

GM ACHIEVES KNOCKOUT PRODUCT PLACEMENT IN THE ACTION FLICK TRANSFORMERS



If you have any kids, teens and/or adults in your household, odds are good you're going to be seeing *Transformers*, the new sci-fi action flick adapted from Hasbro Toys by DreamWorks and Paramount Pictures. (The film opens July 4th.) What you may not know is that this is, well, a pretty great car flick, too.

Cars and car shopping enter the plot right at the start, and an rusty not-quite-classic yellow Camaro (with racing stripes!) catches the eye, and purse, of the movie's hero. We don't want to be plot spoilers (though you may already see some family resemblance between the machine on the facing page and the one at the top of this page), but it's not that long before the new-we-hope-for-2009 Camaro enters the scene. The Camaro is the obvious show-stopper, and probably the one most people want to buy on their way out of the theater, but GM has done a bang-up job of getting a wide range of their vehicles in this movie. Not a full range, mind you: a wide range—from a trim little Solstice roadster to a bone-crushing GMC TopKick truck, which is enough to give the fourth vehicle, a Hummer, a run for its money, and then some.

"Bumblebee™" the Chevrolet Camaro is a central character in this saga of aliens who take mechanical forms when on Earth. "Ironhide®" changes from a GMC TopKick medium-duty truck. "Autobot Jazz" converts from a Pontiac Solstice in hardtop format, and a Hummer H2, modified as a rescue vehicle, changes into "Autobot Ratchet®." Buzz about the roles that these vehicles play in the movie has been spreading since a quick glimpse of the new Camaro was spotted in Paramount's *Transformers* trailer, which began appearing in theaters on December 20, 2006. This clip, which became the most-viewed movie trailer on Yahoo!, also contains images of the Solstice, H2 and TopKick for fans who were quick enough to freeze-frame it. ■

