Available in the 48 contiguous states. Visit [gm.xmradio.com](http://gm.xmradio.com).



2005 Bonneville GXP

# THE FABULOUS Bonneville Boys

## NO LOUNGING FOR BONNEVILLE CLUB ADMINISTRATORS

BY SUSAN BROHMAN

### **BILL WREN, JIM WALLACE AND DON BLACKWELL JR.**

have never met face-to-face. They're separated by thousands of miles. Yet rarely a day goes by when these three friends don't talk, united by their shared passion for Bonneville performance, luxury and style.

Wren of Oregon, Wallace of Ontario, Canada, and Blackwell of Florida serve as the site administrators for BonnevilleClub.com — a growing Internet association where Bonneville owners, and others — meet to chat. Their task? Make the site as informative and fun as possible for car fans of all ages. "This isn't really a typical automotive forum," notes Wren. "It's become a social club. A vast majority of our members join because they like the people. A lot of our children are involved. My

daughter Kim, who's also a member, often sits next to me when I'm on the site."

So Wren, Wallace and Blackwell work hard to keep the site family-friendly. "Administering the club can be difficult," explains Wallace: "There are instances when some people will sign on with the intention of stirring up trouble. Also, dealing with member complaints, vendor issues and general questions can get stressful. Yet, in the end, it's still very rewarding."

Technically, Wren can pull rank, having served longest in the role of administrator. But there's no power struggle here. Wren, Wallace and Blackwell share decision-making equally. "It's amazing how well we agree about handling different issues," observes Wren. "As

administrators, we try to be invisible. We want the moderators to run the site. Sometimes that means we play bad cop so the moderators earn the respect of being good cop. That way, they're not questioned when bad things happen. We take the heat for it."

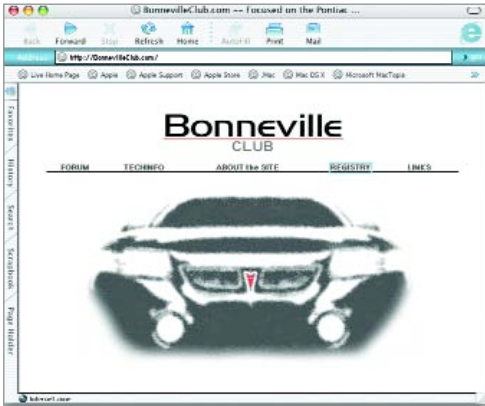
Still, it's a pretty mellow club, points out Blackwell: "Administering isn't too bad. It takes time to keep everybody in check, making sure we're not letting certain topics get too far out of hand. I really wish that I had the time to do more for the club in terms of information. Most, if not all, of the information in Tech Info actually comes from the staff and/or members who have done the actual work on their cars and can give us good insight on how to fix a specific problem."



**Name:** Bill Wren  
**Age:** 36  
**Residence:** Albany, Oregon  
**Occupation:** R&D laser technician  
**Hobbies:** Cars, XXX, NASCAR  
**Club Member:** Since August 2002



**Name:** Don Blackwell Jr.  
**Age:** 28  
**Residence:** Titusville, Florida  
**Occupation:** Retail specialist  
**Hobbies:** Cars, hanging out with friends  
**Club Member:** Since 8/02



**BonnevilleClub.com** was the brainchild of Jeff Keacher, owner of a 1995 Bonneville SSE. Keacher wasn't satisfied with the status quo, so he established a place on the Internet that Bonneville fans could call their own. Today, the club counts more than 3,000 members.

The current team of six moderators and ten gearheads help spread the workload. "Our gearheads can really come through," asserts Wren. "But it's always a matter of checks and balances. We're trying to troubleshoot your car from miles away, and there's lots of pressure to be right."

The club has become a major part of the trio's lives, with members readily classified as friends and family. Of course, it helps to share a common fascination. "The Bonneville's appeal lies in the combination of power and luxury — musts for me," asserts Wallace, who was hooked in 10th grade when a

friend pulled up in a 1994 Bonneville SSEi (borrowed from his buddy's father). "The feel, the size, the options, and that intoxicating whine of a supercharger were enough for me."

Actually, you don't need to own a Bonneville to join the club. As Wallace states, "That's another thing that's great about Bonneville Club — we don't discriminate. Any car is welcome."

Blackwell, who grew up watching his Dad work on cars, adds "Some of the owners do have other cars, but I like all cars. So the club's constantly of interest to me."

Interest: It's the ultimate draw of BonnevilleClub.com. "Frankly, I wasn't really a mechanically inclined person when I signed up," concludes Wallace. And I can't say that I am now, but learning so many things has helped me tackle some projects on my own with success. Bonneville Club is a great motivator for the driveway mechanic."

All three administrators agree that the best parts of the club are the vast wealth of information, club meets and the sense of cyber family. It's not about member numbers, it's about member commonalities — interpersonal relationships and a sense of community. ▼



## GXP Owner Makes Connection

He's no mechanic, but Doug Chambers understands the importance of maintaining his new Bonneville GXP. That's why Chambers — who resides in Brampton, Ontario — signs onto BonnevilleClub.com every week. "There's a lot of interesting stuff on that Web site. Before I take my car in for service, I want to have a good idea about what the problem might be."

Purchasing the GXP was no problem at all for Chambers: "The power is great. When I took a test drive, I went over some bumpy city streets and train tracks; I knew right off it was a solid, stable ride. I definitely like the exhaust sound. And you know, it's the first time I've ever had a V8."

That 275-horsepower Northstar V8 is what led Chambers to Bonneville Club in the first place. "I wanted to get a more detailed background," states Chambers. "An Internet search led me to the club. It's great networking with other GXP owners."



**Name:** Jim Wallace  
**Age:** 25  
**Residence:** Mississauga, Ontario, Canada  
**Occupation:** Architectural designer  
**Hobbies:** Cars, photography, squash, baseball  
**Club Member:** Since 12/02