



PONTIAC

# performance

MORE POWER TO PONTIAC OWNERS SPRING 2008

## speed reads

### WHAT A PLAY! *The Pontiac Game Changing Performance of the Year*

**IT WAS A SEASON** full of plays worthy of "Pontiac Game Changing Performance" recognition. The four finalists included Appalachian State's upset victory over Michigan, Alabama's touchdown in the final seconds to defeat Arkansas and Auburn's game-

winning field goal over Florida.

But there can only be one "Pontiac Game Changing Performance of the Year" — the best of the best according to thousands of enthusiastic voters. In 2007 it was Trinity University's 15-lateral play for a touchdown to beat

Millsaps College in Jackson, Miss., as time expired. The miraculous play took one minute to complete, netting Trinity national attention and a \$100,000 contribution to its general scholarship fund from Pontiac.

Since 2004, the Pontiac Game Changing Performance award has recognized tide-turning plays in men's NCAA football, as well as men's and women's NCAA basketball, that alter a game or even a team's whole season. Since the program's inception, Pontiac has contributed nearly \$1.5 million to the winning colleges' general scholarship funds.

"As the Official Performance Machines of the NCAA®, Pontiac continues to look for ways to recognize incredible performances seen in college athletics," says Chris Hornberger, Pontiac advertising manager.

In a season filled with incredible plays, it's hard to argue with Trinity's game changing performance. Congratulations to the Tigers.



Photograph by Frank Locke

**HOT POTATO:** *Trinity University pulled off the seemingly impossible with a 15-lateral touchdown play.*