



**The newsletter of the Motor City Chapter of
Pontiac-Oakland Club International**

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by Ray Golata

Everyone in one way or another has felt the effects of this pandemic but some have been hit harder than others. . Restaurant/bar/banquet owners have taken a major blow! Through it all, Chris has remained positive and never complains! Chris Baker and the Baker Family have done so much for this community throughout the years! Donations, team/school fundraisers, free car shows, discounted banquets, free room rentals, drinks or food on the house, catering food, hosting community events....the list goes on and on! Not a day goes by that people do not ask me, "How can I give back?" Chris is the type of man that would never want to accept anything in return! So instead of saying this is about helping the 3 businesses stay afloat during these difficult times, let's just say this is simply to raise a glass with Chris to thank him and show support to both him and the Baker Family! I challenge anyone who has ever received a toast on the house from Chris to give back! Spend whatever you would spend on your favorite drink and buy one for you and one for Chris! Let's raise a glass and say "We got your back and we will get through this together!" CHEERS

Go to the GoFundMe page by clicking [here](#).

GM redesigns iconic corporate logo as part new 'Everybody In' EV push *reprinted from The Detroit News*

Detroit — General Motors Co. early Monday will showcase a redesign of its iconic GM logo atop its Renaissance Center headquarters, another step in its plan to sell 1 million electric vehicles globally by 2025.

The move comes as part of a new campaign to encourage EV adoption, dubbed "Everybody In," that will be accompanied by a new GM website highlighting electrification efforts and a new GM logo that makes a lowercase "m" look like a plug. It's GM's first logo change in 11 years, its fifth in 113 years — and the most progressive ever, a potentially risky move for a company that still makes big money on gas-powered pickups and SUVs.

GM is pushing to prove itself a leader in the electric vehicle segment that Tesla Inc. continues to dominate. Electric vehicle sales made up about 4% of sales in 2020, according to data from Cox Automotive. But automakers, like GM, are investing billions to make them and persuade people to buy them with the goal of zero emissions.

"General Motors is on the cusp of a lot of new direction," said Karl Brauer, executive analyst for *iseecars.com*. "It's kind of in a transition point right now and to call that out with something fairly dramatic and visible ... is smart."

But Brauer also noted the "General Motors logo has a lot of equity, a lot of history, and you have to be careful whenever you throw away brand equity ... the GM logo certainly has value."

Signs on GM's Renaissance Center headquarters downtown will transition to the new logo at midnight going into Monday. For the first week, the signs on the Ren Cen will show an animation of the old logo morphing into the new logo. GM will work over the next several months to change all the signs on the properties it owns across the country. The campaign and logo will launch first in the U.S. before spreading to company sites around the world.



1938



1964



2001



2010



2021

Five Reasons Why Internal Combustion Engines Are Here to Stay

by Robert Bryce

Oil prices are down and bans on automobiles powered by internal combustion engines (ICE) are up – way up. But don't be fooled; there is plenty of life left in the ICE.

To be sure, there's lots of momentum propelling the electric-vehicle market, including the recent [inclusion of Tesla in the S&P 500](#). But oil-fired cars are here to stay, and there are five big reasons why. Before I get to them, though, a quick review of the bans.

On November 17, British Prime Minister Boris Johnson announced [a ban on new gasoline- and diesel-powered vehicles](#) that will take effect in 2030. Several other European countries have announced similar measures, including Norway, which has declared that by 2025, all new cars sold in the country must be zero-emission (meaning all-electric or fuel cell). Here in the U.S., California Gov. Gavin Newsom signed an executive order in September that bans the sale of new gasoline-powered vehicles in his state by 2035.

These moves have helped fuel the belief that, as one analyst put it, "[the combustion engine is dead](#)." That claim is dubious for several reasons.

The first and most important is price. EVs are still too expensive for low- and middle-income consumers, as was made clear to me during a recent visit to Costco. Displayed near the entrance was a brand new EV, the Chevy Bolt. The price was a jaw-dropping \$46,450. For that much cash, consumers could buy a [brand new BMW 3](#) series. Or they could pick up a [Mercedes-Benz C-class](#) for less than \$39,000. In fact, for the price of a single Chevy Bolt, thrifty shoppers could *buy a pair of* [Toyota Corollas, which sell for about \\$18,000](#).

The second reason is mining. Replacing all the ICE vehicles in the U.S. with EVs would require stunning amounts of commodities like cobalt, lithium, and copper. The scale of the demand can be understood by looking at a letter that Professor Richard Herrington of the Natural History Museum in London sent to the British government last year. Herrington and his colleagues looked at the U.K.'s climate goals and the requirement that all its vehicles be converted to electricity by 2050. Doing so, they found, would require the entire world's production of neodymium, three quarters of the world's lithium production, and at least half of the world's copper production during 2018. And remember, that's just for the U.K.! The U.S. has about 276 million registered motor vehicles, or roughly nine times as many vehicles as the U.K. Thus, if Herrington's numbers are right, electrifying all U.S. motor vehicles would require roughly 18 times the world's current cobalt production, about nine times global neodymium output, nearly seven times global lithium production, and about four times world copper production.

The third reason that the ICE will stick around has to do with a basic metric in physics: energy density. Yes, batteries are getting better and so are the cars that use them. But today's batteries are still no match for oil when it comes to gravimetric energy density, or the amount of energy contained per kilogram.

Gasoline and diesel contain about 80 times more energy per unit of weight than the best lithium-ion batteries. Even if you assume that EVs are twice as efficient as ICE automobiles, the energy density of gasoline and diesel is still 40 times better than that of batteries. I could add a host of other reasons why we will continue using oil in transportation, including its relatively low cost, abundance, geographic distribution, and ease of handling. Add oil's value in industry – for lubrication, and the fact that it can be turned into products ranging from cosmetics to shoelaces and bowling balls to milk jugs – and it becomes apparent that oil will be with us for a long time to come.

Fourth, internal combustion engines keep getting smaller, faster, more efficient, and more powerful. In 1908, Ford Motor Company launched the Model T. In 2011, the company unveiled its new 3-cylinder turbocharged 1-liter engine, the EcoBoost. The new engine is 28 percent lighter than the engine in the Model T, produces about 16 times as much power per liter of displacement, and is more than twice as fuel-efficient.

The final reason the ICE will endure is the ease of refueling. EVs like the Tesla or Chevy Bolt require owners to keep a special recharging unit at home or rely on public charging stations, which are still relatively scarce. Drivers of ICE vehicles can refuel their rides at any of the [115,000 service stations](#) in the country. Furthermore, unlike EVs, which can take hours to recharge, ICE vehicles can be refueled in less than five minutes.

In short, the ICE has dominated the transportation sector for more than a century because it meets consumers' needs on the critical issues of cost and convenience. Yes, EVs will gain market share in the years ahead. But to paraphrase Mark Twain, the claims about the death of the ICE have been greatly exaggerated.

Robert Bryce is the host of the [Power Hungry Podcast](#), a visiting fellow at the Foundation for Research on Equal Opportunity, and the author, most recently, of [A Question of Power: Electricity and the Wealth of Nations](#).



Despite pandemic, Michigan
enthusiast prepares to open
new car museum by Jeff Peek
reprinted from Hagerty.com

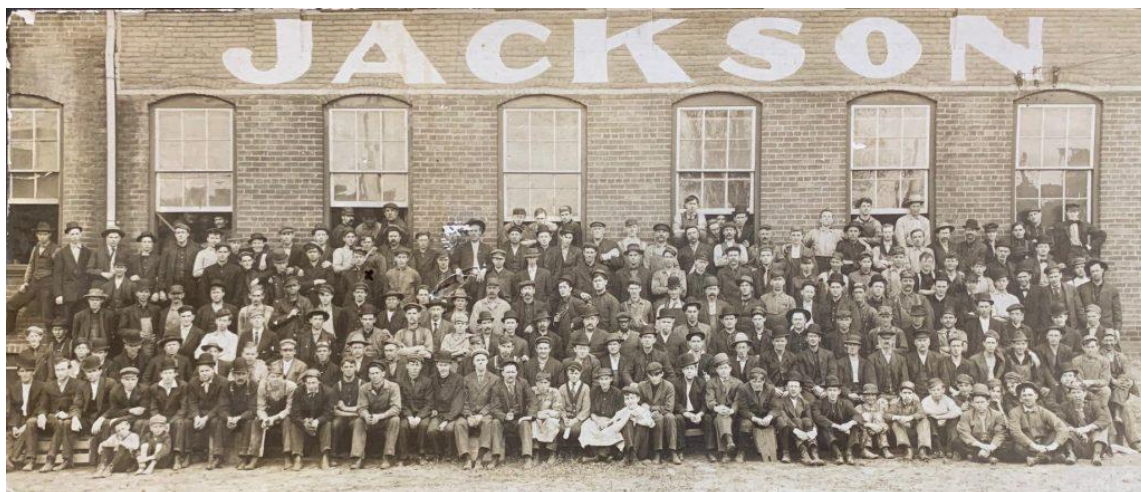
At a time when pandemic lockdowns have forced restaurants, entertainment venues, and other businesses to close for good, and with thousands more [barely hanging on](#), Ted O'Dell is taking a leap of faith by opening a car museum.

O'Dell, who has spent most of his life in public service (both as an elected and public official), is maintaining his commitment to community by founding the new Jaxon Auto Museum in the same building that once housed the Jackson Automobile Company. The long-shuttered Michigan automaker's slogan seems equally appropriate for O'Dell's venture: "No hill too steep, no sand too deep." COVID be damned.

O'Dell's move isn't totally selfless, of course. He admits he's following his passion for automobiles and historical preservation, and the museum fuels both interests.

"I essentially decided it was time to embrace my passion and share it with America's car-loving culture," O'Dell says. "I mean, wouldn't you rather sit behind the windshield of a [Ford Model T](#) instead of sitting through another long meeting?"

For those who agree, O'Dell is hosting a volunteer clean-up day at the new museum— which will initially take up 10,000-square feet in the historic Commercial Exchange Building at 2301 E. Michigan Ave.—on Saturday, January 9, from noon–5 p.m. Details are on the [Jaxon Auto Museum Facebook page](#).



O'Dell, 53, grew up in an automotive family in Oakville, Michigan, a rural community about 45 minutes southwest of Detroit. His father and grandparents on both sides all worked in the auto industry, most notably for Kaiser-Frazer and Ford Motor Company. Today, O'Dell's brother-in-law manages a Ford dealership. "I grew up learning about Michigan's automotive heritage, primarily because it was always around me and part of our daily lives," O'Dell says.

His first car-related memory, at age four, is "driving" the family's 1968 Ford Country Squire Station wagon on the driveway—from his father's lap. O'Dell bought his first car at age 16, a 1966 Ford Mustang Sprint 200 that he still owns today. He later purchased a 1948 Kaiser Special, but he immersed himself in automotive history long before that.

"During summer vacation, before I was old enough to have a driver's license, my father would drop me off at the Henry Ford Museum in Dearborn early in the morning on his way to work at a nearby Ford plant," O'Dell recalls. "I would sit and wait for the museum to open and then spend all day there, reading the posted information about the cars on display and trying to memorize the make, model, and history of each vehicle. I wanted to learn as much as I could about each unique car on display. I was especially enthralled with the Model Ts and brass-era cars."

He still gravitates to those vehicles. In fact, although the Jaxon Auto Museum will focus primarily on Jackson's automotive history, a Model T is already on display there. And unlike most of the cars that will be part of the museum collection, O'Dell says attendees will be allowed to sit inside the Model T and imagine what it must have been like to drive one.

Although O'Dell is not a Jackson native—his hometown of Oakville is about 50 miles east of there—he says he was aware of Jackson's automotive history from an early age. "Jackson is steeped in automotive heritage going to the 1890s, when Byron J. Carter invented the Jaxon steam car," O'Dell says. Some 35 automakers would eventually call Jackson home; the city's auto industry culminated with the 1954 Kaiser-Darrin sports car.

"I felt as though the history had to be gathered, organized, researched, and then shared in an educational manner with the general public," O'Dell says of his interest in opening a car museum. "The Jackson automotive history is a story that isn't being told anywhere else. And there are still a number of turn-of-the-century industrial buildings in Jackson, and I felt their story was important enough to be shared too."



The building's main lobby

This is actually O'Dell's second attempt to create a sustainable automobile museum in Jackson. He recently served as executive director of the smaller Hackett Auto Museum, located at 615 Hupp Ave., which didn't survive the pandemic lockdowns. O'Dell is much more confident that the Jaxon Auto Museum—led by a different group of car enthusiasts and supported by capital firms and a pending nonprofit—will thrive. "I've surrounded myself with community collaborators who are passionate about cataloging, researching, preserving, and sharing the automotive and labor history of Michigan's six south central counties," he says. The museum plans to open in April 2021.

"Once the coronavirus is under control," O'Dell says, "I think people are going to want to come together in a safe manner and explore their community, enjoy our shared heritage, and celebrate the milestones of life with those they love."



A 1913 Cartercar, one only 40 known to exist.

In addition to a modest (to begin with) collection of at least 12 cars, the Jaxon Auto Museum will offer all-inclusive experiences like educational programming, music venues, basic car-care classes, and first-person experiences, such as riding in a classic car, or perhaps learning to drive a Model T. “Let’s face it,” O’Dell says, “the days of dusty old cars lined up behind ropes are gone.”

One of the museum’s planned educational offerings is “The Model T Experience,” a hands-on program in which school children are taught to make an actual Model T car part (a magneto support post) on a lathe and stamp their initials on it—reminiscent of Henry Ford stamping his name on Model T parts. The kids then help museum docents assemble a real Model T truck from a pile of parts within 15 minutes. Upon completion, a docent starts the truck and drives away.

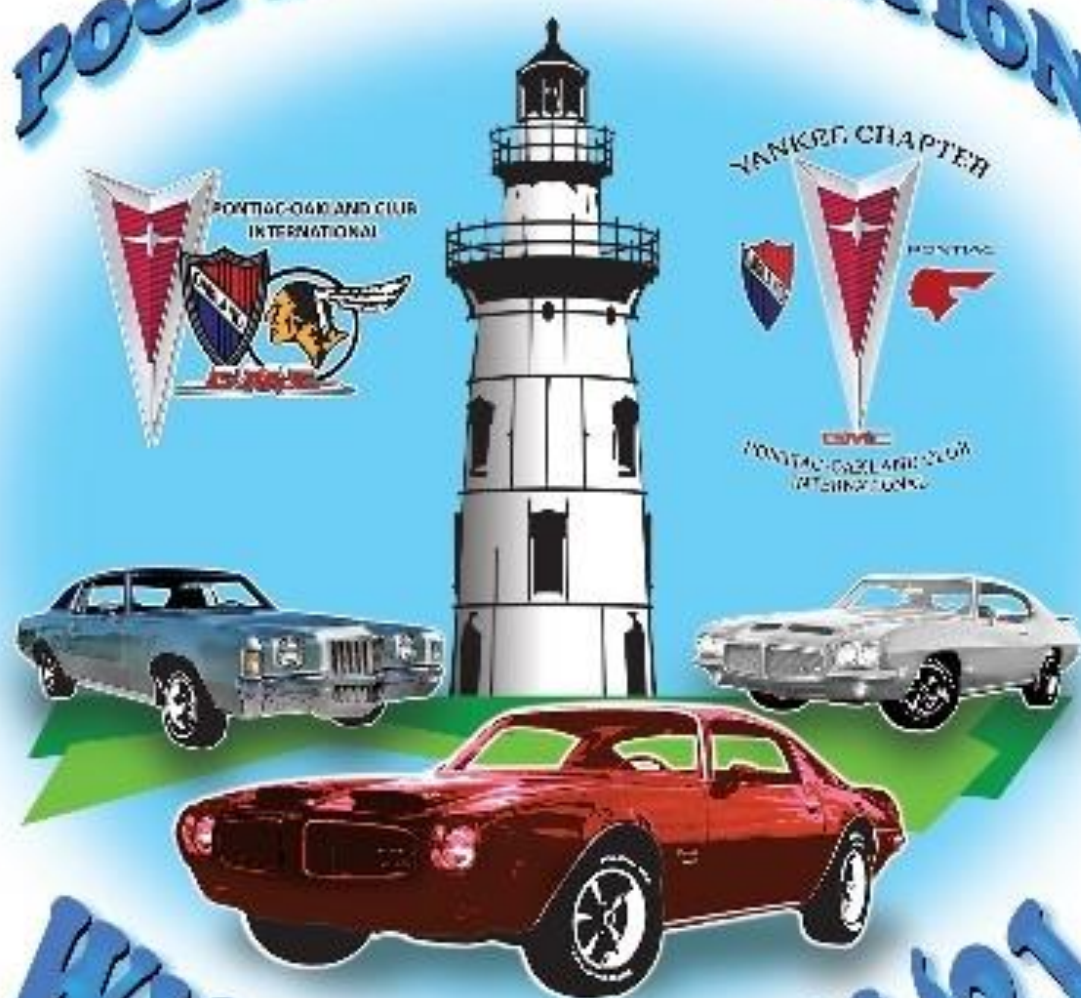
“The entire program is based in and around the basic fundamentals of S.T.E.A.M. (science, technology, engineering, arts, and math) learning,” O’Dell says.

Looking long term, O’Dells says, “The ultimate goal for the museum is to continue collaborating with professional historic site preservationists, community planners, capital partners, and car enthusiasts to undertake a long-range study and lay out a sensible roadmap for preservation and restoration of the entire 182,000-square-foot building. It’s important to me that this historic site be saved for the next generation.

“Historic preservation—when done correctly—creates economic revitalization based on heritage tourism. It’s a quality of life, a sense of place and community pride.”

And that pride will prevail, O’Dell insists, pandemic or not.

POCI 2021 CONVENTION



WICKED FUN IN '21

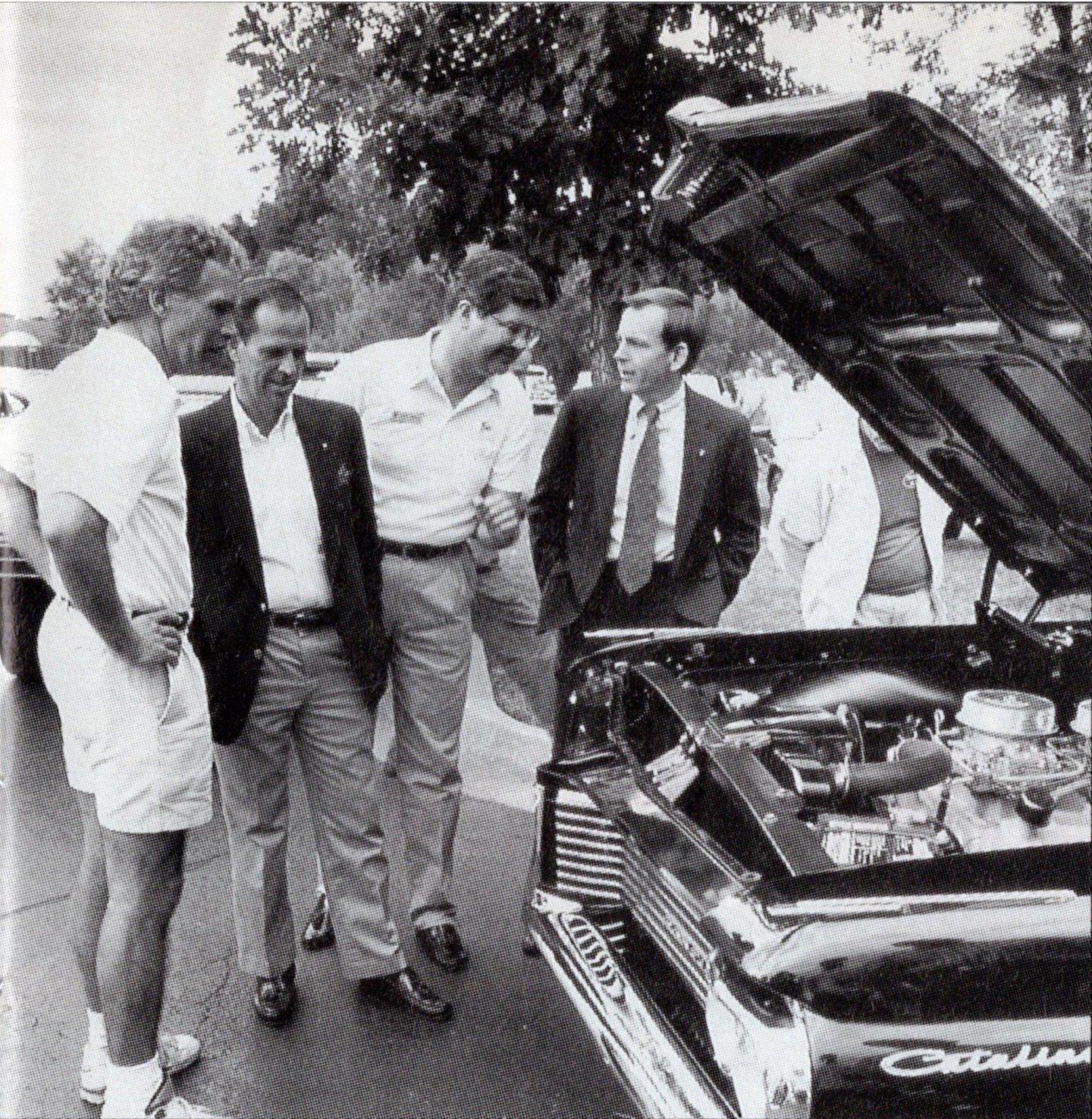

Mohegan Sun
a legendary meeting destination

Uncasville, Connecticut

July 11 - 15, 2021

Hosted by the Yankee Chapter of P.O.C.I.

Snapshots In Time



John Sawruk, second from right, with John Middlebrook, far right
1990 POCI Annual Convention – Overland, KS

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