

Tire Tracks



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Selling Cars These Days: Who'd Have Thought?

In this day of "LARGE", selling cars has undergone many changes. Car builders used to announce their new models to prospective buyers by hanging banners in local showrooms, renting searchlights, and buying print ads and commercials on network tv programs. But, in 1901, something called the Chicago Auto Show, where new models could be introduced, became part of the national marketing plan and it has been an annual event since 1935.

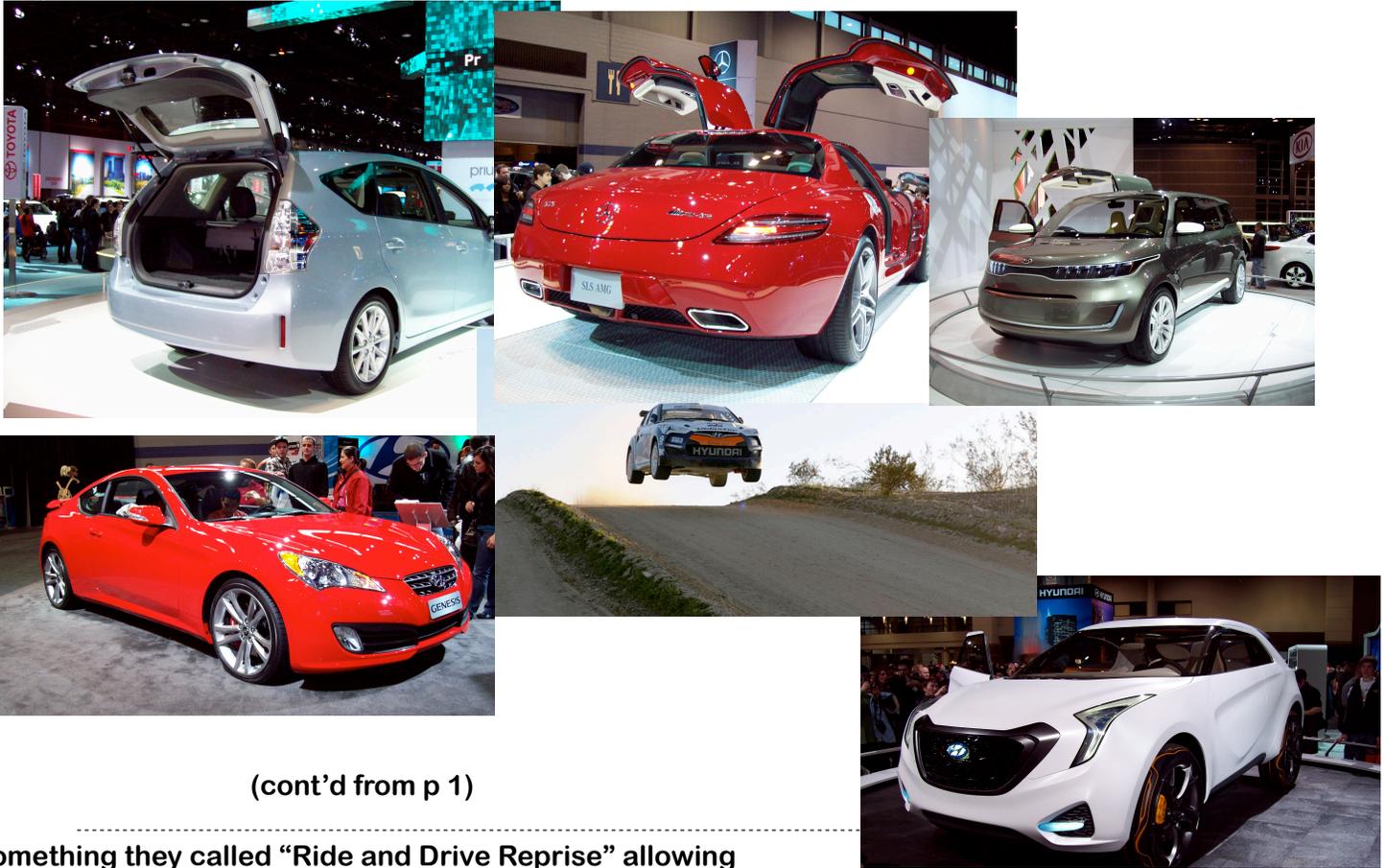
Today's Shows make those shows of the past look as quaint as the old Robert E. Lee. The Chicago Auto Show now lasts 10 full days and is held in the McCormick Place Convention Center, filling 1.2 million square feet of exhibition space. 1,000 different makes and models are shown. With tickets still only \$11 for general admission and \$7 for seniors, 2011 attendance numbers are up 10%, and expected to soar into the 750,000 range, perhaps topping Detroit's NAI Auto Show, which drew 735,000 in January. Although the Show has exploded to include just about every kind of car-related exhibit, the purpose is still "selling cars" in the broad sense. New models are introduced and concept cars are displayed for enthusiastic public response.



Tire Tracks' Chicago correspondent, Jeffrey Blankenship, offered his personal highlights of the Show which just ended last Sunday, plus some fine images. There seemed to be fewer concept cars and more new models of familiar brands, including the 2012 Camaro ZL1, with its 6.2 Liter, 550 hp engine, and the Lexus LFA, a limited production entry with a \$300,000 price tag. The 2011 Benz SLS AMG Gullwing caught everybody's eyes, as did the 2011 Chevrolet Volt, and plus two other models, a B and a C, soon. The Show is going interactive, and Toyota; Jeep's track had artificial snow, and Toyota's had both 30 degree inclines and banking. Kia offered



SELLING (CONTINUED)



(cont'd from p 1)

something they called "Ride and Drive Reprise" allowing those who would wait in lines to experience their new models with "the seat of their "pants". If you thought Chrysler was just running for cover, these days, you might be surprised to see a new 4-dr version of their popular Challenger, the SRT 8, offering 470 hp and a 0-60 time of 4 seconds flat. And Mazda, just to be sure that nobody still believes they are still selling the same old Miata, presented their latest redesign, surrounded by a herd of mint condition 91's. Something to behold!

The big Car Shows are doing very well this year after a two year slump, and so are the big Car Auctions. Events like the RM and the Barrett-Jackson feature a different class of automobiles and a different focus ... on actual sales. The eyes of the classic cars community are on Phoenix in January where there are at least six major auctions. Tallying total sales can drag on, but it appears that \$163 million, the record total set in 2007, is likely to fall. The tally reported on January 27th was already \$159 million, and rising.

Here are some of the top-selling cars:

- 2006 Ferrari FXX Evoluzione, \$2.09 million, Gooding, and Company
- 1949 Ferrari 166 MM Barchetta, \$1.87 million, RM Auctions
- 1933 Packard 12 Sport Phaeton, \$1.76 million, RM Auctions
- 1970 Plymouth Hemi Barracuda Conv., \$1.76 million, Russo and Steele
- 1953 Fiat 8V Supersonic, \$1.7 million, Gooding and Company

Each of the Car Auctions "has its own personality, but all of them are selling time machines. ... investments [that are] more fun than stocks and bonds".

PRESIDENT'S LETTER

Welcome to a new era for the Sedona Car Club. Following last month's general meeting, at which the members voted in agreement with the Executive Board's decision, we advised the Antique Auto Club of America (AACA) that henceforth we would be an independent club, not a region of AACA. We have secured our own insurance, the need for which was one of the main reasons for originally aligning ourselves with AACA, and are making arrangements for our own website.

In actuality, this change should not effect our club, but I am hoping that it will spark new enthusiasm for our club. Now it truly is *our* club, not just a part of a giant club. It is up to each of us to participate in our activities, help it grow and, most importantly, enjoy it.

We will have a large group of cars in the Sedona St. Patrick's Day Parade. If you don't have a car in the parade, go and cheer-on our members who do.

Happy St. Patrick's Day to all of my Irish, and wanna-be Irish, friends.

David Lombardi



Miata: Then and Now



EDITORIAL COMMENT

Nobody I know, knows more people than Al Moss, and he stays in touch with them. That's really not easy. I'm going to share something with you, that one of his many friends sent his way. I believe it speaks for itself

"We were cleaning out a closet the other day and came across the original masters of our first issue of Octagon Topics as editors. Some of the ideas expressed then are still valid today."

"We do want to make one point perfectly clear from the beginning - We took the job as editors - not sole writer! We want to encourage each one of you to share your thoughts, experiences or whatever -thru Octagon Topics. If you feel timid about your writing skills, we'll be happy to help you polish those phrases into something you can be proud to put your by-line on. It doesn't have to be a great dissertation on some technical or historical point. Smaller pieces will be most welcome."

"These thoughts are still true today. So sharpen up your pencils (or I guess we should say keyboards, today?) and share those hard-earned lessons or fun times." **Amen. RLB**

UNDER THE SHADE TREE
...AN HONEST PACK OF LIES

Well, Bud was telling me about getting his '41 Pontiac started after replacing the engine, when he got a pensive look on his face, and stood up, saying, "I gotta go see the man! Don't go!" And when he came back he had a grin on his face and he launched into another story, or so I thought.

"I just gotta tell ya what happened after I got that old car runnin again. For about two days I just drove around thinkin everything was great, you know, baskin in my success. But on the third day, things really changed. Vic showed up, and I could see he had somethin not good on his mind. Vic lived just down the street, you know, the one I had just turned into a plowed field. His mama was the church lady and Vic and I had been goin to church about three times a week together for a lot of years. I knew her opinion of me wasn't very high, but Vic finally came out with the story ... She forbid him to do anything with me any more, ever! But, he says, she was goin to let him drive their car any time he wanted. So, that was that! He chose the car."

"Later that same day I ran into my mama and she was roarin mad. She tore into me sayin the church lady had tore into her and threatened to bring the cops down on us unless I did something about that road. All I could say was that I'd come up with somethin. Truth is, I had no idea. So I did what come natural. I jumped in the car and drove off."

After awhile I ended up down by my



favorite sandpit, real isolated place with a big grove of old cottonwoods, so fat and so tall they just shut everthin out. And the leaves was so thick on the ground that it was like walking on an old mattress. It was a good place for thinkin and that's what I had in mind. So I sat there for a long time just tryin to come up with somethin, anything, but nothin was comin. It got real late in the afternoon. I was just about ready to give up. Then, it was suddenly clear as water. I stood up and yelled, real loud, 'Norman!' and ran for the car."

"Norman was a kid from the neighborhood, about a year older than the rest of us boys. He looked like ever one of us wanted to look. I hadn't seen him for about a year cause when he finished eighth grade he dropped out of school, got him a car and a wife and a job at the city barns, throwin garbage cans. He was a real hero, to us. I remember the guys sayin, 'Wow! He's got it made! He can do it any time he wants to!' Hmphh! Little did we know!"

"But his daddy promised him that as soon as he got his drivers license he'd put him on the road gradin crew. I guess he'd been waitin for a chance to show us how high he'd risen, so when I told him my situation he just said, 'Sure.'. About two days later I was messin around the garage. I heard the roar of an engine. I ran out to the road. Sittin high up on the driver's seat of that road grader, like a god, was Norman. I felt sad. Like my world had just changed. I just knew then, it was really true. It's not what you know. It's who you know!"

So I sighed, and I said, "No shit',man!"

RLB

CLUB NEWS and ANNOUNCEMENTS

TOURS AND EVENTS

Twenty-three SCC members had an enjoyable lunch and conversation at the Grasshopper Grill in Cornville on Thursday, February 17th.

Why the Grasshopper Grill? Because we were not made to feel welcome at Crickets. Besides, the food is better at the GG. Eleven members will be joining the St. Pat's parade on Saturday, March 5th. A vacancy has opened up for one more car. If you are not participating, come, watch and cheer us on!

On Friday evening, March 18th, we will be driving to Jerome to have dinner at The Asylum. It's always a fun drive to Jerome and we will be returning under a full moon. Sign up at the March meeting. If you are unable to attend the meeting, notify me at RacerMoss@esedona.net

On Saturday, April 1st, we will once again attend Hogs'n Heat at Rock Springs Cafe. This is a fun event with lots of neat cars (including ours) on display plus plenty of good bbq and beer. All you can eat...\$12 per person. Meet at Bell Rock Plaza to leave at 11:45 am.

The May 16-19 Colorado Tour is rapidly filling up. Don't be left out. AM

PROGRAM

We are still waiting for final confirmation, but Martin Glinsky has arranged for a spokesperson from a local (Cottonwood) new car dealership to make a presentation at our March 8th meeting. It should be a go! Have some questions in mind about new models and old sales strategies. It should be very interesting, yes?

LITTER LIFTERS

On March 12th Bob Van Steenburgh and

his crew of volunteers will gather at the parking lot at Red Rock High School, at 8:00 AM, and proceed from there to the assigned stretch of Hwy 89A. See Bob to sign up at the March meeting.

BIRTHDAYS & ANNIVERSARIES

Gary and Diane Carson, a pair of innocents, were launched upon the seas of matrimony 52 years ago. Great endurance!

Sharon Blankenship, Ellie Haga and Joyce Fobair were all March babies.

Congratulations all, and have a great day!

BOARD MEETING

There will be no meeting of the Car Club Board in March. The April meeting is set for Tuesday, April 5th.



PRESIDENT

DAVID LOMBARDI

FIRST VICE PRESIDENT

MARTIN GLINSKY

SECOND VICE PRESIDENT

BOB VAN STEENBERG

TREASURER / MEMBERSHIP

SAM PIETROFITTA

SECRETARY

SHARRIE WADSACK

HISTORIAN

JOHN GAIN

TOURS & EVENTS

AL MOSS

NEWSLETTER EDITOR

RALPH BLANKENSHIP

Upcoming Events, Tours and Meetings

March general meeting: Tuesday, 3/8/2011, 7 PM, Sedona Library.

March Event: Saturday, 3/5/2011, St Pat's Parade, Sedona.

**March Tour: Friday, 3/18/2011, Full Moon Dinner, the Asylum,
Jerome.**

April general meeting: Tuesday, 4/12/2011, 7 PM, Sedona Library.

April Tour: Saturday, 4/2/2011, Hogs n Heat, Barbecue n Beer, Rock Springs, details to come.

April Event: Saturday, 4/30/2011, Car display at Basha's, details to come.

May general meeting: Tuesday, 5/10/2011, 7 PM, Sedona Library.

May Event: Saturday, 5/8/2011, Mothers' Day Brunch, Junipine

May Tour: Tuesday thru Thursday, 5/17, 18, 19/2011, Gateway and Grand Junction, CO.,
Details to come.

June Event: Tuesday, 6/14/2011, The Annual Picnic, details to come.

Summer Hiatus, 6/14/2011 to Saturday, 8/20,2011.

TIRE TRACKS

Sedona Car Club

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