



**THE MILESTONE '32 FORD – THE QUINTESSENTIAL HOT ROD –
TO BE SALUTED ON ITS 75TH ANNIVERSARY AT THE
2007 PEBBLE BEACH CONCOURS d'ELEGANCE**

FOR IMMEDIATE RELEASE

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PEBBLE BEACH, Calif. (July 30, 2007) – The 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,” is celebrating its 75th anniversary in 2007. The August 19 Pebble Beach Concours d'Elegance is marking this important automotive anniversary with a class of historically significant '32 Ford hot rods.

“The 1932 Ford continues to have a tremendous impact on many aspects of the automotive world and on contemporary culture,” said Ken Gross, chief class judge for the Pebble Beach Concours' Historic Hot Rod Class. “It was a landmark car for Ford Motor Company, beginning a period of styling dominance for the company and, most significantly, offering the world's first mass-produced V8 engine.

“Not long after its introduction, the '32 Ford played a major role in another revolution – the development of the hot rod. Built in backyards and small garages, modified '32 Fords 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.”

The '32 Ford hot rod has been immortalized in a number of movies, including *American Graffiti*, and songs like the Beach Boys “Little Deuce Coupe,” by Brian Wilson and Roger Christian.

Since 1997 the Pebble Beach Concours has included a biennial class focused on landmark hot rods. The first two classes concentrated on roadsters, the 2001 show featured historic hot rod coupes, in 2003 the class honored road racing hot rods and in 2005 the class focused on early custom cars, 1935-1948.

Historic hot rods are usually referred to by their original builder or by the person who owned the car when it earned its most notoriety. The nine historic '32 Ford hot rods to compete at the 2007 Pebble Beach Concours are:

- Lloyd Bakan 3-Window coupe
- Berardini Bros. "404 Jr." roadster
- Paul FitzGerald roadster
- Doyle Gammell 3-Window coupe
- Pete Henderson roadster
- Tom McMullen roadster
- Walker Morrison roadster
- Mitchell Rasansky/Chuck Adams roadster
- Carl Stone "Rollin' Stone" roadster

"The Deuce is the hot rod 'gold standard' because of Henry Ford's remarkable flathead V8 and Edsel Ford's design influence," said Gross. "It's a testament to the '32 Ford's intrinsic strengths that individuals continue to put so much of themselves into personalizing these cars. The nine selections in this year's Pebble Beach Hot Rod Class are some of the most significant and influential '32 Fords of all time."

First conducted in 1950, the Pebble Beach Concours d'Elegance® (www.pebblebeachconcours.net) has grown to become the world's premier celebration of the automobile. Only the most beautiful and rare cars are invited to appear on the famed 18th fairway of Pebble Beach Golf Links®, and connoisseurs of art and style flock to see these masterpieces. Charitable donations raised by the Pebble Beach Concours d'Elegance® now total over \$9 million. Related events include the Pebble Beach Tour d'Elegance™ presented by Rolex, Pebble Beach RetroAuto™, and the Pebble Beach® Auction presented by Gooding & Company. The 2007 Pebble Beach Concours d'Elegance®, featuring Aston Martin and the Auburn Cord Duesenberg group, will be held Sunday, August 19.

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