

 **State Farm™** Presents



AMERICA'S CAR MUSEUM®

FOR IMMEDIATE RELEASE

Ford F-Series Truck Exhibit Opens

“The Truck that Grew Up with America” pulls in to LeMay - America’s Car Museum

TACOMA, WA. (Jan. 5, 2015) – In a nod to Jeopardy, the clue is: The number of consecutive years that Ford F-Series trucks have been the leading pick-up truck sold in the U.S. The answer, in the form of a question, is “What is 38 years?”

There are few automobiles that are more synonymous with the modern history of the United States than the iconic [Ford F-Series](#) truck. And who better to tell that story of growth and maturation than [America’s Car Museum](#) (ACM).

The Museum’s newest exhibit – “The Truck that Grew Up with America” - tells the story of the Ford F-Series’ evolution. From its roots as a utilitarian work tool, the F-Series truck of today is a fully appointed luxury vehicle that delivers for both work and recreation alike.

The exhibit will chronicle that evolution with imagery and displays illustrating how the F-Series adapted to the functional and lifestyles needs of society. It will showcase classic examples of trucks in the series as well as the special editions that have garnered scores of loyal fans and owners.

To place the F-Series in a cultural context, three “Windows in Time” set pieces will further illustrate the “growing up with America” theme by comparing the cultural period with the F-Series truck designs of that era. The “widows in time” are:

- 1946 through the 50’s - The beginning
- 1960’s – A period of dynamic cultural change
- Late 1990’s – When the line between a work truck and luxury car blurred

- More -

ACM/Ford F-Series - 2

ACM built small “sets” with period artifacts, memorabilia and ephemera to enhance the story of the truck in its era.

Dates: The exhibit will open on Jan. 10, 2015 and run until June 2015.

Location: The Truck that Grew Up with America Exhibit will be located on the Museum’s entry level and is the first exhibit guests will experience.

Vehicles: 22 trucks from 1948 to present

- Examples of restored/modified “show” trucks
- F-Series promotion vehicle in the main ACM entry lobby

Hero Platforms: Three display platforms in the F-Series exhibit will highlight three “hero” F Series Trucks

- 1948 - 1st Generation F1
- 1961 through 1966 - 4th Generation
- 2015 - 13th Generation

Insider Talk: Join us for a special talk with Chief Curator Scot Keller.

- Sat., Jan. 10 at 11:00 a.m.

The two-year-old museum continues to earn accolades and draw visitors from the Puget Sound and around the world. The Museum was recently voted the “Best Museum in Western Washington” by the viewers of *Evening Magazine* and was featured on *USA Today*’s list of the ten best Seattle museums as well as one of the top family-friendly museums.

About LeMay – America’s Car Museum

America’s Car Museum (ACM), which opened in June 2012 in Tacoma, Wash., explores how the automobile has fulfilled a distinctive role at the core of the American experience and shaped our society. Named the 2014 Best Museum in Western Washington, the four-level, 165,000-sq.-ft. museum, presented by insurance-provider State Farm, features 12 rotating exhibits and is designed to be the centerpiece for automotive history as well as an educational center. More of a destination than a museum, ACM offers a majestic view above the Foss Waterway and is located adjacent to the Tacoma Dome. Its campus contains a 3.5-acre show field, theatre, café, banquet hall and meeting facilities. For more information on Museum hours, becoming an ACM member, volunteer opportunities or to make a donation, visit www.lemaymuseum.org.

Editor's Note: Photos and vehicle "biographies" are attached.

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