

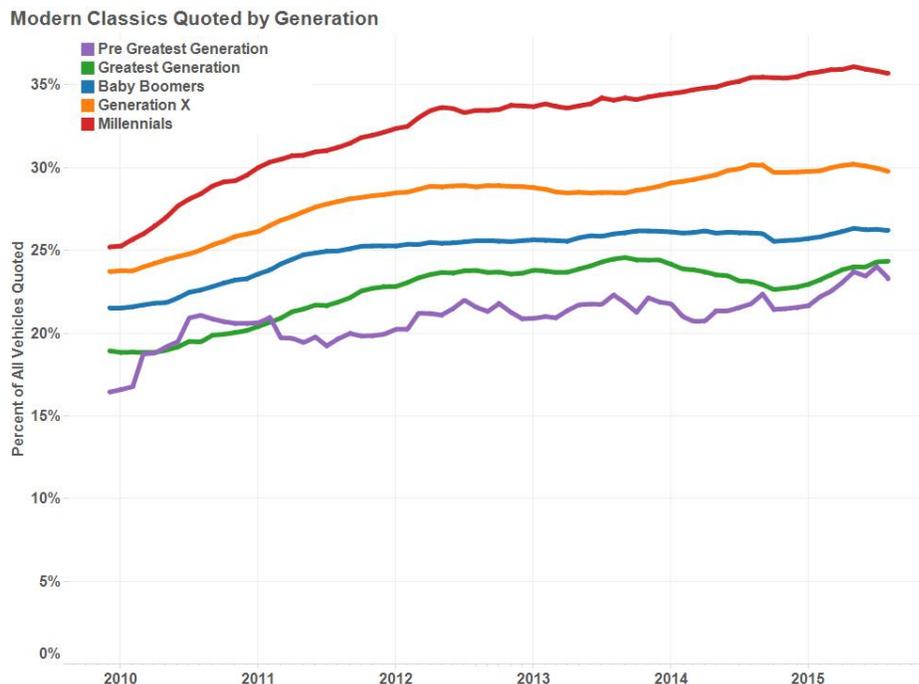
# The Pontiac Fiero as a Classic Car Investment

The Pontiac Fiero is finally becoming a collector car ... after a decade of level value. 2017 valuations for the GT models have risen approximately 11% from their 2014 pricing levels for restored vehicles. These data were taken from the HAGERTY VALUATION TOOL website; an authority on classic car values (more on this later).

The logic for restored classic cars is as follows: you can drive them on a limited basis, maintain them well and sell them for what you paid for them many years in the future. Your average performance car today depreciates at least \$3,000 per year for the first 10 years and costs a lot more to insure than a classic car.

So who buys these classic cars as an investment? The following are some data on the growing classic car market by age group:

## Who are the buyers of Classic Cars as an investment:



As you can see, the interest levels seem to cross a wide range of ages with younger investors exceeding older investors in percentage participation.

How do you get into this market without spending a fortune? A good start is to find an emerging classic car and (1) buy it in, or (2) restore it to ... collector car status. Try and do this before the prices escalate. There are numerous examples of emerging classics that have rapidly increased in price. Most Muscle Cars are a good example; the Porsche 914 & 944, Datsun 240Z, and the 6 cylinder Baby or Dino Ferrari are more recent examples.

# The Pontiac Fiero as a Classic Car Investment

The Fiero is becoming an investment vehicle; values are just starting to rise and many sellers are still pricing their cars at yesterday's values. Even the most desirable examples (e.g. a high optioned 1988 GT in showroom new condition) are still priced below \$17,000.

Another aspect of the classic car market is the cousin of classic cars, the Restomod. A restomod is a 1980s or earlier classic car rebuilt with 2000 or newer parts and systems ... under the original body work. They still look primarily like their restored Classic Car cousins but they are a lot more fun to drive due to their newer technology; improved handling, better braking; and last but not least, much increased power to weight ratios. Typically, Restomods appreciate in lock step with their original cousins.

The Fiero is a very good candidate for the Restomod market due to its plastic body, very stiff chassis, low stance, and mid engine layout. The best examples of this type of car have a supercharged V6 or normally aspirated 32-valve V8; Corvette brakes; improved cooling; increased fuel flow; and performance oriented suspensions, wheels and tires. There is a Part 2 article on Restomods elsewhere on this website, consider these cars too.

Back to the Restored Classic Car Market and the Fiero as an entry vehicle. Currently the 1985, 1986, 1987, and the 1988 Fiero GT models with manual transmissions and lots of options are the most valued. The 1988 Formula model and the unique 1984 Pace Car are also sought after.

The following are some recent articles on the Pontiac Fiero as an emerging collector car:

## 13 Cars To Invest In Now -- Before They're Collector's Items



# The Pontiac Fiero as a Classic Car Investment

These cars are moderately affordable in today's market, but experts predict that their value will explode in the years to come!

Number two on the list was the 1988 Pontiac Fiero GT...

The Fiero is a model that GM worked for years to perfect, culminating with the 1988 release of the Pontiac GT. This model entered the market as a worthy sports car, though negative reviews of earlier versions of the car continued to plague sales of the vehicle. Still, the 1988 GT is the best model of the Fiero you can buy, and the collector's price tag is estimated to increase in the coming years. *Article is from Odometer.com.*



1988 Fiero GT

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## AMERICA'S SPORTS CAR(S)

By: Dave Kinney (a 2015 article) ... from Hagerty

### THERE'S MORE TO IT THAN THE ONE FROM BOWLING GREEN

The list of American sports cars is much longer than simply "Corvette." While there is no hard rule as to what constitutes a "true" sports car, for many it's a two-seater, often (but not always) with a top that goes down, and very little concern for practical items like, say, trunk space. Let's use that as our general definition of some cool American-made sports cars that aren't Corvettes.

... Another sports car from Pontiac that was gone before its time is the Fiero, a car that got better with each year of production. A 1985 Fiero GT coupe sold at Mecum's Kissimmee 2015 auction for **\$18,360**. It looked great in red over silver and gray cloth, with just 1,500 miles from new. It's hard to believe that 30 years have passed since this car was built. Although they don't look exactly contemporary, you could probably pass this off as a 2005 to some of your non-car guy friends. Some cars get better with age, and the Fiero is on that list.

# The Pontiac Fiero as a Classic Car Investment

1985 Fiero GT: A show room new or Concours example of this car recently sold for \$18,360!!



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## FIVE CLASSICS YOU'D NEVER GUESS WERE GREAT INVESTMENTS

From: Hagerty ... Dec 2015

The classic car market has been doing quite well since recovering in 2011 from its Great Recession-induced correction. So, it's not surprising that certain cars have increased in value in the last year. But the identity of some of the cars that did especially well can be somewhat confounding. Here are five that were surprisingly great investments:

2. **1984 Pontiac Fiero Indy Pace Car:** The Fiero, as is widely known at this point, was sold to gullible GM brass not as a sports car, but as a two-seat "commuter" car. The bean counters had their revenge in making the engineers use suspension bits from dubious GM cars of the time (like the infamous X-car), none of which did wonders for the car's handling. But the '84 pace car replica at least looked great. It represents the first year of Fiero production and as such, it's noteworthy. Fiero pace cars handily outperformed the stock market at 11 percent this year.

# The Pontiac Fiero as a Classic Car Investment



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## FIVE FORGOTTEN '80S CLASSICS

By: Hagerty Rob Sass Dec 2014

Automotively-speaking, the 1980s were certainly better than the mid-1970s in terms of quality and innovation. Still, few cars from the era have emerged as true collectibles. Here are five of our favorites that we think deserve more attention:

1. **1988 Pontiac Fiero:** The Fiero may have been one of the few instances in the 1980s when the product guys at Pontiac truly stuck it to the man. Hemmed in by bean counters, unimaginative Roger B. Smith-era GM brass and militantly pro-Corvette Chevy partisans who wanted to maintain their division's monopoly on two-seater sports cars (the stillborn Pontiac Banshee sports car was still a recent memory), Pontiac got the Fiero produced not as a sports car but as a mid-engine, two-seater "commuter car." Sadly, with that designation came brake and suspension parts from GM underachievers like the Chevy Citation and Chevette. But like many of the other cars on the list, the last model year was what the designers wanted all along. 1988 Fieros are notoriously good sports cars with upgraded suspension to go with the good looks.

# The Pontiac Fiero as a Classic Car Investment



1988 Fiero Formula

So what is the range of prices for the sought after Fiero GTs?

## HAGERTY VALUATION TOOL:

### [1985 Pontiac Fiero GT](#)

2dr Coupe 6-cyl. 173cid/130hp FI



- #1 Concours \$11,900
- #2 Excellent \$8,600
- #3 Good \$6,100
- #4 Fair \$2,800
  - VALUE ADJUSTMENTS: -\$1,000 for automatic

Value Details:

# The Pontiac Fiero as a Classic Car Investment

Item Name		Jan 2014	Jan 2015	Sep 2015	Jan 2016	Sep 2016	Jan 2017	Sep 2017	
1985 Pontiac Fiero GT 2dr Coupe 6-cyl. 173cid/130hp FI	#1 Concoars	\$10,700	\$10,700	12,400	\$12,400	\$12,500	\$12,500	\$11,900	+11.2%
	#2 Excellent	\$7,700	\$7,700	\$9,000	\$9,000	\$9,100	\$9,100	\$8,600	+11.7%
	#3 Good	\$5,900	\$5,900	\$6,800	\$6,800	\$6,900	\$6,600	\$6,100	
	#4 Fair	\$3,100	\$3,100	\$3,600	\$3,500	\$3,500	\$3,300	\$2,800	

- Value Adjustments: -\$1,000 for Automatic

**The other end of the spectrum is the most sought after 1988 models:**

## HAGERTY VALUATION TOOL:

### [1988 Pontiac Fiero GT](#)

2dr Coupe 6-cyl. 173cid/135hp MFI



- #1 Concoars \$16,500
- #2 Excellent \$13,700
- #3 Good \$8,600
- #4 Fair \$5,400
- Value Adjustments: -\$1,000 for Automatic

# The Pontiac Fiero as a Classic Car Investment

## Value Details

Item Name		Jan 2014	Jan 2015	Sep 2015	Jan 2016	Sep 2016	Jan 2017	Sep 2017	
1988 Pontiac Fiero GT 2dr Coupe 6-cyl. 173cid/135hp MFI	#1 Concoars	\$14,800	\$14,800	\$17,200	\$17,200	\$17,200	\$17,200	\$16,500	+11.5%
	#2 Excellent	\$12,200	\$12,200	\$14,100	\$14,100	\$14,100	\$14,100	\$13,700	+12.3%
	#3 Good	\$7,800	\$7,800	\$9,300	\$9,100	\$9,100	\$9,100	\$8,600	
	#4 Fair	\$5,300	\$5,300	\$6,000	\$6,100	\$6,100	\$6,100	\$5,400	

- Value Adjustments: -\$1,000 for Automatic

**NOTE: The 1986 and 1987 Fiero GTs are much closer in price to the 1985 GTs than the 1988 GTs. See [www.hagerty.com/valuationtool](http://www.hagerty.com/valuationtool) ... for additional details.**

The 1988 GT had a Lotus derived suspension and was produced in very limited numbers compared to the other model years; this added extra value to the 1988 GT and 1988 Formula models.

The extra value of the 1988 GTs can be partially offset during restoration by their suspension components which are hard to find and expensive to repair compared to the earlier GTs; 1988 is still the best collector year. A good bet, investment wise, would be to find a previously restored 1988 Class 1 or 2, GT or Formula example preferably with manual transmission.

Generally Class 1s are like showroom new or Concoars and Class 2s are former Class 1s that show some minor visual wear and tear and have generally been completely restored mechanically and visually. Class 2s are still capable of winning a local car show but have some flaws that the casual observer will probably miss. See [www.hagerty.com/valuationtool](http://www.hagerty.com/valuationtool) ... for full definitions of all four condition classes and prices for all models of all years for the Pontiac Fiero.



# The Pontiac Fiero as a Classic Car Investment

As you can see, the Fiero is a classic car that is still affordable. Values have appreciated but are recently suffering a slight decline; as is the whole classic car market. Many fine examples are still available at modest pricing. You could buy one partially restored and gradually develop it into a class 1 or 2 or pay a little more and buy one that is already fully restored (least expensive approach in the long run). Either way you should be able to own, drive, enjoy and later sell the car for close to what you have invested in it.

The Michigan Fiero club can help you with information (we have an extensive technical library) and advice on the development, maintenance and enjoyment of this fine classic car.

We have many members that are skilled automotive engineers, development people, and build technicians ... some of our members are even GM engineers that worked on the original development of the Fiero. We also have a rich event schedule that will put you in touch with a great group of fellow Fiero enthusiasts.

Check out the rest of our Michigan Fiero Club web site and join us ... If you don't have a Fiero we will help you find one.

The Pontiac Fiero is currently one of the best values in the emerging Classic Car Market ... begin the journey!

All The Best / *Roger Fagnani*