



William(Bill) Porter



#### BIOGRAPHICAL INFORMATION

CANONBIRD RUN, ESTES PARK, COLORADO, AUGUST 13-15, 2010

Born and raised in Louisville, Kentucky, Bill Porter began his 38 year career as an automobile designer with a Masters Degree in Industrial Design from Pratt Institute in Brooklyn, New York.

He came to GM Styling, as it was called then, as a summer intern in 1957 and returned to GM as a full time designer in 1958. In the late 1960's he was appointed chief designer for Pontiac Motor Division where he directed the design of a number of memorable Pontiacs of the era, including Firebirds, Le Mans, GTOs, Catalinas, Bonneville's, and Grand Prix's.

From 1980 until his retirement in 1996 Bill was chief designer of Buick 1 Studio and directed the design of the Park Avenues, Le Sabres, and Rivas that appeared in the 1980s and 1990s. The 1987 Regal sedan was also done in Bill's studio. Bill stayed on at GM a few months after his 65th birthday to finish up the 2000 Buick Le Sabre.

During his long career at GM Design Staff Bill taught evening courses in design at Wayne State University and the College for Creative Studies in Detroit. He also gave many talks on his favorite subject, automobile design, and appeared on several national television programs. For a number of years he has been a narrator at the Ford Museum's annual "Motor Muster" event on Father's Day. Bill does not consider himself a car collector, but he does have a couple of "hobby cars" including a low mileage 1995 Buick Electra T Type, a design which won an award that year from the Industrial Design Society of America. He also owns a 1973 Firebird Trans Am and a 1995 Buick Riviera. Bill considers himself very fortunate to have been "in the right place at the right time" when these cars were created,

Bill and Pat, his wife of 53 years, have three grown children and three grandchildren. Bill just gave his son Adam his '73 Trans Am for a present on his 50th birthday.