

23RD ANNUAL



SATURDAY, AUGUST 19TH

DREAM CRUISE

From fundraiser to world's largest one-day automotive event

By Mike Scott
Digital First Media

What started as a fundraiser to support the cost of a soccer field in Ferndale has grown to arguably the biggest event of its kind in the world.

Today, the Woodward Dream Cruise is the world's largest one-day automotive event, drawing well over one million people and an estimated 40,000 classic cars each year from around the globe. Visitors have come as far away as Eastern Europe, Australia, along with North American cruisers from California, Georgia, Canada and more.

Local economists have estimated that the Dream Cruise brings anywhere from \$50-60 million in



money to the local economies annually.

The Dream Cruise started in 1995, a year-long plan by then Ferndale Mayor Pamela McCullough and local resident Nelson House to use the idea as a way to raise money for the soccer field project.

Having planned it for more than a year, organizers initially expected 30,000-40,000 people to come for inaugural cruise on Woodward Avenue on August 19, 1995. However the word quickly spread and more than 250,000

people showed up.

Over the years the number of communities that have become involved in the event has grown.

Although the cruise officially takes place on the Saturday of that weekend, many cruisers drive along Woodward in the days leading up to the event, and many communities have added ancillary events throughout the week. The communities that are primarily involved include Ferndale, Pleasant Ridge, Royal Oak, Huntington

CRUISE » PAGE 3



DIGITAL FIRST MEDIA FILE PHOTO

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Cruise

FROM PAGE 2

Woods, Berkley, Bloomfield Township, Bloomfield Hills and Pontiac.

The Woodward Dream Cruise is a celebration of Detroit's golden age and all things automotive, harkening back to the 1940s, 50s and 60s when Woodward was the center for the cruising culture in Oakland County.

In those days Woodward offered numerous drive-in movie theaters and restaurants. It was also a central location for car dealerships and automobile accessory shops in the age of the muscle car. As a result, Woodward became a hang-out for younger people on and beside the road.

The majority of the vehicles that are driven and displayed along Woodward are generally ones that were popular during the



More than a million people are expected to come every year.

The majority of the vehicles that are driven and displayed along Woodward are generally ones that were popular during the 1950s, '60s and early '70s.

1950s, 60s and early 70s. Makes and models such as the Pontiac GTOs, Dodge Challenger AMC Javelin were known for their power and strength.

However, the Woodward

Dream Cruise also welcomes vehicles of all vehicles whose owners have who wish to show off customized vehicles of virtually all ages. Sports, classic, muscle cars are partic-



DIGITAL FIRST MEDIA FILE PHOTO

The Woodward Dream Cruise is a celebration of Detroit's golden age and all things automotive.

ularly welcomed.

Among the other events happening as part of the Dream Cruise are The Pontiac Power Week Classic

Car Show which returns to downtown Pontiac on Friday and Saturday.

Those who attend can enjoy live entertainment,

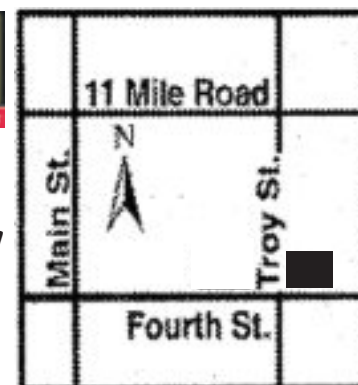
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SPONSOR

Ford increasing presence at Dream Cruise

By Mike Scott

For Digital First Media

As a first-year title sponsor of the Woodward Dream Cruise, Ford Motor Company will dramatically increase its presence at the annual event, held this year on the Saturday of Dream Cruise weekend.

The Dearborn automaker signed a one-year contract after Chevrolet elected to end its six-year run as the main sponsor. As a result, Ford branding will be visible throughout the weekend at such events as the 19th year of Mustang Alley in Ferndale. In total four separate locations will host Ford's track-ready racing vehicles, aid its full car lineup of sports cars, SUVs and

crossovers.

The amount of the contract was not released, but Ford does have an option to continue as the presenting sponsor next year.

One of the new features available this year is the Driving Skills for Life program to the Woodward cruise. This program allows representatives of the company's philanthropic arm, Ford Fund, to show drivers how to navigate through safety techniques while using a virtual reality app.

Some of the cash raised from the Ford sponsorship will help to pay for police overtime and public works costs to help maintain cleanliness, according to Greg Russel, the volunteer president of the

event's nonprofit operating board, Woodward Dream Cruise Inc. and the director of parks and recreation for the City of Royal Oak.

The roughly 1.2 million attendees of the Dream Cruise may also see many more examples of unique Ford models like the Fiesta ST, F-150 Raptor, Focus ST and the Ford GT supercar that accelerates to 60 mph in three seconds. At various locations along Woodward, Ford will also show off other high-performance vehicles such as the Mustang Cobra Jet, which includes a 5.0-liter V8 engine, 2.9L Whipple supercharger and other custom parts.

"Dream Cruise is all about the sheer joy and

FORD » PAGE 6



DIGITAL FIRST MEDIA FILE PHOTO

Some of the cash raised from the Ford sponsorship will help to pay for police overtime and public works costs to help maintain cleanliness.

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DIGITAL FIRST MEDIA FILE PHOTO

The roughly 1.2 million attendees may see many examples of unique Ford models like the Fiesta ST, F-150 Raptor, Focus ST and the Ford GT.

Ford

FROM PAGE 4

freedom of the automobile, and Ford has always celebrated car culture," Mark LaNeve, Ford vice president of U.S. marketing sales and service, said in a statement.

"We're obsessed with making driving fun and we're committed to celebrating that passion with enthusiasts of all ages in the birthplace of motoring."

Chevrolet had been the largest sponsor of the event for six years straight.

The three-year deal that Chevrolet signed in 2011 was reportedly for more than \$1 million.

Money from sponsors helps pay for the costs of facilities, public safety and other logistical costs that are required to run the Dream Cruise.

A Ford company spokesman said in an email that the OEM has not made final plans for sponsorship beyond this year, but that Ford felt the Dream Cruise sponsorship is the perfect venue for promoting the company's brand.



Money from sponsors helps pay for the costs of facilities, public safety and other logistical costs that are required to run the Dream Cruise.



A row of Shelby Cobras at the Dream Cruise.



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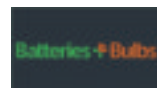
8:00 AM – 8:00 PM: Performance Park Classic Car Show,
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11:00 AM – 7:00 PM: Ford Family Zone
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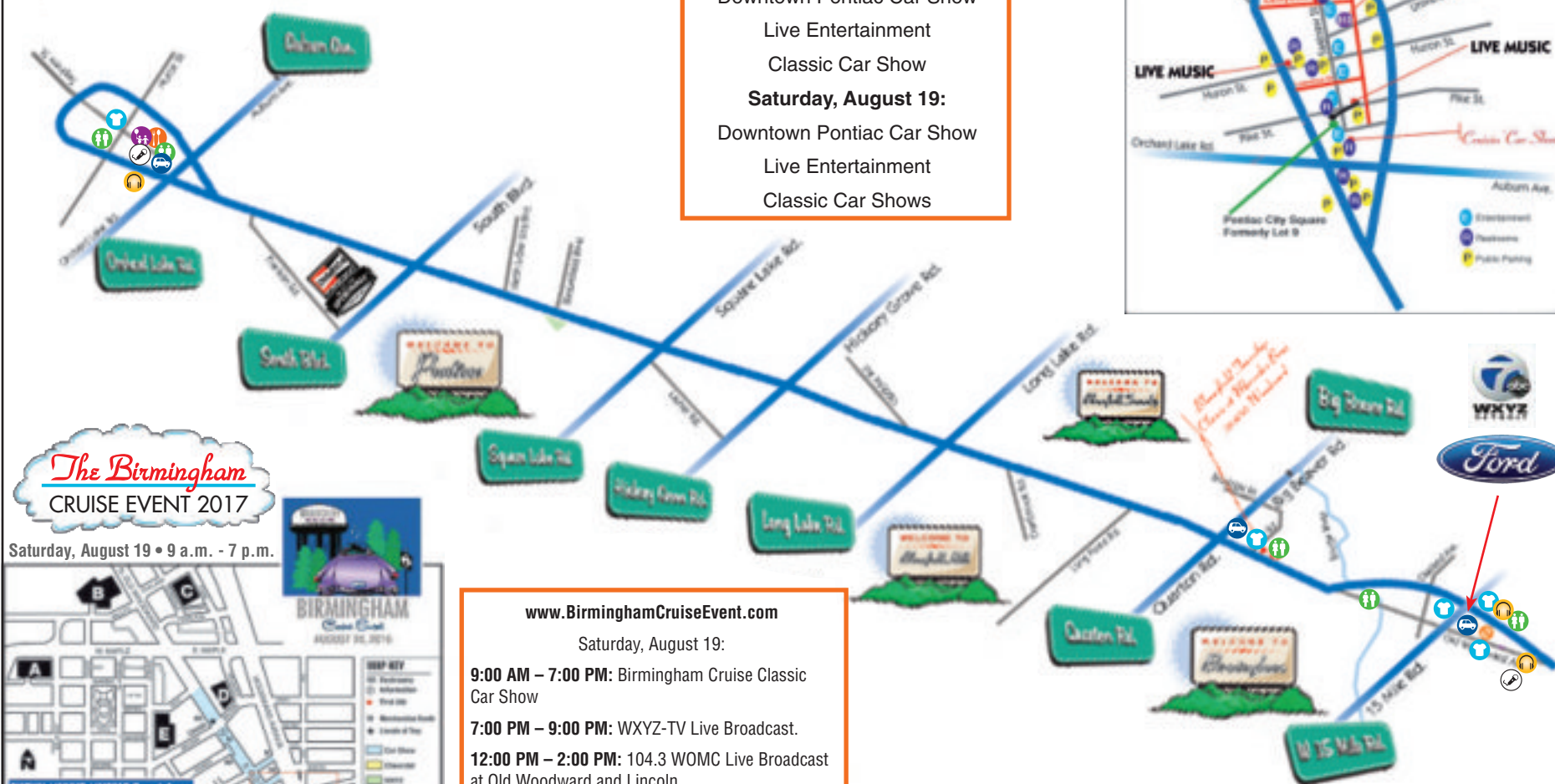
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POLICE & FIRE

Emergency vehicle show now a weekend tradition

By Mike Scott
For Digital First Media

It was supposed to be a one-year only event during the early years of the Dream Cruise, but the annual Ferndale Emergency Vehicle Show has become a weekend tradition, drawing public safety vehicles and participants from around the country.

Held on East Nine Mile near Bermuda Street from 1-8 p.m. on Dream Cruise Friday, the Emergency Vehicle Show highlights 70-100 emergency vehicles from not just the Ferndale community and southeastern Michigan but from as far-away places as Maryland, Pennsylvania, Ontario, Canada and more said Anthony Rzucidlo, the event coordi-



PHOTOS COURTESY OF ANTHONY J. RZUCIDLO

The show highlights 70-100 emergency vehicles around Michigan.

nator who oversees a team of 8-10 dedicated volunteers who help manage the event each year.

Awards are given in three categories: Best Ambulance, Best Fire Apparatus and Best Police Vehicle.

EMERGENCY » PAGE 12



Awards are given out for best ambulance, fire apparatus and best police vehicle.

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Emergency

FROM PAGE 10

tus and Best Police Vehicle. And Rzcudlo spends time recruiting vehicles from around country to attend and participate so every year offers something a bit different. The ribbon cutting ceremony, which ceremoniously signifies the start of the Dream Cruise, is at 5 pm. And the "Lights and Sirens Cruise" parade is at 5:30 p.m.

"The Dream Cruise began in Ferndale so we like to recognize that as part of our event," said Rzcudlo.

Local restaurants sell food and drinks onsite along the street to give the Emergency Vehicle Show a festival type atmosphere. This year the Ferndale Fire Department will offer lift rides that will safely send guests 60 feet into the air on fire truck lifts, giving them a view of down-



PHOTOS COURTESY OF ANTHONY J. RZUCIDLO

Those attending the public event can also feel what it is like to use a fire hose by helping to put out a pretend fire.

town Detroit on a clear day. Those attending the public event can also feel what it is like to use a fire hose by

helping to put out a pretend fire.

Many of the vehicles highlighted in the Emer-

gency Vehicle Show are actually owned by private citizens, and represent antique public safety vehicles from



Local restaurants sell food and drinks onsite along the street to give the Emergency Vehicle Show a festival type atmosphere.

yesteryear, Rzcudlo said. Replica vehicles and current police cruisers from Metro Detroit are parked along the road for all to see.

"It's a great event because people can really see how the technology has evolved and the different between what public safety can use now and what they had years ago," Rzcudlo said. "The public really gets to see how high-tech the equipment is today."

Another advantage of the Emergency Vehicle Show is that it gives local public

safety departments an opportunity to interact with the public and provide a sense of the services they offer to local residents.

"It's great PR for us and a great way to get the public engaged with our local heroes and how they help support the community," Rzcudlo said.

"It really has become a tradition for many families to attend the show every year."

To learn more visit www.ferndaledreamcruise.com.

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REBUILD

eBay Motors, Ford Restoration Parts partner to check out custom '67 Mustang

By Mike Scott
For Digital First Media

In partnership with Ford Restoration Parts, eBay Motors will give thousands of automotive fans a chance to check out its custom 1967 Mustang Fastback at Detroit's Woodward Dream Cruise, Saturday, August 19th.

eBay Motors' pop-up garage, featuring the 1967 Ford Mustang Fastback, will be located at Ford's "Driving Skills for Life" at the Woodward Avenue Westborn Market at 27659 Woodward, Berkeley. This will mark the third pit stop of eBay's "On the Road" cross-country tour. This 1967 Fastback is being rebuilt using Ford Restoration Parts by four well-known automotive enthusiasts including

automotive artist K.C. Mathieu, and television star Rutledge Wood, who will be onsite to show off the latest upgrade. They will also be providing demonstrations for fans at 10:30 a.m., noon and 2:30 on Dream Cruise Saturday where they will meet fans and give them an up-close look at the Fastback's build progress.

In addition, the eBay Motors Garage' pop-up will have live demonstrations and part displays. Free raffles will be held throughout the day outside of the Westborn Market, and spectators can "spin the wheel" for other giveaways and prizes.

"There is a significant amount of metal work that has gone into this vehicle, with unique wheels and tires and a new engine,"

said eBay Spokeswoman Michelle Del Rio.

"These are custom car gurus who are building this unique vehicle with whatever little free time they have. It's amazing what they have been able to do with a limited budget and even more limited time."

The build, which is more than half-way complete, is a one-of-a-kind custom restomod.

Onlookers will get a first-look at the metal work, wheels and tires selection. Enthusiasts at Woodward Dream Cruise will also be able to check out the car's latest upgrades, including the newly installed 427 Cobra Jet V engine fitted with an aluminum Edelbrock intake manifold and a classic Holly 750 CFM U-

EBAY » PAGE 15



PHOTO COURTESY OF EBAY MOTORS

This Saturday, eBay Motors will give automotive fans a chance to check out its rebuild progress on a custom 1967 Mustang Fastback at Detroit's Woodward Dream Cruise. The third pit stop of the eBay Motors "On the Road" cross-country tour, the Fastback is more than halfway complete.

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ENTHUSIASTS

Camaro club built around charity, social activities

By Mike Scott
For Digital First Media

As with many car clubs around metro Detroit, the Eastern Michigan Camaro Club is built around charity, social activities, and the love of all things cars.

Based in the communities around Plymouth, Canton, Northville and neighboring municipalities, upwards of 100 members comprise the club that has donated more than \$68,000 to local charitable organizations over the last five years, according to Club President Paul Densky. And as the Woodward Dream Cruise kicks off this weekend, that's one of the features about car clubs that Densky wants spectators and car enthusiasts to remember.

In fact the stated char-



PHOTO COURTESY OF PAUL DENSKY

Upwards of 100 members comprise the club that has donated more than \$68,000 to local charitable organizations over the last five years.

ter of the Eastern Michigan Camaro Club is to allow Camaro owners and those with an interest in Camaros, to gather, become friends, exchange information and have fun in a safe and nonprofit environment.

"We try to keep our costs down so we can donate more to charity but it's also important to have fun," Densky said. "So we try to create meetings that are social in nature and are around simple activities that our members like

to do."

The majority of funds raised by the Eastern Michigan Camaro Club are done so through the club's annual Camaro Superfest held each July at Riverside Park in Ypsilanti. The Superfest's weekend-long activities will also include other events, such as local automotive factory tours or racing laps at area speedways from Michigan International Speedway to Waterford Hills. A car show is the highlight of the Superfest's final day where nearly 550 Camaro owners brought their cars to receive hundreds of trophies for those who chose to enter the show.

This year more than \$12,000 was raised for the Miracle League of Plymouth which helps children

CAMARO » PAGE 16

eBay

FROM PAGE 14

tra Double Pumper Carburetor. Other installations include adjustable hood bumpers, weather stripper, and vent windows.

"Together, we'll be paying homage to both classic cars and modern performance vehicles," said Mathieu.

"Our vision with this Fastback is a 'rowdy restomod,' and customization is integral.

(We'll be) unveiling the completed metal work and will discuss our wheel and tire selection. eBay Motors has a massive selection of parts and accessories, which definitely enabled us to choose unique items that will help us take this car to the limit!"

Mathieu will be representing the tour's team of expert car builders, which include gearhead Mike

Finnegan of YouTube's Finnegan's Garage and TV host and racing analyst Wood.

Following Woodward Dream Cruise in Detroit, the Fastback will visit Goodguys West Coast Nationals in Pleasanton, Calif. from August 25th — 27th.

The final reveal will be at the annual Special Equipment Market Association (SEMA) conference in Las Vegas on October 31st — November 3rd, where it will be auctioned on eBay for Charity.

Before that it will be featured on an Adam Corolla podcast.

Fans can also join the journey and follow the Mustang's progress virtually on the eBay Motors blog at www.emaby.com/motors/blog, which includes behind-the-scenes footage, Facebook Live check-ins, and real-time updates from the car build team on social media.

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Camaro enthusiasts gathered at Stevensen Park in Pleasant Ridge for the Camaro Corral at the Woodward 2015 Dream Cruise.

Camaro

FROM PAGE 15

and young adults with disabilities realize the dream and reward of playing baseball, Densky said. The Eastern Michigan Camaro Club chooses a new charity each year. Members also work closely with Lou LaRiche Chevrolet in Plymouth, which serves as a major sponsor of the club's fundraising activities and an adviser for club events.

"I think (next year) we're leaning toward having a military-related charity next year but it's something that we have our members vote on," Densky said.

While the Eastern Michigan Camaro Club doesn't formally gather on Dream Cruise Saturday along the route, they did hold a Camaro event at Gino's in Keego Harbor earlier this week, which included participation from nearly 25 members, Densky said.

A large percentage of



The club has seen a resurgence in membership given that the fifth generation of Camaros began being made in 2010.

the club's members do have their own Dream Cruise plans, but organizing events together can be a challenge with the price of parking, he added.

The club has seen a resurgence in membership given that fifth generation of Camaros began being made in 2010, a fact which has helped attract young members and has kept the vibrancy of the club high.

For most club members, the love of a Camaro was formed at a young age.

"I think for many of us it was our first car," said Densky, whose first vehicle was a 1968 Camaro.

"There's that bond we have it because of our own histories.

Plus it's just the coolest muscle car you will find."

To learn more visit <http://emcamaro.org>

EVENTS



DIGITAL FIRST MEDIA FILE PHOTO

The fees for the car show and club classic serve as fundraisers for three local charities, the Bloomfield Hills Optimist Club, the Bloomfield Township Police Department Benevolent Fund and the Bloomfield Township Fire Department Charities.

Bloomfield Twp. to host car shows for charity

By Mike Scott
Digital First Media

For many years, Bloomfield Township has hosted two events on Dream Cruise Saturday that draw guests from all over the area while raising money for some notable local charities.

Once again this year the township is home to its Classic Car Show and the Bill Wells Car Club Classic from 9 a.m. to 5 p.m. on Dream Cruise Saturday at the Mercedes-Benz of Bloomfield Hills dealership and the neighboring Comerica Bank branch on Woodward just south of Big Beaver. Club owners can be part of the Car Club Classic for \$35 and can enter the Classic Car Show for \$50. Guests will be able to partake in a variety of food, ice cream and drinks.

The group Sessions Band will be performing live music in the afternoon. Sessions Band is a musical group playing a variety of its own rock songs and

cover hits that has periodically recorded and toured with American rock singer-songwriter Bruce Springsteen in various formations since 1997, and is a regular part of the events.

The goal of the event is to allow guests to enjoy the world's largest one-day free automotive event in comfortable, convenient surroundings at 36700 Woodward.

"We've had several hundred people attend over the years and it has grown into one of the most popular events of Dream Cruise weekend," said Director of Community Relations Greg Kowalski "It's really an ideal place to watch all the cruisers on the Saturday because you get a really good view of Woodward and there are many other activities within walking distance of the parking lot."

The Car Club Classic generally includes members from more than 20-30 clubs around the metro area while the Classic Car Show attracts 100 or more

classic car owners. The fees for the car show and club classic serve as fundraisers for three local charities, the Bloomfield Hills Optimist Club, the Bloomfield Township Police Department Benevolent Fund and the Bloomfield Township Fire Department Charities.

While there aren't prizes for Classic Car Show, those interested in attending one or both fundraisers should ideally register in advance when possible, Kowalski said.

"By 1 p.m. where the dealership is, its wall-to-wall cars," he said. "It's a car lover's paradise and our goal is that you can stay right there in Bloomfield for a good part of the day."

Visit www.bloomfieldtwp.org to register. Registration includes one free pass for general event parking. Additional general event parking passes are available for \$5 each. Vehicles registered in the Classic Car Show may enter and exit at will.



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