



## The Automotive Hall of Fame Unveils 2025 Inductees at Exclusive Naples Celebration

**DEARBORN, MI - Feb. 6, 2025** – The Automotive Hall of Fame announced its 2025 Class of Inductees – Ayrton Senna, Dieter Zetsche, Betty Skelton and David E. Davis Jr. Widely considered the single-greatest honor an individual can receive in the automotive industry, induction into the Automotive Hall of Fame is reserved for noteworthy individuals whose efforts helped shape the automotive and mobility marketplace.

“The 2025 class of inductees showcases the remarkable impact individuals have made on the automotive industry and its far-reaching influence,” said Sarah Cook, president of the Automotive Hall of Fame. “This distinguished group of trailblazers and visionaries has shaped our industry in extraordinary ways, and we are thrilled to celebrate their achievements as they take their rightful place in the Hall of Fame.”

The announcement was made at REVEAL 2025, an invitation-only event held at the prestigious Royal Poinciana Golf Club in Naples, Florida, on February 5. The gathering of current and past automotive industry dignitaries marks the first stop on the “Road to Induction” featuring a series of updates, reveals and exclusive insights into this year’s inductees leading up to the Induction Ceremony on Sept. 25, 2025.

### 2025 Automotive Hall of Fame Inductees

The inductees of this year’s class include:

**David E. Davis Jr.** – David was a legendary automotive journalist known for his sharp wit, eloquent writing, and passion for cars. His groundbreaking work with *Car and Driver* and founding *Automobile Magazine* in 1985 redefined automotive journalism by blending technical insights with cultural and emotional perspectives on driving. Over a five-decade career, Davis became a mentor to young writers and was celebrated for his larger-than-life persona and storytelling ability. Today, his legacy continues to influence car culture and journalism worldwide.

**Ayrton Senna** – Ayrton is celebrated as one of Formula One’s greatest drivers, with three World Championships and 65 pole positions. Known for his extraordinary skill, intense rivalries, and commitment to safety, Senna's advocacy led to significant advancements in motorsport safety standards. Beyond racing, the driver remains a source of inspiration for thousands of people around the world. His values inspired the creation of the Ayrton Senna Institute, which has been working for 30 years to improve public education and create opportunities for underprivileged children in Brazil - his home country - reflecting his legacy and commitment to social impact.

**Betty Skelton** – Betty, known as the “First Lady of Firsts,” was a trailblazer in American motorsports and aviation, breaking barriers for women in male-dominated industries. She transitioned from setting aviation records to achieving historic milestones in the automotive world, including becoming the first woman to hold an AAA auto race driver’s license and the auto industry’s first female test driver.

Skelton's partnership with Chevrolet made her synonymous with the Corvette, and her land speed records solidified her status as a motorsport's legend.

**Dieter Zetsche** – Dieter Zetsche is renowned for his transformative leadership that emphasized innovation, sustainability, and global expansion. Under his guidance, Daimler launched initiatives, including the Smart car and the EQ electric vehicle brand, solidifying its position as a leader in sustainable mobility. Despite challenges, Zetsche's strategic focus on digitalization, connectivity, and autonomous driving propelled Daimler into the future. His visionary approach and charismatic leadership left a lasting impact on Daimler and the broader automotive industry.

#### **Event Details**

The Automotive Hall of Fame Induction & Awards Ceremony will be held on Thursday, September 25, 2025, in Detroit. For event sponsorships information, please contact Hanna Elayan at [helayan@thedrivingspirit.org](mailto:helayan@thedrivingspirit.org) or 313-240-4000, ext. 114.

#### **About the Automotive Hall of Fame**

Automotive Hall of Fame (AHF) is a non-profit organization that honors and celebrates the automotive/mobility industry's leaders and innovators through awards and programs that challenge young and old alike to higher levels of personal achievement. Founded in 1939, the Automotive Hall of Fame has honored 755 awardees from around the world, who have impacted and influenced the automotive and mobility industries.

The Automotive Hall of Fame is located at 21400 Oakwood Blvd in Dearborn, Michigan and is open to the public Thursdays – Sundays, 10 a.m. - 4 p.m. You can also visit the Automotive Hall of Fame online at [automotivehalloffame.org](http://automotivehalloffame.org) or on our [LinkedIn](#), [Facebook](#) and [Instagram](#) pages.

#### **Media Contact**

Shelly Otenbaker, [shelly@waypointmc.com](mailto:shelly@waypointmc.com), 248-506-6696

###