



America's Car Museum Paves the Road Red from Tacoma to Detroit

‘The Drive Home’ road rally concludes with ACM’s three cool, red classics cruising down Woodward Avenue to a display at the North American International Auto Show

Contacts: PCG – Eric Pylvanainen (424) 903-3685 (epylvanainen@pacificcommunicationsgroup.com)
ACM – Ashley Bice (253) 683-3954 (ashley.bice@americascarmuseum.org)

TACOMA, Wash. (January 7, 2016) – As the cars from America’s Car Museum (ACM) pulled into Detroit today, just in time for the North American International Auto Show (NAIAS), the Museum proved that American automotive enthusiasm still burns strong by holding car-related events in more than a dozen cities during its 3,000-mile winter journey across the U.S.

“The Drive Home” paid homage to the Detroit auto industry’s “Big 3” and was the reason behind the Museum’s choice for vintage vehicles – a 1957 Chevy Nomad, a 1961 Chrysler 300G and a 1966 Ford Mustang. The three red cars will lead a vintage car cruise down Woodward Avenue on January 8, and will be on display at NAIAS in the Michelin Media Center for media days.

“After spending nearly two weeks driving these cars, I will be looking at the displays in Detroit with a different perspective,” said ACM CEO David Madeira. “ACM’s display at NAIAS will juxtapose The Drive Home cars with the best from modern manufacturers, offering a bright contrast to show how far vehicle technology has come since their construction 50-plus years ago.

“The rally also highlighted the Big 3’s foundation for brand loyalty, and serves as a reminder for how modern-day manufacturers can benefit from sustaining a heritage of motoring history that reaches back for generations.”

The Drive Home was made possible due to participation from a number of sponsors, including NAIAS, Opportunity Detroit, State Farm, Coker Tire, Hagerty, Michelin, Plycar and Shell.

About The Drive Home (americascarmuseum.org/TheDriveHome)

The Drive Home, a 3,000-mile road trip from Tacoma, Wash. to Detroit, Mich., celebrates an era when the “Motor City” was the automotive center of the world. America’s Car Museum (ACM) toured the country in three stunning red vintage cars from the “Big 3” U.S. manufacturers: a 1957 Chevrolet Nomad, a 1961 Chrysler 300G and a 1966 Ford Mustang. From December 27 to January 8, ACM took on snow and ice during the 13-day pilgrimage back to the cars’ place of origin, making pit stops for auto-themed events and rallies along the way.

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

America's Car Museum (ACM) – one of *USA Today's* 10 Best Museums in Seattle and KING5's 2015 Best Museum in Western Washington – is an international destination for families and auto enthusiasts to celebrate America's love affair with the automobile and how it shaped our society. The stunning, four-level, 165,000-sq.-ft. Tacoma, Wash., facility features 12 rotating exhibits, five annual Signature Events and serves as an educational center, hosting students of all ages. For more information on ACM, visit americascarmuseum.org.



###