



**NORTH AMERICAN  
INTERNATIONAL  
AUTO SHOW®**

## **America's Automotive Trust and North American International Auto Show Launch The Drive Forward**

*The Drive Home is "Driving Forward" in 2020 with shift to a series of day drives across the country*

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**(October 20, 2020)** – America's Automotive Trust (AAT) and the North American International Auto Show (NAIAS) have changed their annual event "The Drive Home" to a series of day drives called "The Drive Forward." The change to the annual cross-country tour of collector vehicles – which starts from alternating regions of the United States and finishes in Detroit in the days leading up to the Auto Show – is due to the continued uncertainty related to the ongoing COVID-19 pandemic.

The Drive Forward supports America's Automotive Trust's movement to keep car culture alive during a time when car shows and concours have been forced to cancel or change plans, and is a part of the national Rally Across America effort to raise \$1 million for local charities across North America.

"This is one of the most exciting events of the year for car collectors – to be able to drive their vehicles back to the spiritual home of the American automobile," said AAT Vice Chairman David Madeira. "Now more than ever, driving is about pleasure rather than a commute. In what's been an enormously difficult year, The Drive Forward is a great reminder of the freedom that taking to the road can provide. It's a return to calm and normalcy in a time of chaos - and an opportunity to raise money for an extraordinary cause."

The Drive Forward launched October 15 – 17 with a string of events in Michigan including: a scenic drive to the Gilmore Car Museum's final Cruise-In of the season; a private tour of the LaFontaine Heritage Collection and the new LaFontaine Classic Car showroom; a Cars & Coffee at Global Collision Center, followed by a collector vehicle caravan down iconic Woodward Avenue and a stop at the Ford Piquette Avenue Plant before arriving at TCF Square. Event sponsor Hagerty also hosted sold-out events in Traverse City, Michigan. and Denver, Colorado.

Additional rallies will be held in communities across the country through September 2021 when The Drive Home: Great American Road Trip kicks-off the cross-country trip to the NAIAS from Saleen headquarters in Corona, California. Volunteer rally ambassadors are invited to join the movement and organize day-drives for groups of 25 cars in their communities as part of The Drive Forward. America's Automotive Trust's partner Rallista, a phone app for navigation and participant registration, will make planning each drive effortless. A nominal tax-deductible donation for each participant will support America's Automotive Trust and its member entities.

"America's Automotive Trust has an unparalleled passion for the nostalgia of automobiles and for building a community around the love of driving, which is why we are eager to continue our partnership with them," said NAIAS Executive Director Rod Alberts. "The celebration of car culture is part of our DNA and we are looking forward to sharing a little bit of Detroit's automotive history and heritage across the country at The Drive Forward events as we countdown to the reimagined 2021 North American International Auto Show."

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### **About America's Automotive Trust**

America's Automotive Trust was founded with the goal of preserving our shared automotive heritage, protecting historically significant vehicles of the past, and promoting training and learning that will propel the transportation of the future. The Trust collaborates with numerous partnering organizations, including LeMay - America's Car Museum, RPM Foundation, Club Auto, and Concours Club, to preserve and evolve car culture in America. For more information, visit [www.americasautomotivetrust.org](http://www.americasautomotivetrust.org).

### **About North American International Auto Show**

Now in its 32nd year as an international event, the North American International Auto Show (NAIAS) is one of the most influential annual automotive events in the world. NAIAS is where future mobility innovations start. With the largest concentration of the world's top automotive and technology executives, designers, engineers and thought leaders, NAIAS serves as the global stage for companies to debut brand-defining vehicles, offer product ride-and-drives and announce industry-shaping plans. Starting in 2021, the reimagined show will be held in September, allowing exhibitors to take advantage of indoor and outdoor venues. NAIAS is the only event of its kind to present seven unique shows in one, including: Motor Bella, celebrating British and Italian luxury car brands; The Gallery, an ultra-luxury automotive event; AutoMobili-D, an inside look at future mobility platforms; Press Preview, an opportunity for automakers to debut new products and technology; Industry Preview, a one-of-a-kind networking opportunity; Charity Preview, the largest single-night fundraiser across the globe; and then concluding with an eight-day Public Show. For more information, visit [www.naias.com](http://www.naias.com).