



# AUTOMOTIVE HALL OF FAME



2021 ANNUAL REPORT



# LETTER FROM THE CHAIRMAN & PRESIDENT

The Automotive Hall of Fame strives to engage, teach, and inspire through the stories of the great women and men of our industry. We are proud of what we accomplished in 2021, achieving some of our best results in recognition, educational programing, alumni engagement, sustainability, and giving.

The automotive industry has had a profound impact on people and society – how we work, how we live, and how we play. To this day, mobility continues to be redefined through people, technology, and the environment. At the Automotive Hall of Fame, we celebrate those individuals as inductees, innovators and industry influencers.

In 2018, we set forth a vision to “Re-Imagine” the Automotive Hall of Fame. Like any institution, we needed to innovate to ensure that we deliver on our mission. We focused on strengthening our connection to our audience and global community. Through this Re-Imagination process we embraced our awarding legacy and increased enrichment experiences using four guiding pillars: 1) Education, 2) Workforce Talent Pipeline, 3) Diversity, Equity and Inclusion, and 4) Environmental Impact and Sustainability.

We are very proud of the work our leadership team and board have accomplished so far. We made investments in the team and facilities. We held educational events and increased student engagement. Not only is the industry focused on sustainability, the AHF is pleased to announce that we are the first museum in Michigan to operate on 100 percent renewable energy and we now have two on-site charging stations.

Our 2020/2021 Induction & Awards Ceremony was the largest and most successful in our 82-year history. We celebrated our most diverse class of inductees and broke records for ticket sales and donations. Thank you to all the people and companies who supported us at the event. Through the support of our generous donors and stakeholders, we closed the year in a healthy position, allowing us to move into 2022 with the ability to continue the Re-Imagination of the Automotive Hall of Fame. We are excited to see what 2022 will bring and look forward to continuing our journey together with you.

Ramzi Hermiz  
Chairman

Sarah Cook  
President

# AWARDS

The Automotive Hall of Fame bestows five awards with Induction being the highest honor.

**INDUCTION** – Induction into the Automotive Hall of Fame is reserved for those who have made a significant impact on the automotive industry. This is the single greatest honor in the automotive business.

**INDUSTRY LEADER** – Awarded for demonstrated outstanding industry leadership, from being a change agent to implementing strategies that have the capacity to create ripple effects outside of any one company.

**MOBILITY INNOVATOR** – Recognizes individuals in the automotive industry who are working to change the way we think about mobility. This includes incorporating new technologies and services that enable people and goods to move around more freely.

**DISTINGUISHED SERVICE CITATION** – Recognizes an individual who has significantly improved the industry or their respective organizations.

**INDUSTRY INFLUENCER** – Individuals who influence and lead through their actions, innovation and visible positions on issues surrounding the automotive industry and its future. They are admired by their peers and respected by decision makers.

## AWARDS CEREMONY

On July 22, the Automotive Hall of Fame hosted the 2020/2021 Induction & Awards Ceremony in person at The Icon in Detroit, Michigan. With Covid-19 cases declining into the summer of 2021 and before the Delta variant started manifesting, we were able to hold an in-person, indoor/outdoor hybrid event safely and successfully. We welcomed a crowd of industry leaders to celebrate two classes of awardees.

The 2020/2021 class mirrors the evolution of the automotive industry and is comprised of a diverse group of visionaries. This class of awardees and inductees is the Automotive Hall of Fame's most diverse in terms of geographical region, race, gender and industry sector.



### 2020/2021 INDUCTEES

**Mong-Koo Chung** grew Hyundai into a leading global automotive company. He contributed to the development of the Korean automotive industry, revived Kia following bankruptcy, and created a company-wide quality-first approach.

**Tom Gallagher's** leadership and dedication created lasting impact at Genuine Parts Company, which he helped lead for more than 25 years. He advocated for store owners, jobbers, consumers, and the aftermarket industry.

**Jay Leno** uses his celebrity to heighten storytelling of all things automotive in his award-winning show, "Jay Leno's Garage." He showcases technology, innovation and the colorful history of the automobile.

**C.R. & Frederick Patterson** led C.R. Patterson & Sons, later the Greenfield Bus Body Co. The company, founded in the 1920s, was the first and only Black-owned car manufacturer.

**Helene Rother** was one of the first women to work as an automotive designer when she joined General Motors in 1942. Later, she established her own design studio and was contracted by Nash-Kelvinator.

**Charlie Wiggins**, a racecar driver and engineer, challenged segregation in racing in the early 1900s. His legacy was secured at the Colored Speedway Association's Gold and Glory Sweepstakes, which he won a total of four times.

### 2020/2021 MOBILITY INNOVATOR

**Harold Goddijn**, CEO and co-founder of TomTom, brought the world satellite global placement system navigation.

### 2020/2021 DISTINGUISHED SERVICE CITATIONS

**Sir Lewis Hamilton** is a Formula One champion whose talent and inspiring personality have made him a role model and ambassador.

**Ray Scott**, president and CEO of Lear Corporation, is responsible for the strategic direction and operational leadership of the company.

### 2020/2021 INDUSTRY INFLUENCERS

**Jim Baumbick** – Vice President, Ford Motor Company

**Laurent Borne** – CTO and President, Stoneridge Electronics Division

**Nelda J. Connors** – Founder and CEO, Pine Grove Holdings

**Chris Ludwig** – Vice President, Epic Experience Team, Harman

**Ben Volkow** – CEO, Otonomo

**Deborah Wahl** – Chief Marketing Officer, General Motors

### 2020/2021 INDUSTRY LEADER

Not awarded this year.



# EDUCATIONAL PROGRAMS

## EDUCATION PARTNERS

The Automotive Hall of Fame’s Education Advisors Network convenes educators who are focused on the future of the automotive and mobility industries.

On Nov. 11, 2021, the AHF hosted its biannual Education Network Summit focused on diversity, equity inclusion and accessibility. Lisa Barclay, the chief diversity officer from The Ohio State University presented the school’s diversity, inclusive, equity and accessibility initiatives over the past two years.

## EDUCATIONAL PARTNERS

- College for Creative Studies
- Detroit School of Arts
- Henry Ford College
- Lawrence Technological University
- Mich Auto
- MotorCities
- Northwood University

## SCHOLARSHIPS

The Automotive Hall of Fame offers specific scholarships for incoming freshmen and upper-level undergraduate students. All of the scholarships are based on financial needs and with the usual minimum GPA requirement of 3.0.

### JIM MORAN SCHOLARSHIPS

- Jorden Elle Mickel – Automotive Marketing & Management, Northwood University
- Sam Griffith – Automotive Marketing & Management, Northwood University

### CARLYLE FRASER/WILTON LOONEY SCHOLARSHIPS

- Anurag Krishna Kurapati – Transportation Design, College for Creative Studies
- Chelsea Kayla Wright – Industrial Engineering Statistics, Kettering University

### AUTOMOTIVE HALL OF FAME SCHOLARSHIPS

- Gavin Weber – Transportation Design, Lawrence Tech University
- Justin E. Beers – Automotive Engineering, Ferris State University
- Riley Thomas – Automotive Engineering, Clemson University
- Marcus Walker – Business Marketing & Advertising, Florida Atlantic University

“It’s been my dream to be an automotive designer since I was a child. I’m excited to explore how transportation and automobiles fit into our lives.” – Anurag



“This scholarship will truly help me reach new heights. I cannot wait to further contribute to the automotive industry.” – Marcus



“In my future career, I want to represent other women in the automotive industry with a strong and brave face.” – Jorden

# ENTHUSIAST PROGRAMS



## BEYOND INTERNAL COMBUSTION

On Oct. 7, 2021, AHF guests experienced the changing culture of the automobile in the electric age at our Beyond Internal Combustion event. Attendees enjoyed a display of electrics and hybrids, explored the museum, and engaged in a panel discussion on the future of electric vehicles with Journalist Gary Wittenburg, Ford Designer Mark Kaski, and Genovation Cars CEO Andrew Saul.

## GIUGIARO: DESIGNER OF THE CENTURY

Fans of Italian designer and 2002 AHF Inductee Giorgetto Giugiaro joined us on Sept. 18, 2021, to enjoy displays of Giugiaro-designed vehicles and a lecture featuring Richard Ruzzin, retired executive designer for Cadillac and author of “Bella Mangusta;” Dan Eastwood, Italian Carrozzeria expert and consultant for the Society of Automotive Historians, Inc.; and Bob Boniface, chief designer at General Motors Design and restorer and aficionado of all Italian vehicles.

## RACING AT THE HALL

On the eve of the Detroit Grand Prix the Automotive Hall of Fame hosted a celebration of the special relationship Motorsports has with the mobility industry. Racing legends 2015 AHF Inductee Jack Roush, Herb Fishel, and Roger Bailey answered questions from attendees. Outside the Hall, guests enjoyed a wide range of racing vehicles including a 1906 EMF racer, modern IMSA racers, Ruckus 1000 + horsepower dragsters, and a small one-person racing go kart.





# ARTIFACTS

## HOLLEY MOTORETTE

In late 2021, the Automotive Hall of Fame was pleased to add the 1903 Holley Motorette to our collection thanks to a generous donation from Edelweiss Foundation.

In 1899, brothers and 1995 AHF Inductees George and Earl Holley founded a motorcycle company. George was the engineer and designer, setting speed records and winning races, while Earl promoted and managed the business. In 1903, they shifted to automobiles with the Holley Motorette.

Experts estimate that there are less than 10 of these vehicles in existence today.



## THE SCHWITZER FAMILY

Phyllis Schwitzer, granddaughter-in-law of 1970 AHF Inductee Louis Schwitzer Sr., and her daughter Heidi Rozeske shared with us a select group of artifacts representing Mr. Schwitzer's inventions, including this 100-year-old blueprint from Atlas Engine Works of a motor assembly.



## THE AVERY FAMILY

The AHF was pleased to host a long-term loan from 1990 AHF Inductee Clarence W. Avery's grandson, Avery H. Greene. Avery's gold Waltham pocket watch was returned to his great grandson, Chris Green in 2021. The watch was presented to Avery by 1967 AHF Inductee Henry Ford in 1925. We greatly appreciate the Green family's trust and confidence that facilitated its display for 25 years.



## DIGITAL ASSET MANAGEMENT SYSTEM

The Automotive Hall of Fame implemented a digital asset management (DAM) system in preparation for moving content online. The web-based software offers storage space and a searchable database that makes our assets easier to manage and discover. We also gained in-house scanning thanks to our Giving Tuesday campaign contributors. We can now begin digitizing our many historic photographs and documents for preservation, research, and education.



FACILITY

MIGREENPOWER

In 2021 the Automotive Hall of Fame (AHF) began taking steps to reduce our carbon footprint and promote sustainability by becoming the first museum to enroll in DTE Energy’s MIGreenPower program. Through the program, we will attribute 100 percent of our electricity use to Michigan-based wind and solar projects. AHF also enrolled in Charging Forward, DTE’s electric vehicle (EV) charging incentive program and installed two EV charging stations in the museum parking lot.

ENERGY AUDIT

In May, DTE performed an energy efficiency audit at the AHF and evaluated where the museum uses most of its energy along with what improvements would reduce energy consumption. These improvements included installing energy-efficient lighting, sealing air leaks and consulting with the museum’s staff on participating in behavioral changes, such as making sure certain doors remained closed and turning off light switches in unoccupied rooms.



ALUMNI

2020 CELEBRATED ALUMNI

- Mario Andretti, Inducted 2005
- Clarence W. Avery, Inducted 1990
- Walter O. Bentley, Inducted 1995
- Francois J. Castaing, Inducted 2010
- Fred S. Duesenberg, Inducted 1970
- John Dunlop, Inducted 2005
- Raymond C. Firestone, Jr., Distinguished Service Citation 1975
- The Fisher Brothers, Inducted 1995
- Douglas A. Fraser, Inducted 2000
- Joseph W. Frazer, Inducted 2010
- August Horch, Inducted 2000
- Edward S. “Ned” Jordan, Inducted 2010
- Brouwer D. McIntyre, Inducted 1975
- Jim Moran, Inducted 2005
- Shirley Muldowney, Inducted 2005
- Thomas A. Murphy, Inducted 1990
- Charles W. Nash, Inducted 1975
- Heinrich Nordhoff, Inducted 1985
- Rodney O’Neal, Industry Leader of the Year 2015
- Roger S. Penske, Inducted 2015
- Alice Huyler Ramsey, Inducted 2000
- Walter P. Reuther, Inducted 1990
- George W. Romney, Inducted 1995
- George N. Schuster, Inducted 2010
- Louis Schwitzer, Sr., Inducted 1970
- John F. “Jack” Smith, Jr., Inducted 2005
- Clarence W. Spicer, Inducted 1995
- John W. Stokes, Inducted 1970
- Ratan N. Tata, Inducted 2015
- Kenneth L. Way, Industry Leader of the Year 2000
- Alexander Winton, Inducted 2005

2021 CELEBRATED ALUMNI

- Zora Arkus-Duntov, Inducted 1991
- Fujio Cho, Industry Leader of the Year 2001
- Errett L. Cord, Inducted 1976
- Edward Davis, Inducted 1996
- Horace E. Dodge, Inducted 1981
- Harold D. Draper, Inducted 1991
- J. Frank Duryea, Inducted 1996
- Harley J. Earl, Inducted 1986
- Carl G. Fisher, Inducted 1971
- Bill France Jr., Inducted 2006
- Carlyle Fraser, Inducted 1981
- Martin E. Goldman, Inducted 1981
- Richard H. Grant, Inducted 1971
- H. Wayne Huizenga, Inducted 2006
- Shojiro Ishibashi, Inducted 2006
- K.T. Keller, Inducted 1971
- Denise McCluggage, Inducted 2001
- B.J. McCombs, Distinguished Service Citation 1996
- Rene C. McPherson, Inducted 1991
- Pat Moran, Distinguished Service Citation 2001
- Southwood J. Morcott, Industry Leader of the Year 1989
- Thomas S. Perry, Inducted 1996
- Ralph Lane Polk II, Inducted 2001
- Patricia K. Poppe, Young Leaders & Excellence 2001
- Lloyd Reuss, Distinguished Service Citation 2006
- Frederick Henry Royce, Inducted 1991
- Matt Simoncini, Industry Leader of the Year 2016
- Hau Thai-Tang, Young Leaders & Excellence 2001
- Takeshi Uchiyamada, Distinguished Service Citation 2001
- Fred M. Young Sr., Inducted 1986

# BOARD OF DIRECTORS

## OFFICERS

**Ramzi Hermiz**, *Chairman*

**Jonathon Husby**, *1st Vice Chairman*  
SEG Automotive North America

**KC Crain**, *2nd Vice Chairman*  
Crain Communications

**Michael K. Simonte**, *Treasurer*  
American Axle & Manufacturing

**Thomas J. Manganello**, *Secretary*  
Warner Norcross & Judd LLP

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**Sandy Baruah**  
Detroit Regional Chamber

**Colin Brown**  
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**Mary Buchzeiger**  
Lucerne International

**Marc Cannon**  
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Bank of America Merrill Lynch

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Chevy Chase Trust Investment  
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**Julie Fream**  
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**David Graff**  
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Penske Corporation

**Lori Lancaster**  
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**Eric Logan**  
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Roush Enterprises

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Company

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**Mark Petroff**  
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**Stephen Polk**  
Highgate LLC

**Shannon Quinn**  
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General Motors Corporation

**Kristin McCallum Ritter**  
PwC

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**Marianne Schrode**  
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**Sandy Schwartz**  
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**Jason Stein**  
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**Scott Vazin**  
Toyota Motor North America

**Joseph Vitale**

# DONORS

## Reimagination Campaign

General Motors Corporation\*\*  
Lawrence P. Fisher II\*|\*\*

## Collections/Archive Funds

Edelweiss Foundation\*  
Phyllis Schwitzer\*

## Individuals

Tom Gallagher\*  
Daniel Langdon  
James D. Power IV\*  
Chris Pruitt

Alexander Buchan  
John Dodge\*  
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Bob Gant

Janet Guthrie\*  
Chris Ludwig\*

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James Maloney\*

Robert Harkey

Charlie Henry

Pete Jarzyna

Scott Silver

Peter & Debbie Stephens\*

Mark Thomas

Steve Purdy

Alicia Vasquez

Kevin Wilson

## Foundations

Lawrence P. Fisher Fund at the  
Greater Washington Community  
Foundation\*|\*\*

Robert H. Kurnick, Jr.  
Foundation\*\*

B.D. & J.E. McIntyre Foundation\*

Ralph L. & Winifred E. Polk  
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Patrick G & Shirley W. Ryan  
Foundation\*

The Martha and Wilton Looney  
Foundation\*

KPMG Gives Fund at Bergen  
County's United Way\*\*

Richard and Karen Parker  
Family Charitable Fund of the  
Community Foundation of  
Greater Atlanta\*

Waltrud Prechter Schwab  
Charitable Fund\*

The Fred M. Young Charitable  
Fund\*

J.T. & Luann Battenberg III –  
Battenberg Charitable Fund\*

Jesse Berger –  
Fidelity Charitable Fund\*

Kellcie Fund\*

Kroger – Community Relations  
Fund

## Corporations

General Motors Corporation\*\*  
Toyota Motor North America\*\*

Hyundai Motor Group  
JM Family Enterprises\*\*

American Axle & Manufacturing,  
Inc.\*\*

BorgWarner Inc.  
Cox Automotive\*\*

Delta Dental  
Penske Corporation\*\*

Pine Grove Holdings, LLC  
Deloitte LLP\*\*

Holden-Richardson LLC\*\*  
AutoNation\*\*

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Lear Corporation

Motor & Equipment  
Manufacturers Association\*\*

NADA\*\*

TomTom

Crain Communications\*\*

Detroit Regional Chamber\*\*

Ernst & Young LLP\*\*

J. D. Power\*\*

KPMG, LLP\*\*

Roush Enterprises\*\*

SEG Automotive North America\*\*  
Aisin World Corporation of  
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MSX International Inc.\*\*

Nissan North America, Inc.

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PricewaterhouseCoopers\*\*

S&P Global\*\*

Shape Corp.

Standard Motor Products

Stoneridge Inc.

TI Fluid Systems plc.

Volkswagen Group of America

Warner Norcross & Judd LLP\*\*

Atlas Holdings LLC\*\*

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Ford Motor Company

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Detroit Auto Dealers Association

Hendrick Motorsports

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motormindz\*\*

Northwood University\*\*

Productions Plus – The Talent  
Shop\*\*

Detroit Manufacturing Systems  
M1 Concourse

Multimatic

Signature Associates

Network for Good

TisBest Philanthropy

## In-Kind Gifts

Google for Nonprofits

DTE Energy

The ICON

## Grants

Michigan Arts and Culture  
Council

National Endowment for the Arts

**The above donors have made  
gifts in honor of the following  
awardees:**

Clarence Avery\*

Carl Breer\*

Gordon Buehrig\*

Richard D. Caleal\*

Horace E. Dodge\*

J. Frank Duryea\*

Bill France Jr.\*

Carlyle Fraser\*

Tom Gallagher\*

Richard H. Grant Sr.\*

Dan Gurney\*

Elwood Haynes\*

Elliott Lehman\*

Wilton D. Looney\*

Ransom E. Olds\*

C.R. & Frederick Patterson\*

Ralph L. Polk II\*

J. David Power III\*

Heinz C. Prechter\*

Carroll Shelby\*

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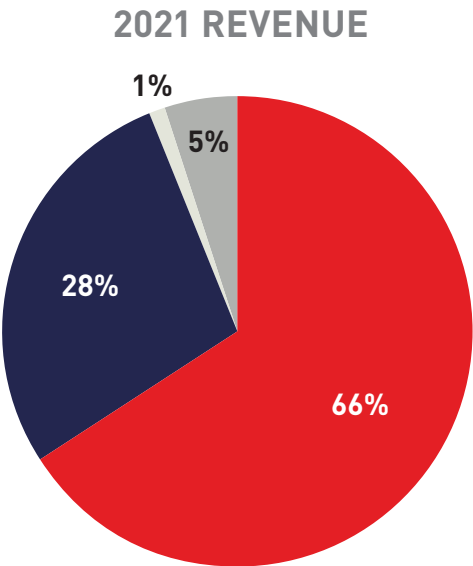
Fred M. Young\*

Key: \* = Award/Family, \*\* = AHF Board

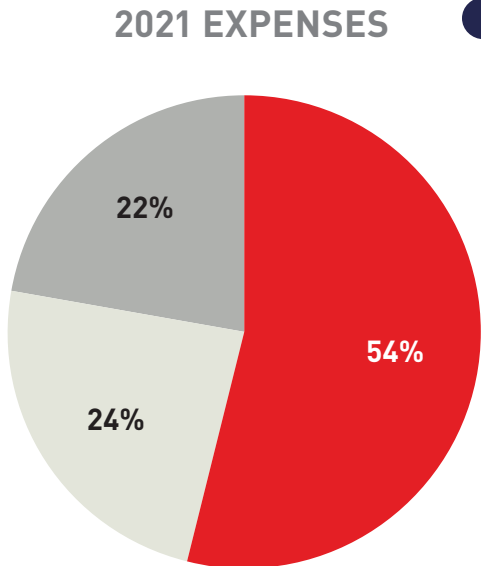
# FINANCIALS

## REVENUE AND EXPENSES BREAKDOWN

- Per 2021 Audit.
- The Automotive Hall of Fame is a 501 C3 non-profit, cultural heritage and history organization.
- The Hall operates debt-free.



Contributed Rev	\$957,768
Fundraiser (net)	\$410,625
Earned Rev	\$10,102
Invest Income	\$72,111
TOTAL	\$1,450,606



Program Services	\$608,326
Management & Gen	\$264,832
Fundraising	\$243,727
Museum Planning	\$0
TOTAL	\$1,116,885

# BY THE NUMBERS

## EDUCATION

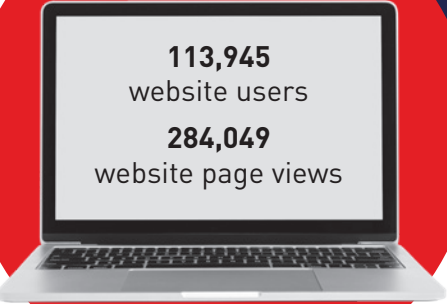
- 59 Education Summit participants
- 28 Education Advisor Network members

## ATTENDANCE

- 1,264 general visitors
- 250 enthusiast event participants



## WEBSITE



## SOCIAL MEDIA

FACEBOOK	INSTAGRAM	LINKEDIN	YOUTUBE
4,256 followers	503 followers	954 followers	223 subscribers
1.72% increase of followers over the year	88.39% increase of followers over the year	128.78% increase of followers over the year	6.70% increase of followers over the year

## NEWSLETTER

- 5 newsletters sent
- 22% open rate
- 8,838 subscribers

## DIGITAL ASSET MANAGEMENT

- 16,698 total digital assets
- 161% INCREASE in number of searches by month
- 633 average daily views
- 61% INCREASE in user logins by month
- 19 users







**AUTOMOTIVE  
HALL OF FAME**

21400 Oakwood Blvd.  
Dearborn, MI 48124



INDICIA

Sample Name  
12345 Address  
City, ST 09876

“MOVING STORIES:  
ILLUMINATING A NEW WAY FORWARD.”

