

CEMA Show Celebrates U.S. Muscle Cars Past and Present at Annual Charity Event

by Irena Granaas

Thousands strolled the grounds and toured exhibits Saturday, June 8, during a record-breaking 24th annual CEMA (Chrysler Employee Motorsport Association) Charity Car Show, held at Chrysler World Headquarters in front of the Walter P. Chrysler Museum.

"It was the biggest ever," said CEMA President Christopher Suminski.

There was plenty to see, with more than 400 vehicles on display, and the Chrysler Museum open to the public as a last hurrah. Museum volunteers counted 2,462 persons touring the facility during the CEMA show, while show organizers estimate total attendance was between 3,000 and 4,000 people.

"Muscle Cars Past and Present" was the theme of the 2013 show, and there were many examples, ranging from 1960s and 1970s classic American street 'rods to present-day performance cars.

"It was a great show. It was packed," said CEMA car show organizer Marc Rivard of Windsor, Ontario, Canada. "The weather was agreeable and it was a great, great turnout."

The 2013 CEMA/Walter P. Chrysler Museum Award for Best of Show went to multi-franchise auto dealer Bill Golling and his 1931 Chrysler Imperial.

Suminski said the board is not releasing the total raised for charity at this time, but added, "We did support our charities very well." Show organizers will

present checks to the American Diabetes Association and Forgotten Harvest sometime in July.

Customized cars, trucks and SUVs were also on display, offering something for everybody. Suminski noted that in keeping with the show's theme, old/new versions of several highly popular muscle cars were placed side-by-side for comparison on and near the museum steps.

Suminski said while this year's show was the biggest to date, next year's could be a real blow-out as 2014 is Dodge's 100th anniversary.

"Although organized by Chrysler employees, as is traditional at the annual CEMA charity show, other makes and models were welcome," said Bill McGuire, a.k.a. "Mac," of Mac's Motor City Garage (MCG), former Detroit link/editor for *Hot Rod Magazine*.

"Classic Chrysler muscle cars, as well as vans, trucks and passenger cars were all around, as well as cars from other major auto manufacturers."

McGuire said when the Walter P. Chrysler Museum closed its doors at the first of the year, the traditional venue for the annual CEMA Charity Car Show was thrown into doubt.

Fortunately, the facility management made the grounds available and even opened the museum to visitors for the special occasion, he said.

"The CEMA show, which this year celebrated its 24th year, is not just top quality; it's enormous," McGuire added. "While

Chrysler-built cars predominate, naturally, all makes are encouraged to attend. We could be here all day naming all the noteworthy cars that appeared for this year's event, but here are a few:

"Kenneth Turner's Hugger Orange '69 Camaro, immaculately straight and totally trick;

"Mary and Patrick Opipari's 1941 Plymouth Pickup - yes, Plymouth once sold trucks;

"Fred Swan's hand-built 1936 Mercedes recreation. Not a kit, folks. Built from scratch;

"Alex Kraski's '79 Dodge Little Red Express Truck: slammed, tubbed, and stuffed with a big-inch Hemi V8;

"John Hvlisko's time-capsule '70 Superbird, totally original with only 4,000 miles, a rolling historical document for Chrysler wing car enthusiasts."

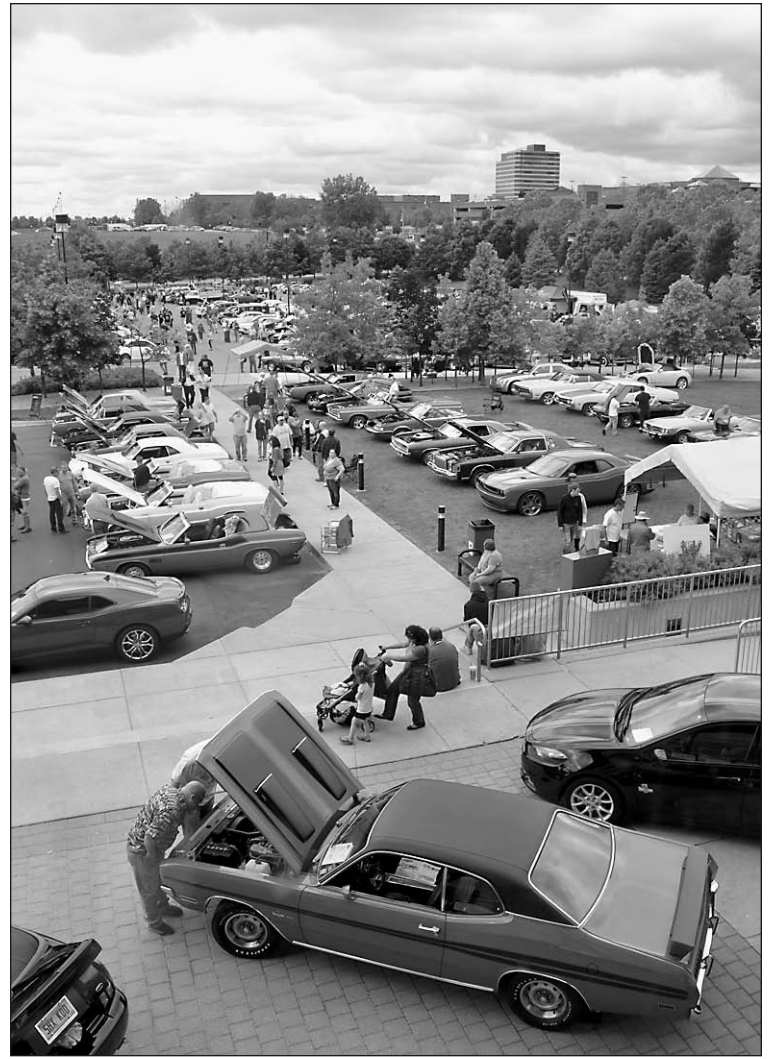
With the great attendance, exhibitors appeared to be happily basking in all the attention their prize rides were garnering.

Some came a long way, like Joe Ramey of Ladd, Ill., with his red-and-chrome 1940 Dodge half-ton pickup.

Ramey, who said he's driven Chryslers since he first got behind the wheel, said the truck has a 6-cylinder flathead engine teamed with a three-speed transmission.

Built in an era where engine and drivetrain technology was less advanced, Ramey's half-ton pickup was rated at about 97 horsepower.

"I'm a Chrysler man, so, since I wanted a pickup truck, it had to be a Dodge," Ramey said.



It was car buff heaven on the grounds of the Walter P. Chrysler Museum June 8 at the CEMA Charity Car Show. Photo by Marc Rozman

Car shows aren't just for guys, of course. Many admiring stares were aimed at the cherry-white 1964 Plymouth Fury convertible owned by Tina Spehar of Leonard.

Spehar, who owns the Rochester Esthetics skin and nail salon in Rochester, bought the car about four years ago.

Spehar had a similar car before she was married, except it wasn't a convertible.

"I always wanted one of these," she explained.

She said that, with its 361-cubic-inch V8 under the hood producing 330 horsepower, "It's fun. It's a great car to drive."



Demonstration of the Quadski by Gibbs Sports Amphibians Inc.

'By the River' Takes on Amphibious Splash

Car buffs will want to mark their calendars for the June 22 sixth annual "By the River" car show in Auburn Hills.

Part of the city's Summerfest 2013 (June 21-22 downtown Auburn Hills), the car show will go on, rain or shine, at Riverside Park. Hours are 8 a.m. to 3 p.m.

Major awards include Best of Show, Mayor's Choice, Parks & Rec Choice and Optimist Award.

Brian Marzolf, recreation director for the city of Auburn Hills, said car entry preregistrations are up from last year.

"It's going to be a great turnout," said Marzolf. "Lots of cars are pre-registered. We expect a lot to

register the day of the show."

This year's By the River show will include door prizes, Music by Beth, a 50/50 raffle, and a display and demonstrations of the Gibbs state-of-the-art, high-speed amphibious vehicle, the Quadski, which is a four-wheel, one-person ATV that converts with a touch of a button to a jet ski, able to go directly from land to the water and vice-versa.

Gates will be open 7 to 10 a.m., and all show cars must be parked by 10 a.m., said Marzolf, adding that preregistration is now closed, but as mentioned, people can still register on show day.

Award categories include Pre-50

(Stock/Restored); 50-60 (Stock/Restored); 61-71 (Stock/Restored); 72-Present (Stock/Restored); Pre-32 Street Rod (Steel Body); 32-Present (Steel Body); Lead Sled/Custom/T-Bucket; Tribute Cars/Trucks and all steel trucks; 55, 56, 57 Chevy (Stock/Restored); Muscle Car 63-68; Muscle Car 69-74; Corvette Pre-68; Corvette 68-81; Corvette 82-Present; Cadillac pre-48; Cadillac 48-60; Cadillac 61-Present; LaSalle; Pro-Street (tubbed wheels); Special Interest (all types); Sports Car/Foreign Car.

Proceeds will benefit children at the Will Rogers Elementary School, served by the Auburn Hills Noon Optimist Club.

Delphi Automotive Among Suppliers Lauded for Contributions to Chrysler

Chrysler recently honored its top-performing suppliers in a ceremony held at the Palace of Auburn Hills.

Delphi Automotive was among honorees at the event, earning awards for Technical Cost Reduction and Design of Six Sigma, two of 18 awards presented in 17 categories.

Award recipients were determined based on an evaluation of their External Balanced Scorecard performance in 2012, a system that evaluates and rates each supplier's performance in areas like quality, cost, delivery, warranty and partnership.

"Chrysler could not have reclaimed its future without your unwavering support and crucial contributions of intelligence and vision," said Sergio Marchionne, Chrysler chairman and CEO. Chrysler's purchasing and sup-

plier quality organization has put a renewed focus on supplier relations since 2009, helping to foster more positive, mutually beneficial supplier relationships.

More than 2,500 global supplier executives attended the awards ceremony. Chrysler and Fiat purchasing leaders reviewed their strategy for the future and their expectations of suppliers.

"Chrysler suppliers need to be nimble, innovative and, above all else, focused on the quality of the parts they are providing us," said Scott Kunselman, senior vice president of Purchasing and Supplier Quality. "The suppliers we are honoring today have proven themselves to be motivated, capable and excited to be on the Chrysler team. They are critical to our success in delivering our customers the best cars and trucks in the world."

Young Auburn Hills Professionals Mix It Up

More than 40 up-and-coming leaders attended the Auburn Hills Chamber of Commerce's Young Professionals Mixer held June 6 at Fieldstone Golf Club's Vista Grille.

Attendees mingled on the outdoor patio and enjoyed refreshments.

"These events allow young professionals working in and around Auburn Hills to meet with other emerging leaders, creating business connections and building a strategic network," said Denise Asker, Auburn Hills Chamber of Commerce executive director.

The June event was the third of five Young Professionals Mixers planned for the year. The next event takes place on Thursday, Aug. 22, at bd's Mongolian Grill in Auburn Hills.



Young leaders from the Auburn Hills area enjoy social networking.