



## AMERICA'S CAR MUSEUM®

### **America's Car Museum Forges Closer Bond with North American International Auto Show**

Vintage Chrysler from ACM's cross-country road rally will be featured at Detroit events to spotlight new alliance

Contact:PCG – Eric Pylvanainen (424) 903-3685 ([epylvanainen@pacificcommunicationsgroup.com](mailto:epylvanainen@pacificcommunicationsgroup.com))  
ACM – Ashley Bice (256) 506-6195 ([ashley.bice@americascarmuseum.org](mailto:ashley.bice@americascarmuseum.org))

TACOMA, Wash. (June 17, 2016) – America's Car Museum ([ACM](#)) and the North American International Auto Show ([NAIAS](#)) will highlight their alliance by showcasing a 1961 Chrysler 300G at several auto-related events throughout the Motor City in the coming months.

The Chrysler was part of ACM's 11-day, 3,000 mile winter journey to the NAIAS. The rally – aptly named “The Drive Home” – was co-created by NAIAS and it helped build anticipation for the auto show throughout the cross country road trip.

“The reason we called our event ‘The Drive Home’ was because we wanted to take vintage cars from the Big Three automakers back to Detroit, their place of origin,” said ACM CEO David Madeira. “The North American International Auto Show worked closely with us to ensure that the trip was a success, and we’re glad that they’re interested in having our Chrysler at many events throughout the city. This helped forge a closer bond between ACM and NAIAS.”

The Chrysler will be showcased at Detroit events such as EyesOn Design on June 19, the Concours d'Elegance of America from July 29-31 and the Woodward Dream Cruise in August. The car has been a hit at other Detroit events like the Shell Eco-marathon at Cobo Hall, the Lingenfelter Cars and Coffee Summer Kickoff, and FCA Design Cars and Coffee.

“Our partnership with ACM on The Drive Home helped spread the news for last January's auto show in many cities from Tacoma to Detroit,” said NAIAS Executive Director Rod Alberts. “ACM is a great partner and we’re glad the Chrysler has remained here and is a great promotional tool at the enthusiast gatherings.”

NAIAS is one of the world's longest running international auto shows, featuring world debut vehicles annually. It has helped cement Detroit's position as the homeland of the American motoring culture and continues to be the home state to brands including the Big Three automakers – Ford, General Motors and Chrysler.

“Most auto enthusiasts in this country will agree that Detroit is the Mecca of the automotive world,” said Madeira, who also heads up the newly formed [America's Automotive Trust](#) to secure America's automotive heritage. “We’re glad to have made the pilgrimage last January and look forward to partnering with the NAIAS and taking part in as many of the city's events as we can.”

For more information on ACM, visit [americascarmuseum.org](http://americascarmuseum.org) and follow on Twitter [@LeMayACM](https://twitter.com/LeMayACM).

**About LeMay – America’s Car Museum ([americascarmuseum.org](http://americascarmuseum.org))**

America’s Car Museum (ACM), an entity of [America’s Automotive Trust](http://AmericasAutomotiveTrust.org), is an international destination for families and auto enthusiasts to celebrate America’s love affair with the automobile and learn how it shaped our society. Based in Tacoma, Wash., the stunning 165,000-sq.-ft. facility has been recognized as one of *MSN*’s 10 Best Automotive Museums worldwide, *USA Today*’s 10 Best Museums in Seattle and *KING5*’s 2015 Best Museum in Western Washington. ACM serves as an educational center for students of all ages, features 12 rotating exhibits and hosts five annual Signature Events. For more information, visit [americascarmuseum.org](http://americascarmuseum.org).

###