



AMERICA'S CAR MUSEUM®

America's Car Museum to Showcase Vintage Chrysler at Shell Eco-marathon Americas

Historic vehicle used to motivate young engineers to develop future auto technologies

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TACOMA, Wash. (Apr. 21, 2016) – America's Car Museum (ACM) will highlight a 1961 Chrysler 300G in the Cobo Center in Detroit from April 22 to 24, showcasing the vintage automobile to competitors and attendees at the 10th Shell Eco-marathon Americas.

The Shell Eco-marathon challenges student teams around the world to design, build, test and drive ultra-energy-efficient vehicles. The international program holds annual competitions in Asia, America and Europe.

While the Chrysler 300G is considered the first American muscle car, it was also technologically advanced in its heyday. Barely achieving over 10 mpg, this particular vehicle offers competitors and attendees – many in middle and high school – to see just how far automotive engineering has come in the last 55 years.

“It's great to have the opportunity to have a presence at Shell Eco-marathon Americas and raise awareness of vintage automotive technology to the thousands of attendees that come to this competition every year,” said ACM CEO David Madeira. “We commend Shell for taking steps to encourage students to apply themselves in projects such as this.”

Shell Oil Company recently signed a five-year contract with ACM to become an Official Provider of America's Car Museum and took part in “The Drive Home,” the Museum's 3000-mile, cross-country winter journey to the 2016 North American International Auto Show. ACM rallied three vintage cars, including the Chrysler 300G on display.

“We are thrilled that America's Car Museum has partnered with us at this year's Shell Eco-marathon Americas to help make the connection between past and present automotive transport,” said Pam Rosen, general manager for Shell Eco-marathon Americas. “We share a common passion to foster talent who will contribute to tomorrow's energy solutions.”

Educational initiatives are a core aspect of ACM as visitors to the Museum are encouraged to learn about the historical context of all vehicles on display. Additionally, ACM further promotes automotive career opportunities supported by several annual automotive events held in Tacoma, Washington and through sponsors including Shell.

“America's Car Museum is an educational center that offers programs for students of all ages to apply themselves in science, technology, engineering and math,” said Madeira. “This is in addition to the Hagerty Education Program at America's Car Museum, which provides young adults with opportunities to gain hands-on experience in automotive restoration from skilled craftsmen and artisans.”

To learn about educational programs offered at ACM, visit americascarmuseum.org.

About LeMay – America’s Car Museum (americascarmuseum.org)

America’s Car Museum (ACM) 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.

About Shell Eco-marathon

Shell Eco-marathon is a global program that challenges high school and college student teams to design, build and test the most energy-efficient vehicles. With annual events in the Americas, Europe and Asia, this innovation competition pushes future scientists and engineers to travel the farthest distance using the least amount of energy. Shell Eco-marathon Americas 2016 will take place April 22nd - 24th on the streets of Downtown Detroit and is free and open to the public. Visit www.shellecomarathon.us to learn more about this weekend of free programs for all ages.

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