

# A Drive Down Memory Lane

The parking lot of the AMSOIL Center looked much like a museum display of cars on June 18, 2008 as the AMSOIL-sponsored 2008 PPG Street Rodder Road Tour pulled into town. The group of over 22 vehicles made its way to Superior, Wis. from Bowling Green, Ky. en route to the Minnesota Street Rod Association's *Back to the Fifties* event in St. Paul, Minn.

In 2007, AMSOIL became officially involved with the street rod scene by becoming an exclusive oil sponsor of the National Street Rod Association (NSRA), though many street rodders knew the benefits of AMSOIL synthetic lubricants before that relationship was established. "The NSRA is just one of many organized groups of enthusiasts, with more than 55,000 members and a monthly magazine called *Street Scene* (in which AMSOIL has a monthly



column)," commented AMSOIL Advertising Director Ed Newman. "It's a lifestyle, and they are passionate about their cars."

This year AMSOIL deepened its relationship with classic car enthusiasts by sponsoring the *Street Rodder* Road Tour. *Street Rodder* magazine builds a unique car each year that leads other enthusiasts on a series of road tours under the direction of Jerry Dixey. "Last week (June 18) the Road Tour made AMSOIL one of its stops on the way to the ever popular *Back to the Fifties* event in St. Paul," said Newman. "Local car clubs were invited, which resulted in a fantastic array of cars gathering on the back apron of our AMSOIL Center parking lot. It was a spectacle."

The passion of street rod enthusiasts was palpable at the event in Superior as more than 400 local car owners brought their vehicles to show off to the crowd-- vehicles ranging from a 1927 Model T to muscle cars, rat rods and everything in between. There was a lot to see, great information and tips were shared and the underlying theme of it all was an outstanding product--AMSOIL.



Another highlight of the evening was the presence of Jo Coddington, wife of the late Boyd Coddington, one of street rodding's most influential builders and centerpiece of American Hot Rod. Jo flew in to drive Dixey in the lead car down to St. Paul, where the AMSOIL "Salt Fever" Roadster was displayed at *Back to the Fifties*.

According to one survey, the average Street Rodder magazine reader has seven cars. The evidence for this was clear at the event in June, and



AMSOIL is proud to have a strong presence in this exciting market. Check out the AMSOIL Promotions Blog at [www.amsoil.com](http://www.amsoil.com) for more information and photos.

