



## Cars & Cocoa presented by Michelin and Belle Tire to Feature 'The Drive Home II: The Heritage Run' Classic Cars on Jan. 5

**What:** America's Car Museum (ACM) is hosting "The Drive Home II: The Heritage Run" to celebrate America's automotive heritage across six states in the Northeastern U.S. by embarking on a 12-day, 2,150-mile winter journey to the North American International Auto Show (NAIAS) in Detroit, and holding auto-themed get-togethers in many cities along the way.

The group will be making a pit stop in Lansing on **January 5** to join local auto buffs and classic car fans at Michelin and Belle Tire's Cars & Cocoa event as the group closes in on the Motor City.

**When:** Thursday, January 5, 2017  
1:30 p.m. to 3 p.m. EST

**Where:** Belle Tire  
2045 W. Grand River Avenue  
Okemos, MI 48864

**Why:** ACM will be touring in three of its stunning vintage cars across multiple states – in a battle against the elements – to raise awareness of our nation's motoring legacy by spotlighting automotive relics throughout the country and at NAIAS in Detroit.

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**Visuals:** Three striking red vintage vehicles from the ACM collection: a '57 Chevy Nomad, '61 Chrysler 300G and a '66 Ford Mustang, plus a 1917 Crane Simplex Model 5 owned by J.D. Rockefeller.

**B-roll:** Sample video available at <https://www.youtube.com/playlist?list=PLVjxdcNBHiFya-SU3SQhQgmtF0-ofXWID>

**Interview Opportunities:** David Madeira (CEO of America's Automotive Trust), Brian Remsberg (Michelin Director of Consumer PR), Kelsey Ruder (Belle Tire Marketing & Community Relations Manager), drivers, etc.

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