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be featured in our
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Tell us a story about
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Commemorative Stone Pavers: The Perfect Gift for the Holidays!



The LeMay– America's Car Museum is under construction and scheduled to open in fall 2011. You can become a permanent part of this exciting institution with the purchase of a

personalized commemorative stone paver to be installed in the Grand Plaza leading to the new Museum. It's a limited time offer [so act now!](#)

For a donation of as little as \$100, these handsome engraved pavers are a great way to honor a loved one or commemorate a special occasion such as a wedding, anniversary or birthday. Each tax-deductible paver option, including the matching benefit package, can be found on the Museum's [website](#). While you're there, you can watch the new Museum take shape on the [construction site webcam](#).



Overview of Pavers:

- A tax-deductible gift of \$100 gives you a 4" x 8"

example of a time that exemplifies why you love cars, or any car story that you want to share and we will post it on the Motor Mouth Blog!

Submit it [here](#).

GENERAL INFORMATION:

[CLUB AUTO:](#)

[Club Auto Kirkland](#)

Thursdays:

12:00 pm - 8:00 pm

Saturdays:

11:00 am - 1:00 pm

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stone paver engraved with your personal message. You also receive two single use Museum passes. Each 4" x 8" paver can accommodate up to three lines of text with a maximum of 20 characters per line. □

- A gift of \$250 gives you an 8" x 8" paver with an inscription of up to five lines, and you also receive an Individual Driver's Club Membership, which enables one named adult to gain unlimited admission to the Museum for a full year. □
- A donation of \$500 entitles you to a 12" x 12" paver with up to seven lines of text. You also receive a Family Driver's Club Membership, which provides unlimited admission to the Museum for one year for two named adults and up to six children.

LeMay – AMERICA'S CAR MUSEUM Selects PCGCampbell as Marketing Communications Partner



LeMay – AMERICA'S CAR MUSEUM®, which will be North America's largest auto museum when it opens in fall 2011, has chosen PCGCampbell (PCGC) to assist in creating and implementing its overall marketing communications strategy, ranging from public and media relations to sponsorship and relationship marketing.

"PCGC possesses a unique combination of communications expertise through their work with automotive and travel/destination clientele, and we're confident they can help us exceed our goals," says David Madeira, AMERICA'S CAR MUSEUM president and CEO. "We've been moving full-speed since our groundbreaking on June 10, 2010, and now we're partnering with PCGC to spread our message

[Kirkland](#)

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in a straight-forward, compelling way that brings the museum story to car enthusiasts, collectors and people who love traveling the open road.”

AMERICA’S CAR MUSEUM, located in Tacoma, Wash., 30 miles south of Seattle, was founded by Harold and Nancy LeMay, who amassed the largest privately owned collection of automobiles, motorcycles and trucks in the world – reaching a peak of 3,500 vehicles in the 1990s. The LeMays ultimately decided the public should have access to their collection, which served as the impetus for the \$60 million, 165,000 sq.-ft. interactive auto museum and educational center that debuts next year.

“Our assignment is two-fold: Promote America’s love affair with the automobile through more than 100 years of automotive history, and reach visitors looking for interesting destinations along the Seattle-Tacoma-Rainier corridor,” says Shane Smith, managing partner at PCGC, whose clients include the Pebble Beach Concours, Aptera Motors, Volvo North America and Yokohama Tire Corporation. “The full tale of AMERICA’S CAR MUSEUM includes everything from travel, culture and business to technology, education and, of course, the automobile.”

The museum will feature a 3.5-acre show field, theatre, gift shop, banquet center and cafe, an educational center/library and rotating, interactive exhibits through multiple galleries using cars, music, film and photos. ACM management projects the facility will attract 425,000 visitors annually, which translates to \$34 million for the local economy, according to Madeira, who adds that the campus will also host community festivals and concerts.

“Nancy LeMay says her late husband never met a car he didn’t like and enjoyed sharing his appreciation for the automobile with everybody,” says Madeira. “I’m sure Harold would be thrilled to see his legacy come to fruition in this engaging gathering place, an experience that entertains and educates visitors about American mobility, culture and lifestyle.”

[ABOUT PCGCampbell:](#)

PCGCampbell is an integrated marketing agency with an emphasis in public/media relations, advertising,



event management and brand development. With offices in Torrance, Calif., and Dearborn, Mich., PCGCampbell assists clients in the automotive, consumer goods, travel and leisure, financial services, sports and entertainment industries.

1947 Packard Clipper Deluxe Recently Donated to LeMay - AMERICA'S CAR MUSEUM



A 1947 Packard Clipper Deluxe sedan is our newest addition to LeMay-AMERICA'S CAR MUSEUM Collection. The car was donated by LeMay Museum Club

Auto Member Christopher Bayley. Mr. Bayley states "To me the Dutch Darrin designed Clipper is the most beautiful "modern" Packard. Some of us even think the Silver Cloud I Rolls Royce and comparable Bentley mimicked the look of these cars."

Dutch Darrin was a driving force behind the styling of the 1941-1947 Packard Clipper. Packard's Clipper had at least as many pioneering features in an even more integrated package. A single piece of seamless steel formed the roofline from windshield header to deck lid; the floor pan comprised only two separate pieces welded longitudinally. Instead of the traditional three-side-window format, Clipper used pivoting ventipanes built into the rear doors. Concealed door hinges, rotary door latches, a low-slung double-drop frame, broad areas of glass, and the banishment of the archaic running boards were also Clipper features. So was the double-link steering design, incorporating a cross bar and idler arm with two cross tubes between the steering brackets and Pitman arm, to allow independent wheel movement. The post war years were a seller's market and Packard could have sold a lot more cars if they had body styles beyond the 4 door touring sedan and fast back club sedan.

The collection management department is very grateful to Mr. Bayley for his generous donation to the Museum. The rest of the cars in his collection can be viewed at <http://dylanbaycollection.com/default.aspx>



Collectors Foundation Intern:



Alex McMillan has been selected as the 2010 Collection Management Intern for LeMay-AMERICA'S CAR MUSEUM.

Alex is a native of the Pacific Northwest, born and raised in Bothell, Washington. The son of a high school woodshop teacher, Alex has always enjoyed working with his hands. His first vehicle was a go-cart that his father bought from a fellow teacher. It was built on a wooden frame and took two people to drive. Powered by a Briggs & Stratton 4 h.p. flathead engine (the first engine Alex rebuilt), the cart would go almost as fast as walking speed which was good since the cart had no brakes!

Alex's introduction to cars was in the neighbor's backyard body shop/garage. He would spend weekends and evenings there observing the operation from engine rebuild to full paint jobs. Alex continued leaning the basics of auto repair in the schools auto shop program. Later, while working at a local auto recycler and then while continuing on with a career in the construction industry, Alex would fix and sell cars and motorcycles as a hobby. The recent collapse of the building industry in the Northwest gave Alex the opportunity to enroll in the Automotive Collision and Repair program at South Seattle Community College.

As part of his advanced course work at the College he performed a full restoration of a 1972 MG Midget. Currently in his final semester at South Seattle Community College, Alex's application came highly recommended to the LeMay Museum's Collection Manager from his instructor at the College. Alex is deeply honored to have been selected as this year's intern to the LeMay Museum, and has been working with the Museum Conservator utilizing new systems for preserving and stabilizing Museum vehicles in preparation for the move into the new LeMay - AMERICA'S CAR MUSEUM building in

the Fall of 2011.

LeMay - AMERICA'S CAR MUSEUM wishes to thank the Collectors Foundation for their substantial financial support which makes this internship possible. Collectors Foundation is an educational grant-making organization founded by Hagerty Insurance and funded by collector vehicles and classic boat enthusiasts to serve youth development and the long-term interest of the collector vehicle and classic boat communities. For more information about the Collectors Foundation please visit www.collectorsfoundation.org.

Volunteer Corner:



We would like to thank all the volunteers who worked the Seattle Auto Show this past week. It was extremely successful and we have been asked to come back next year! We developed our mailing list significantly while spreading the word about our new facility and Grand Opening. Many were excited to hear about the construction and opening time line! All things considered, it was a success for the museum.

As the Museum puts the final touches on the 2011 plan, a new volunteer program is being developed. The new program is being tailored to meet the needs of the new facility. We are also in the midst of organizing our volunteer appreciation party and will keep you posted as plans are finalized.

Our volunteers also help in the office as well as the shop here at our Fife location. As always, we would not be able to function without our volunteers' time, effort and support. As we move closer to the Grand Opening we will need even more support! So rest up this winter for the busy spring that awaits us!

**Photo provided by Renee Crist*

