

# William M. Packer, Sr.

William Packer of General Motors, also owned a Mallard, which he often flew to Killarney.



PACKER PONTIAC, Detroit, MI/ drag sponsor- (became Porterfield Wilson) Closed

Packer Pontiac was located at 18650 Livernois, Detroit, Michigan. Packer was established by William M. Packer, Sr. right after WW II ended. It was no surprise when the dealership leaped to the number one volume sales dealership of Pontiacs in all of USA within a matter of months. Packer's background explains it. He was a GM Sales executive in charge of the entire Chevrolet line west of the Rockies. He parlayed that experience into Vice President and General Sales Manager for Packard in 1935.

Packer Pontiac sold 7,000 cars in 1954. Packer advertised itself as the largest Pontiac dealership in the USA. This included the Detroit area with a satellite location in Flint. The Detroit and Flint dealerships sold 1,200 cars in the month of June, 1954. That is a huge sales volume.

William Packer, Sr. moved to Florida and left his son William Packer, Jr. in charge of the two dealership operations up north. The Senior and Junior Packer both had good management abilities which accounts for the steady expansion of the dealerships. Both father and son were also well known pilots. Packer, Sr. was one of the first men in USA to acquire a pilots' license.

In July, 1955 William Packer, Sr. bought his third dealership: Trail Pontiac in Miami. After renaming it Packer, he arranged to have William Packer, Jr. come to Florida to help develop it.

The home base Detroit dealership is one of the big 'what ifs' of the musclecar era. Bill Packer, Jr. wanted time to consider an offer Pontiac ad man Jim Wangers proposed. Jim had factory connections to build Packer up as a performance center. While Bill Packer, Jr. was thinking about the offer, Ace Wilson's Royal Pontiac readily agreed to Jim's concept on the spot. Royal Pontiac thus became a famous focus of Pontiac performance during the musclecar era. See the story on Royal Pontiac on this website filed under MICHIGAN/ DETROIT SUBURBS.

We can only wonder at how many more dealer special Pontiacs would be out there if a dealership as large as Packer had plunged into the performance wars, particularly if they had expanded the scope to include the two satellite dealerships.

Packer Pontiac did get in on the performance era when many Pontiacs began to dominate the stock car drags at the start of the 1960s. Packer sponsored a 1961 Super Duty Catalina driven by Steve Antlocer with the claim "America's Largest Pontiac Dealer". A restored Gold Catalina appeared at the 2009 GTO Nationals with the Packer paintwork. Later Packer sponsored a 1964 Pontiac GTO named The Pampered Papoose

When most dealerships vacated the deteriorating downtown area, Packer launched a campaign "Packer is here to stay". That was 1972. The economic realities eventually wore down the resolve to stay and Packer relocated.

In 1978 Packer Pontiac was sold to Porterfield Wilson Pontiac. See the story further down the page in this article. See stories on the satellite Packer dealerships filed under FLORIDA and MICHIGAN. PACKER PONTIAC, Miami, FL/ (formerly Trail Pontiac)- Closed

Packer Pontiac was located at 665 SW 8th Street, Miami, Florida. The Packer Pontiac empire of three dealerships was established by William M. Packer, Sr. Packer's first dealership was established in Detroit, Michigan right after WW II ended. See the story behind the development of this dealership filed under MICHIGAN/ DETROIT in the DEALERSHIPS section of this website.

Packer Pontiac soon included a satellite location in Flint. The Detroit and Flint dealerships sold 1,200 cars in the month of June, 1954. That huge sales volume earned Packer the title of largest Pontiac dealer in all of USA.

William Packer, Sr. moved to Florida and left his son William Packer, Jr. in charge of the two dealership operations up north. In July, 1955 William Packer, Sr. bought his third dealership: Trail Pontiac in Miami. After renaming it Packer, he arranged to have William Packer, Jr. come to Florida to help develop it. By 1958 Packer had a second location to sell their used stock at 590 S. W. 8th Street, Miami.



PACKER PONTIAC, Detroit, MI/ drag sponsor- (became Porterfield Wilson) Closed

Packer Pontiac was located at 18650 Livernois, Detroit, Michigan. Packer was established by William M. Packer, Sr. right after WW II ended. It was no surprise when the dealership leaped to the number one volume sales dealership of Pontiacs in all of USA within a matter of months. Packer's background explains it. He was a GM Sales executive in charge of the entire Chevrolet line west of the Rockies. He parlayed that experience into Vice President and General Sales Manager for Packard in 1935.

Packer Pontiac sold 7,000 cars in 1954. Packer advertised itself as the largest Pontiac dealership in the USA. This included the Detroit area with a satellite location in Flint. The Detroit and Flint dealerships sold 1,200 cars in the month of June, 1954. That is a huge sales volume.

William Packer, Sr. moved to Florida and left his son William Packer, Jr. in charge of the two dealership operations up north. The Senior and Junior Packer both had good management abilities which accounts for the steady expansion of the dealerships. Both father and son were also well known pilots. Packer, Sr. was one of the first men in USA to acquire a pilots' license.

In July, 1955 William Packer, Sr. bought his third dealership: Trail Pontiac in Miami. After renaming it Packer, he arranged to have William Packer, Jr. come to Florida to help develop it.

The home base Detroit dealership is one of the big 'what ifs' of the musclecar era. Bill Packer, Jr. wanted time to consider an offer Pontiac ad man Jim Wangers proposed. Jim had factory connections to build Packer up as a performance center. While Bill Packer, Jr. was thinking about the offer, Ace Wilson's Royal Pontiac readily agreed to Jim's concept on the spot. Royal Pontiac thus became a famous focus of Pontiac performance during the musclecar era. See the story on Royal Pontiac on this website filed under MICHIGAN/ DETROIT SUBURBS.

We can only wonder at how many more dealer special Pontiacs would be out there if a dealership as large as Packer had plunged into the performance wars, particularly if they had expanded the scope to include the two satellite dealerships.

Packer Pontiac did get in on the performance era when many Pontiacs began to dominate the stock car drags at the start of the 1960s. Packer sponsored a 1961 Super Duty Catalina driven by Steve Antlocer with the claim "America's Largest Pontiac Dealer". A restored Gold Catalina appeared at the 2009 GTO Nationals with the Packer paintwork.

Later Packer sponsored a 1964 Pontiac GTO named The Pampered Papoose

When most dealerships vacated the deteriorating downtown area, Packer launched a campaign "Packer is here to stay". That was 1972. The economic realities eventually wore down the resolve to stay and Packer relocated.

In 1978 Packer Pontiac was sold to Porterfield Wilson Pontiac. See the story further down the page in this article. See stories on the satellite Packer dealerships filed under FLORIDA and MICHIGAN.