



'The Drive Home' Rally Gains Traction with Michelin and Coker Tire Sponsorships

Cross country rally from Washington to Detroit starts rolling on Dec. 27

Contact: PCG – Shae Collins (424) 903-3647 (scollins@pacificcommunicationsgroup.com)
ACM – Ashley Bice (253) 683-3954 (ashley.bice@americascarmuseum.org)

TACOMA, Wash. (Oct. 26, 2015) – America's Car Museum (ACM) announced today that [Michelin](#) and [Coker Tire](#) will ride along as the Official Tire Sponsors of The Drive Home, a 13-day road rally from Tacoma, Washington, and ending in Detroit to coincide with the opening of the [2016 North American International Auto Show](#).

“When we first learned about this trip we were excited but also a bit anxious, as we wanted to be sure it was done safely,” said Ron Margadonna, Michelin tire expert. “Traveling from the west coast to Detroit that time of year will most certainly offer some winter weather challenges along the way. We're excited to help ensure the rally is a safe and comfortable one with proper winter tires for each of these beautiful cars.”

The journey will follow a 1957 Chevy Nomad, 1961 Chrysler 300G and a 1966 Mustang as they make their way back “home” to Detroit from December 27 to January 8. Michelin will provide winter tires for the vehicles from various lines suited to each of the cars' individual specifications. Coker Tire will provide period-correct shoes and wheels for the cars when they are displayed in Detroit.

“Michelin and Coker Tire are two of the most well-known and respected brands when it comes to consumer and vintage tires,” said ACM CEO David Madeira. “We are honored to have them on board for The Drive Home, and pleased to feature their tires on our cars throughout the rally.”

The Drive Home will make stops in Portland, Kansas City, St. Louis and Chicago among others.

For more information on The Drive Home, visit americascarmuseum.org/TheDriveHome.

About The Drive Home

The Drive Home, a 2,400-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) is touring the country in three stunning red vintage cars from the “Big 3” U.S. manufacturers: a 1957 Chevrolet Nomad, a 1961 Chrysler 300G 2-door hardtop and a 1966 Mustang. From December 27 to January 7, ACM will take 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.

Destinations along The Drive Home include Tacoma, Wash.; Portland and Bend, Ore.; Boise, Idaho; Salt Lake City, Utah; Denver, Colo.; Kansas City and St. Louis, Mo.; Bloomington and Chicago, Ill.; and a final celebration in Detroit in conjunction with the North American International Auto Show (NAIAS). Sponsors for the Drive Home include State Farm, NAIAS and Michelin.

About Michelin North America

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelinman.com) employs more than 22,750 and operates 20 major manufacturing plants.

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

America’s Car Museum (ACM), named one of *USA Today’s* 10 Best Museums in Seattle and KING 5’s 2014 Best Museum in Western Washington, is an international destination where families and enthusiasts gather 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.

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