



NEWS ON FORD'S CELEBRATION OF THE 75TH ANNIVERSARY OF THE '32 FORD

FORD TO HONOR 75TH ANNIVERSARY OF AUTOMOTIVE ICON – THE '32 "DEUCE" AND FIRST MASS-PRODUCED V-8

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he 1932 Ford, the car that brought style and performance to the mass market and went on to become the

quintessential hot rod nicknamed the "Deuce," will mark its 75th anniversary in 2007. Ford will celebrate the '32's impact on automotive enthusiasm and culture with a display of the 75 most influential and important 1932 Ford hot rods, as selected by a panel of experts. The display will premiere at the January, 2007 Grand National Roadster Show in Pomona, Calif., the nation's oldest annual hot rod show.

"The 1932 Ford continues to have a tremendous impact on many aspects of the automotive world and on contemporary culture," said Freeman Thomas, design director, North American Strategic Design, Ford Motor Company. "It was a landmark car for Ford; beginning a period of styling dominance for the company and, most significantly, offering the world's first mass-produced V8 engine. Then, years after its introduction, the '32 Ford played a major role in another revolution – the development of the hot rod. These cast-off cars, built in backyards and small garages, performed far beyond their original capabilities and often rivaled the performance of the best in the world. Hot rods are a uniquely American form of automotive expression."



Photo courtesy of Pat Ganahl

The "75 Most Influential '32 Ford Hot Rods" have been selected by a blue-ribbon committee of automotive authorities across a variety of fields. Museum participants include: Greg Sharp, curator, Wally Parks NHRA Motorsports Museum; Philip Linhares, chief curator of art, Oakland Museum of

Cal Speed Shop; legendary hot rodders Ray Brown, Pete Eastwood, Blackie Gejeian, Jim "Jake" Jacobs and Thom Taylor; Jerry Kugel, Kugel Komponenten; show promoter Robert Larivee, Sr.; Barry Lobeck, V8 Shop; Gary Meadors, Goodguys Rod & Custom Association, and builder/historian David Simard.

California and Dick Messer, director, Petersen Automotive Museum.

Authors and journalists on the committee include Steve Coonan, publisher, *The Rodder's Journal*; John Dianna, publisher, *American Rodder*; Kevin Elliott, editor of the British publication, *Custom Car*; Pat Ganahl, journalist and author of "Hot Rods & Cool Customs," "Von Dutch: the Man, Myth & Legend," and "Ford Performance;" Robert Genat, author, "Hot Rod Milestones," "Little Deuce Coupe" and "The Birth of Hot Rodding;" Ken Gross, journalist, author of "Hot Rod Milestones" and chief judge of the Pebble Beach Concours d'Elegance hot rod class; Mark Morton, publisher, *Hop Up*; Tony Thacker, NHRA executive director and author, "'32 – The Deuce;" and Tom Vogeles, vice president/group publisher, Primedia.

Car builders, designers and enthusiasts participating include musician and hot rod collector Jeff Beck; Roy Brizio, Brizio Street Rods; Pete Chapouris, So-

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1932 - 2007
'32 FORD 75TH ANNIVERSARY



THE 75 MOST SIGNIFICANT '32 FORD HOT RODS

TO BE A HIGHLIGHT OF THE 58TH ANNUAL GRAND NATIONAL ROADSTER SHOW IN '07

A

n initial round of balloting resulted in 474 individual '32 Ford hot rods being nominated for consideration.

From that list, the selection panel voted two more times to select the 75 most important.

"The next step is to locate and contact the current owners of the 75 cars so that each of them can begin making plans to bring their car to the '07 anniversary exhibit," said Larry Erickson, Ford Motor Company chief designer. "We first thought about 20 percent of the cars were missing. Since publicizing the list, we've located six and have clues on more.

"A primary reason for assembling the list is to secure a lasting legacy for these cars and the people who built, owned, raced and are currently preserving them.

We want to tell the complete story of every one of the 75, and have them all together in one place at the 2007 Grand National Show."

Congratulations to the current owners of these historic vehicles. Work is underway to identify all the owners. If you have information please send it to:

The75@paccomgrp.com.



THE 75 MOST SIGNIFICANT '32 FORD HOT RODS

474 NOMINATED CARS & TRUCKS - 9 MONTHS OF REVIEW - 3 BALLOTS

CONGRATULATIONS TO THE SELECTED DEUCES

Car Name - Type - Owner

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American Graffiti - 5-window - Rick Figari
 Boyce Asquith - Roadster - Dave Allen
 Lloyd Bakan - 3-window - Donald Orosco
 Balchowsky/Vogel - Roadster -
 Banker Bros. - 3-window -
 Gray Baskerville - Roadster - Jim Shelton
 Jeff Beck - 3-window - Jeff Beck
 Berardini Bros. - Roadster -
 Bill Breece - 3-window - Dewey Cherek
 Andy Brizio - Roadster - Andy Brizio
 Roy Brizio - Roadster - Roy Brizio
 Ray Brown - Roadster - Petersen Museum
 Brian Burnett - Roadster -
 Lil' John Buttera - 3-window - Jim DeSanto
 C&T Automotive/Siroonian - Roadster -
 Clarence "Chili" Catallo - "Little Deuce Coupe" -
 Pete Chapouris - "Limefire" Roadster - Dick Spielman
 Boyd Coddington - Roadster - Brad Hoyt
 Li'l Coffin - Sedan - Darryl Starbird
 Phil Cool - Roadster -
 Currie Enterprises - Roadster - Frank Currie
 Bill Desatoff - Tudor -
 Roy Desbrow - Pick-up -
 Neal East - 5-window -
 Eastwood & Barakat - Tudor -
 Vic Edelbrock Sr. - Roadster - Vic Edelbrock Jr.
 Ells/Hansen - Roadster -
 Dan Fink - "Speedwagon" -
 Fjastad/Von Hofgaarden - Tudor -
 Tommy Foster - Roadster - Richard Munz
 Doyle Gammell - 3-window - Bruce Meyer
 Richard Graves - Phaeton -
 Ken Gross - Roadster - Ken Gross
 Guldahl/Henderson - Roadster -
 Wayne Henderson - Vicky -
 Herbert/Gaskin - 4-door -
 Ernie Immerso - Roadster - Petersen Museum
 Jackman Bros. - Sport Coupe - Pete Mustain

Andy Kassa - 3-window -
 Kendrick/Beck - Tudor - Jeff Beck
 Gary Kessler - Roadster - Don Ward
 Jim Khougaz - Roadster - Dr. Mark Van Buskirk
 Bob Kolmos - Phaeton - Bob Kolmos
 Jerry Kugel - Roadster - Jerry Kugel
 Jerry Kugel - Roadster - Bonneville -
 Dennis Kyle - Roadster -
 Tony La Masa - Roadster - Ross & Beth Meyers
 Lobeck/Bauder/Coonan/Meyer - Roadster - Bruce Meyer
 Harry Luzader - 5-window - John Dominick
 Dave Marquez - Roadster -
 Mike Martin - 3-window -
 McGee/Scritchfield - Roadster - Bruce Meyer
 Tom McMullen - Roadster - Jorge Zaragoza
 Bruce Meyer - 3-window - Bruce Meyer
 Ak Miller - Roadster -
 Bob Morris - Roadster -
 Joe Nitti - Roadster - Mark Mountanous
 Orange Crate - Sedan -
 Veda Orr - Roadster -
 Chuck Price - Roadster - Chuck Johnston/Don Lindfors
 Tom Prufer - 3-window -
 Roger Ritzow - Roadster -
 Bob Rothenberg - Roadster -
 Dick Scritchfield - Phaeton -
 George Sein - 5-window -
 John Siroonian - Phaeton -
 Doane Spencer - Roadster - Bruce Meyer
 Fred Steele - Roadster -
 Ed "Axle" Stewart - Roadster - John Mumford
 Don Thelen - Vicky - David Miguel
 Don Van Hoff - 5 window -
 Walsh/Walsh/Cusack - Roadster - Tom Walsh
 Tony Waters - Roadster -
 Bill Woodard/Neal East - Roadster - Richard Munz
 Lynn Yakel - 5-window -





'32 FORD HOT ROD Gearhead Innovation



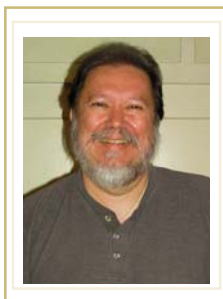
FORD LICENSING MARKETS ANNIVERSARY

As part of its commemoration of the '32 Ford anniversary, Ford Motor Company's Global Brand Licensing Office has commissioned illustrator and designer J.R. Martinez to create 20 pieces of Deuce artwork.

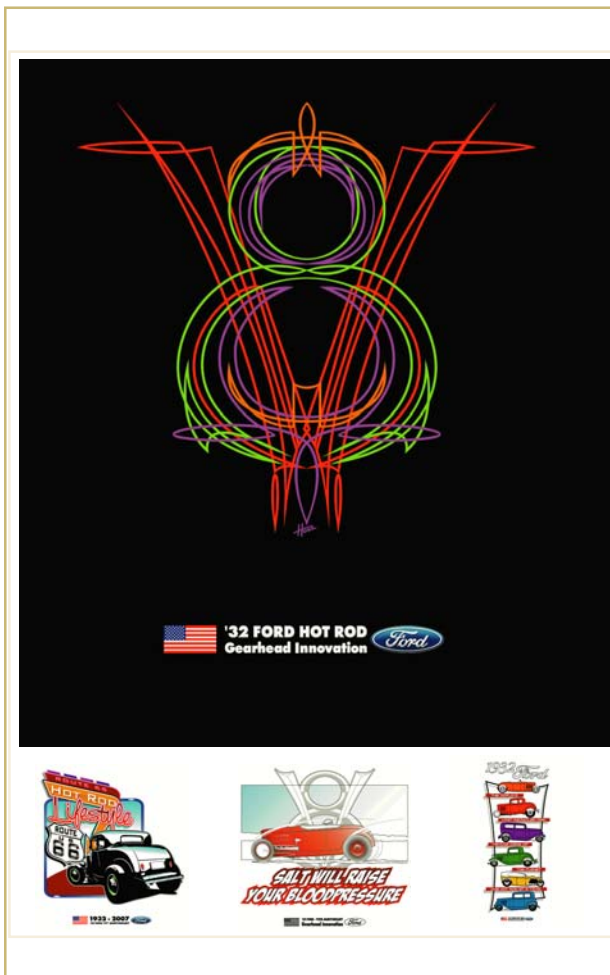
"Back in August, when we (Licensing) saw the very first Deuce piece, which was a '32 Ford pedal car produced by Warehouse 36, we realized the tremendous marketing potential of the anniversary," said Ford Brand Licensing Manager John Nens. "Since then, the request for anniversary artwork has snowballed into a marketer's dream – endless requests and placements."

Martinez draws from a bachelor in fine arts degree from Cal State Long Beach and a rich history in the hot rod industry where he spent years at the NHRA's *National Dragster* working as the corporate design director. Since then, he's built his own successful design shop, J. R. Martinez Design.

"I was honored and fortunate to be picked by Ford to design the Deuce anniversary artwork," said Martinez. "Being able to work with the lines of the '32 Ford and create artwork that the hot rod movement can use was truly a dream assignment."



J.R. Martinez



WAREHOUSE 36 RECREATES THE MAGIC OF THE '32 FORD "DEUCE" ROADSTER IN A PEDAL CAR



Official "75th Anniversary '32 Ford" pedal car, from Warehouse 36, will be customized by 10 top hot rod builders, then auctioned to raise funds for Juvenile Diabetes Research Foundation. Details in the next issue of Deuce Diary.

Warehouse 36, a premier wholesale supplier of toys and die-cast models, has developed and brought to market an all-new pedal car based on the distinctive lines of the 1932 Ford roadster. The '32 Ford roadster is considered to be the quintessential American hot rod by many enthusiasts around the world.

Designed at Warehouse 36 by resident toy designer Graham Metcalfe, the '32 Ford Roadster line features traditional stamped steel construction, rubber tires, working trunk and chrome accents. Officially licensed by Ford Motor Company, the '32 Ford Roadster pedal car also features retro-styled chrome "Ford" hubcaps, detailed '32 grille, custom graphics and hood louvers.

The '32 Pedal Car line is available nationwide through select specialty retailers, toy and hobby stores and Ford dealerships.

This monthly newsletter is distributed to news media, and others interested in the anniversary of the '32 Ford.