

AMSOIL Generates Exposure at Tulsarama Celebration

On June 15, 1957, the city of Tulsa, Okla. buried a new gold and white 1957 Plymouth Belvedere Sport Coupe in a concrete time capsule in downtown Tulsa as part of Golden Jubilee Week, a celebration of Oklahoma's 50th year of statehood. With plenty of fanfare and anticipation, the car was unearthed and transferred to the Tulsa Convention Center on June 15, 2007 as part of Oklahoma's Centennial celebration.

Legendary hot rod builder Boyd Coddington, host of the hit TLC TV series American Hot Rod, was presented with the challenge of getting the Belvedere running after spending 50 years buried in the underground vault. With AMSOIL on board as an official sponsor of this historic event, Coddington was armed with plenty of AMSOIL synthetic lubricants and filters to aid him in his task.

Thousands of curious spectators filled the Tulsa Convention Center while the Belvedere's multilayered protective wrap-

ping was removed. Although expectations were high, it soon became apparent that the car's engine and body had been victimized by 50 years of water and moisture, which completely destroyed the car and fused engine components together in a rusty mess. Coddington and his crew had no choice but to declare that the car was beyond repair.

Although Coddington was unable to work on the Belvedere, significant exposure was generated for AMSOIL in the Tulsa area. "It was disappointing that the Belvedere was in the condition it was in, but some good things came out of it," said AMSOIL Vice President, Marketing and Communications Kevin McBride. "We had the opportunity to cement our relationship with Boyd and Jo Coddington, and that will help us down the road. Despite the less-than-favorable Belvedere unveiling, we were still able to achieve considerable exposure for AMSOIL."



Regency Gold Direct Jobber Pat Grady lends a hand at the Tulsa Convention Center.



AMSOIL Director of Aftermarket Products Karl Dedolph (left) and Vice President, Marketing and Communications Kevin McBride (right) share a moment with Boyd Coddington (center) outside the Tulsa Convention Center.



Workers carefully raise the 1957 Belvedere from its underground vault.



The Belvedere is transported to the Tulsa Convention Center for a public unveiling.



Boyd Coddington watches as his crew works to open the Belvedere's rusty hood.



Not even AMSOIL synthetic lubricants could save the rusted out '57 Belvedere.