



AUTOMOTIVE HALL OF FAME

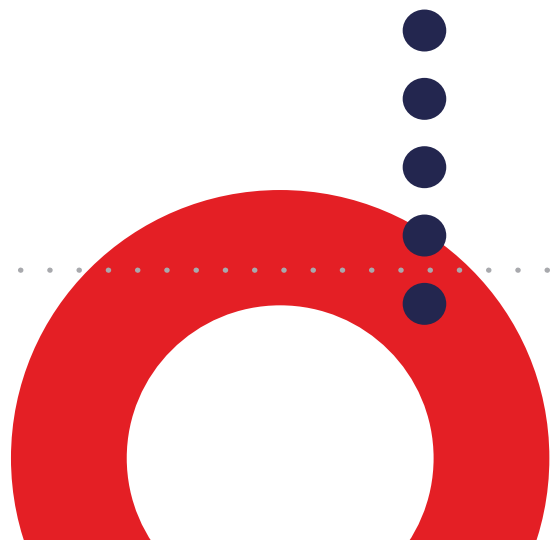


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2022 ANNUAL REPORT



LETTER FROM THE CHAIR & PRESIDENT



A LOOK BACK AT 2022 — REIMAGINING THE AUTOMOTIVE HALL OF FAME

In 2022, the Automotive Hall of Fame (AHF) focused on reimagining our work honoring and celebrating the accomplishments of individuals in the mobility industry, while also supporting education efforts and helping to build the talent pipeline.

Early in the year, we pursued our reimagination efforts by filling several key roles both on our staff and our Board of Directors. New staff members include Kathleen Donald, vice president of Operations and New Programs and Bob Tate, automotive historian and researcher. We also elected several new board members who represent a wide range of expertise across the automotive industry. We are thankful for their commitment and the contributions they are already making.

In keeping with our history of honoring and awarding accomplishments in this industry, we inducted six more individuals into the Hall. We also presented seven others with notable awards and honored their accomplishments at our annual Induction & Awards Ceremony in July 2022.

We were fortunate to have significant support from our donors to fulfill our mission. The Automotive Hall of Fame received a \$500,000 grant from General Motors to launch a new educational program, “Achievement — a new exhibit featuring African American accomplishments and contributions in the automotive industry,”

which opened early in 2023. And, AHF secured a \$1 million gift from Hyundai Motor Group, which will be used to help fund our efforts in reimagining the Hall. Toyota and American Axle also generously donated \$500,000 and \$350,000 respectively. In addition, we received two grants from the Michigan Arts & Culture Council totaling \$58,000 that will fund a new fire alarm and suppression system, as well as supplement our general operating fund. These grants will enable us to continue to engage and educate the community about cultural contributions to the global automotive industry.

These resources continue to increase our reach, support our current activities, and fund our scholarship program. Through this investment, we have been able to continue digitizing our assets, thereby making them accessible around the world and growing our global visibility. In addition, these donations enabled us to support the education of our 2022 scholarship recipients — all of whom plan to pursue careers in the automotive or mobility sectors upon graduation.

The growth we experienced in 2022 will continue as we reach even more people — keeping stories of discovery and achievement alive.

Jon Husby
Chair

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.

2022 INDUCTEES

Alma and Victor Green, publishers of The Green Book, a guide that helped African Americans travel safely. From 1936-1966, the book featured thousands of businesses and was distributed by mail, word of mouth, and at Esso gas stations. Alma and her predominantly female staff continued publishing the book after Victor's death in 1960.

Lu Guanqiu, a Chinese entrepreneur who evolved Wanxiang, a local bicycle repair shop in the 1960s, into a global supplier. Wanxiang was the first Chinese company to sell automobile parts to American OEMs and now operates in 22 U.S. states. He acquired and revived clean energy related companies A123 Systems and Fisker Automotive, now Karma Automotive.

Ferruccio Lamborghini, an Italian entrepreneur who created the iconic Lamborghini line of luxury performance sports cars. Lamborghini found success following WWII, manufacturing tractors for local farms. An issue with his Ferrari's transmission inspired him to create a better vehicle. Today, Automobili Ferruccio Lamborghini S.p.A. features cutting-edge, mid-engine super-cars like the Miura and the Countach.

Taiichi Ohno, a Japanese engineer and former Toyota executive who helped establish the Toyota Production System (TPS). TPS, a method for making high-quality goods quickly and efficiently, revolutionized the Japanese automotive industry and global manufacturing. Ohno spent much of his career training and consulting on his innovative process. He also wrote three books outlining his philosophies.

Lyn St. James, the first woman named the Indianapolis 500 Rookie of the Year, competed in 15 IndyCar races over nine years. She established the Women in the Winner's Circle Foundation, the Complete Driver Development Program, and the Women's Sports Foundation, Women in the Winner's Circle Project Podium Scholarship. She is also a mentor, speaker, and author.





On July 21, the Automotive Hall of Fame hosted the 2022 Induction & Awards Ceremony at The Icon in Detroit, Michigan. The event recognized a truly diverse collection of mobility pioneers from around the globe. This group included trailblazers and icons who defied personal, professional, and cultural odds to bring their immeasurable contributions to the automotive industry.

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.

2022 MOBILITY INNOVATOR

Prof. Amnon Shashua, president and CEO of Mobileye, developed industry-leading contributions to advanced driving assist systems and other autonomous driving solutions.

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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.

2022 INDUSTRY LEADER

Jim Farley, president and CEO of Ford and president of Ford Model e, is focused on deployment of the ambitious, customer-focused Ford+ plan for growth and value creation.

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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.

2022 INDUSTRY INFLUENCERS

Shilpan Amin – Senior Vice President and President, General Motors International

Sherry House – CFO, Lucid Motors

Randy Parker – Senior Vice President, National Sales, Hyundai Motor North America

Ann Wilson – Senior Vice President of Government Affairs, Motor and Equipment Manufacturers Association (MEMA)

Linda Zhang – Chief Engineer, All-Electric F-150 Lightning, Ford

2022 DISTINGUISHED SERVICE CITATION

Not awarded this year.

Some awards are granted on a rotating basis and are not offered every year. Submissions for the Automotive Hall of Fame Induction Award, Distinguished Service Citation and Industry Influencers are accepted on our website at automotivehalloffame.org/candidates.

EDUCATIONAL PROGRAMMING

The Automotive Hall of Fame is pleased to collaborate with a number of educational organizations:

Art Center College of Design
College for Creative Studies
Detroit School of Arts
Drive One
Eastern Michigan University
Henry Ford College
Lawrence Technological University
Livonia Career Technical Center
McPherson College
MICHauto
MotorCities National Heritage Area
Northwood University
The Ohio State University
University of California Davis
University of Central Missouri

STUDENT EVENTS

Student Lecture Series: Paolo Pininfarina

On October 20, 2022, Paolo Pininfarina, CEO and chairman of the famous design firm Pininfarina S.p.A., spoke to 56 high school and college students at the Automotive Hall of Fame and online. Paolo spoke live online from Italy and discussed the Past, Present, and Future of Pininfarina Design. The event was moderated by Pete Hollinshead, president of the Society of Automotive Historians and was free online and in person for high school and college students.

Student Lecture Series: Bob Lutz

On March 15, 127 high school and college students attended a lecture by 2013 AHF Inductee Bob Lutz both online and at the Automotive Hall of Fame. Students learned about successes and failures from a veteran with 50 years in the industry.



^
Students listened
to a presentation by
Bob Lutz.

<
A student panel
posed questions to
Bob Lutz.

Lutz also discussed his continuing work as a consultant for the new electric car age and participated in a Q&A.

Cars, Creativity and Careers

On May 21, students and their families explored automotive careers at the Automotive Hall of Fame with representatives from: College for Creative Studies (CCS), Cristo Rey School, Detroit School of Arts, Drive One, Livonia Career Technical Center and Northwood University. School representatives gave a 10-minute talk with Q&A session. Students also had an opportunity to sketch cars along with a demonstration from CCS and view a display of student-built cars.

SCHOLARSHIPS

The Automotive Hall of Fame offers specific scholarships for incoming freshmen and upper-level undergraduate students. Please visit automotivehalloffame.org/scholarships for additional information.

JIM MORAN SCHOLARSHIPS

Edward G. MacNellis – Northwood University Freshman

Sydney Elliott – Northwood University Junior

CARLYLE FRASER/WILTON LOONEY SCHOLARSHIPS

Jeffrey Ly – Northeastern University Senior

Kimberly Betty – Kettering University Senior

AUTOMOTIVE HALL OF FAME SCHOLARSHIPS

Jalen Guerrero – Farmingdale State College Senior

Ihfaz Islam – Wayne State University Junior

Hillary Khuu – UC Berkeley Senior



In 2022, the Automotive Hall of Fame completed several important facility upgrades including:

- **Atrium Skyroof** – Areas of the skyroof were leaking after heavy rains. To protect our artifacts and guests, a wet seal silicone treatment was applied on panel seams.
- **Front Entry Doors** – Age, pavement shifts and breakdown of hardware, rods and hinges, presented a potential security issue. Two new pairs of commercial-grade, full glass aluminum front doors were installed.
- **Roof and Overhang** – A gap had formed between the roof and the overhang to the front entrance, which attracted nesting birds. To protect the birds, our building and guests, this gap was sealed off.



- **Receiving Room** – The receiving room was updated with new wall paint and epoxy floor treatment. As this room is used by caterers during facility rental events, the space needed to be cleaned and improved.

ARCHIVES & ARTIFACTS

ARCHIVES AND COLLECTION MANAGEMENT

In 2022, our Archives and Collection Management team began working to implement best practices for the care and preservation of our current assets, and for accepting new ones. The team worked with museum consultant Nancy Villa Bryk to develop a collections management policy for the Automotive Hall of Fame. This policy and their work include creation of the following:

- A donation/licensing process and workflow.
- Processing guidelines and descriptive protocols.
- A disaster plan.
- A long-range collection plan reflecting our scope and current initiatives.
- A materials plan to support all of the above.



2018 Karma Revero

JOHN P. ROSS PHOTOGRAPH COLLECTION

In 2022, five photographs were donated to the Automotive Hall of Fame depicting the sole Carl Fisher Trophy Race which was held in Miami in 1926. The photos were taken by hydroplane racer John Putnam Ross. The race, named for 1971 AHF Inductee Carl G. Fisher, was held at the Fisher-commissioned Fulford-Miami Speedway – the fastest wooden track in the world at the time due to its 50-degree banked turns. The track was destroyed in 1926 by the Great Miami Hurricane.



Carl Fisher Trophy Race

2018 KARMA REVERO

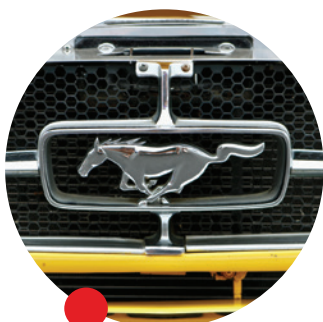
During 2022, Karma Automotive loaned the Automotive Hall of Fame the first ever Karma production vehicle, the 2018 Karma Revero. The loan was in honor of 2022 AHF Inductee Lu Guanqiu, founder of Wanxiang Group and later owner of Karma Automotive. The Revero, a three-fuel vehicle, was on display in the museum lobby throughout 2022 and 2023.

ENTHUSIAST PROGRAMS



CORVETTES AT THE AUTOMOTIVE HALL OF FAME

On September 11, the Council of Corvette Clubs gathered at the Automotive Hall of Fame with a display of Corvette vehicles. This outdoor display was free and open to the public. Corvette & Camaro Product Marketing Manager Harlan Charles and Corvette Events Organizer Larry Courtney met attendees and presented a special talk in the Automotive Hall of Fame theater.



MUSTANG HOMECOMING

On August 18, 110 enthusiasts visited the Automotive Hall of Fame to celebrate the Ford Mustang during Woodward Dream Cruise weekend. Attendees talked with members of local Mustang clubs, enjoyed 70 Mustangs on display, and met six automotive designers including John Clor of Ford Performance. This event was so popular that additional events have already been scheduled for the next two years.

RACING AT THE AUTOMOTIVE HALL OF FAME: BARRIER BREAKERS

In partnership with Women in Motorsports North America, founded by 2022 AHF Inductee Lyn St. James, the Automotive Hall of Fame hosted this important racing event on June 1. Ninety-two attendees celebrated the launch of Women in Motorsports North America, enjoyed a screening of "Boundless: Betty Skelton;" heard an interview with the film producers and Lyn St. James, engaged in a panel discussion on women in motorsports, and connected at a special afterglow event.

Lyn St. James' 1989 Ford Thunderbird SC and Taylor Ferns' Silver Crown car on display at the Hall.

Racer Taylor Ferns speaks to guests at the Racing at the Automotive Hall of Fame: Barrier Breakers event.



ALUMNI NEWS

As the AHF began planning the 2023 Achievement Exhibit highlighting African Americans in the automotive industry, several alumni or their families started assembling artifacts to support the effort. Suzanne Patterson-Jones and her uncle, Richard Patterson, both relatives of 2020/2021 Inductees C.R. and Frederick Patterson, loaned a variety of photos for the online and onsite exhibit. 2020/2021 Awardee Nelda Connors, 2010 Awardee Veronica Mitchell, 2022 Awardee Randy Parker, 2017 Inductee Ed Welburn and 1980 Awardee Carrie Gray's son, Chris Gray, agreed to loan the AHF several personal items to help tell their individual stories.

While we were receiving artifacts from alumni, we also made a delivery. 2020/2021 AHF Inductee Jay Leno wasn't able to attend the ceremony in person. Instead, we visited him in California in the fall of 2022 to present the award. During the visit, he also took us on an informal tour of his famous garage.



2020/2021 AHF Inductee Jay Leno and AHF President Sarah Cook.

2020/2021 Inductees C.R. and Frederick Patterson, 1980 Awardee Carrie Gray, 2017 Inductee Ed Welburn, 2010 Awardee Veronica Mitchell, 2022 Awardee Randy Parker and 2020/2021 Awardee Nelda Connors.



ALUMNI

2022 CELEBRATED ALUMNI

Giovanni Agnelli, Inducted 2002

Alberto Bombassei, Inducted 2017

James Bonini, Young Leaders & Excellence 1997

Amar G. Bose, Distinguished Service Citation Award 2007

Michael Cardone, Jr., Young Leaders & Excellence 1982

Roy D. Chapin, Sr., Inducted 1972

Edward N. Cole, Inducted 1977, Distinguished Service Citation Award 1963

Jeffrey A. Cook, Distinguished Service Citation Award 2007

KC Crain, Young Leaders & Excellence 2012

Joseph R. Degnan, Inducted 1997

John D. Dingell, Distinguished Service Citation Award 2012

John F. Dodge, Inducted 1997

Harvey S. Firestone, Jr., Inducted 1975, Distinguished Service Citation Award 1949

Henry Ford, Inducted 1967

A.J. Foyt, Inducted 2007, Distinguished Service Citation Award 1974

August Charles Fruehauf, Inducted 2017

Jeffrey Gale, Young Leaders & Excellence 2007

Thomas C. Gale, Inducted 2012, Distinguished Service Citation Award 1995

Allan Gilmour, Distinguished Service Citation Award 2007

Giorgetto Giugiaro, Inducted 2002

Dan Gurney, Inducted 2007

Lee Hunter, Inducted 1992

Charles M. "Chuck" Jordan, Inducted 2012, Distinguished Service Citation Award 1993

Albert Kahn, Inducted 2012

Charles F. Kettering, Inducted 1967, Distinguished Service Citation Award 1948

Wilton D. Looney, Inducted 1992, Distinguished Service Citation Award 1983

Elizabeth A. Lowery, Distinguished Service Citation Award 2007

Frederick J. Mancheski, Industry Leader of the Year 1992, Distinguished Service Citation Award 1985

Frank E. McCarthy, Inducted 2002, Distinguished Service Citation Award 1987

Robert B. Mccurry, Inducted 1997

André Michelin and Édouard Michelin, Inducted 2002

Mark D. Norman, Young Leaders & Excellence 2002

Greg Penske, Young Leaders & Excellence 1997

Donald E. Petersen, Inducted 1992, Industry Leader of the Year 1987, Distinguished Service Citation Award 1987

Sergio Pininfarina, Inducted 2007

Dorothy M. Ross, Distinguished Service Citation Award 1972

Jack Roush, Inducted 2017, Distinguished Service Citation Award 2010

Carroll H. Shelby, Inducted 1992, Distinguished Service Citation Award 1987

Alfred P. Sloan, Jr., Inducted 1967, Distinguished Service Citation Award 1947

Genichi Taguchi, Inducted 1997

Henry M. Timken, Inducted 1977

Shoichiro Toyoda, Inducted 2007

G. Richard Wagoner, Jr., Industry Leader of the Year 2002

Edward T. Welburn, Jr., Inducted 2017, Distinguished Service Citation Award 2009

Carol B. Yancey, Young Leaders & Excellence 1997

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Keith Bisson
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Ben Winner
Mary Wontrop

Collections Donors

Heather Ross

*Gifts have been made in memory of the following:

Clarence Avery, 1990 AHF Inductee
Carl Breer, 1976 AHF Inductee
Richard Caleal, 2009 AHF Inductee
Bill France, Sr., 2004 AHF Inductee
Bill France Jr., 2006 AHF Inductee
James Hannay Jr., great great grandson of Elwood Haynes, 2015 AHF Inductee
Lee Hunter, 1992 AHF Inductee
Wilton Looney, 1992 AHF Induction
Brouwer D. McIntyre, 1975 AHF Inductee
Ralph R. Polk II, 2001 AHF Inductee
Ralph Teetor, 1988 AHF Inductee
Preston Tucker, 1999 AHF Inductee
Fred M. Young, 1986 AHF Inductee
Alec Issigonis, 2003 AHF Inductee

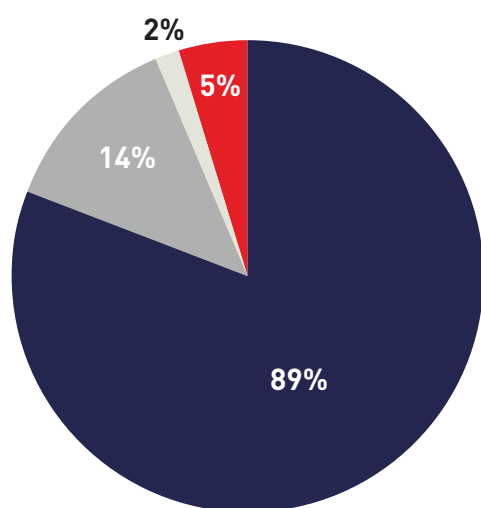
FINANCIALS

REVENUE AND EXPENSES BREAKDOWN

- Per 2022 Audit.
- The Automotive Hall of Fame is a 501 C3 non-profit, cultural heritage and history organization.
- The Hall operates debt-free.

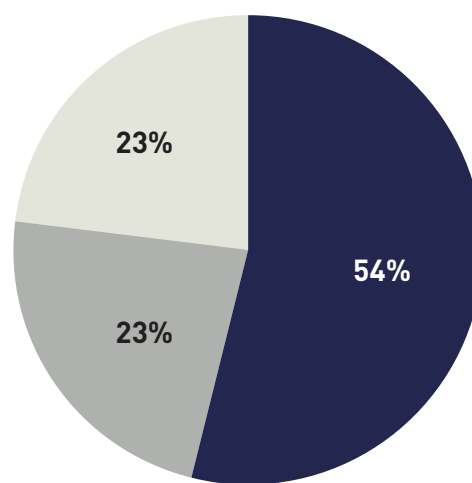


2022 REVENUE



Contributed Rev	\$2,412,302
Fundraiser (net)	\$385,676
Earned Rev	\$49,625
Invest Income	(\$144,937)
TOTAL	\$2,702,666

2022 EXPENSES



Program Services	\$874,422
Management & Gen	\$365,214
Fundraising	\$371,544
TOTAL	\$1,611,180

BY THE NUMBERS

ATTENDANCE

2,499 general visitors

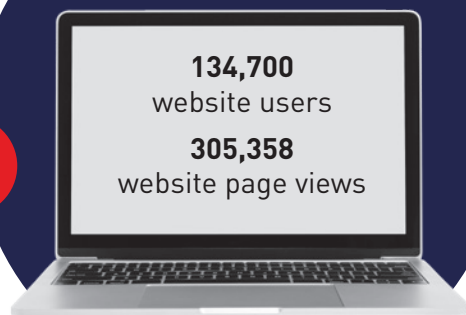
Enthusiast Events: 227 registrations
(Virtual and in-person)

Lectures Series: 183 registrations
(Virtual and in-person)

Women in Motorsports: 91 registrations
(Virtual and in-person)



WEBSITE



DIGITAL ASSET MANAGEMENT

20,829
total
digital
assets

**57%
INCREASE**
in average daily
views

**123%
INCREASE**
in average daily
logins

**21%
INCREASE**
in user
count

**78%
INCREASE**
in average daily
searches

SOCIAL MEDIA



FACEBOOK

4,871 followers

14.45% increase
from 2021

110,314 reach



LINKEDIN

2,114 followers

121.59% increase
from 2021



INSTAGRAM

709 followers

40.95% increase
from 2021



YOUTUBE

308 subscribers

38.12% increase
from 2021

94,324 views

NEWSLETTER

4 newsletters sent

31% open rate

11,029 subscribers





AUTOMOTIVE HALL OF FAME

21400 Oakwood Blvd.
Dearborn, MI 48124

INDICIA

Sample Name
12345 Address
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“MOVING
STORIES:
ILLUMINATING
A NEW WAY
FORWARD.”