



## Former *Smoke Signals* and *Pontiac Enthusiast* Editor Launches New Pontiac Magazine

For Release: October 1, 2015

### Media Contacts:

Ann Haines- (585) 698-0093; ann.haines@gmail.com

Christopher Ellis- (636) 856-4362; cellis@ignitedfoundation.com

**Fairport, NY:** Don Keefe, the creative force behind the rebirths of both *Pontiac Enthusiast* in the 1990s and *Smoke Signals* a decade later, has embarked on his most ambitious project yet- a new magazine devoted exclusively to Pontiacs.

“The loss of *High Performance Pontiac* last year and the earlier cancellation of *Pontiac Enthusiast* left a huge void in the market,” said Keefe. “We tried to fill that gap with *Smoke Signals*, a club publication, but ultimately, the needs of the market were not being met with that limited format- a commercial publication is the only real solution.”

Though many may question the idea of starting a magazine devoted to an orphan brand (Pontiac ceased production in 2010), Keefe sees the bigger picture. “Right now, the Pontiac hobby and the market for Pontiac collector cars is very strong,” he explained. “Auction prices are reaching record levels and restoration parts manufacturers are continually expanding their Pontiac product lines because demand is so strong. We intend to tap into the heart of the market and together we will all continue to grow.”

The new magazine is ***Poncho Perfection***, available in a digital format and also as an on-demand printed version. The web site, [www.ponchoperfection.com](http://www.ponchoperfection.com) will launch in early October and the magazine will be available shortly after that. “We are very excited that we will be bringing an all-star lineup to the masthead with former editors of both *High Performance Pontiac* and *Pontiac Enthusiast*, as well as many of the freelance writers, photographers and artists that Pontiac fans have come to know and trust over the years,” Keefe explained. “We have tapped into the talent that made those two titles great and really have assembled the “Pontiac Dream Team.”

With names like Chris Phillip, David Butler, Rocky Rotella, Stan Rarden, Dave Bonaskiewich, George Ellis, Ted Alexander, Eric White and many others, ***Poncho Perfection*** will lead the way with stunning cover features, informative, hard-hitting tech, historical research, insightful columnists and a firm vision for the future. The future of the Pontiac hobby just became a lot brighter.