

20th International Automotive Media Awards

Lifetime Achievement
Peter Brock

Best of 2010
Lindsay Brooke



June 20, 2011

International Automotive Media Award for Lifetime Achievement PETER BROCK

Two subjects have always been central to Peter Brock's career in the world of automobiles: competition and aesthetics. From his first involvement with cars at the age of 11, when he discovered Ken Purdy's *Kings of the Road*, and then took an unforgettable ride in a supercharged MG special, he's seldom wavered.

His photo archives include the first races he captured on film, the Pebble Beach and Reno Road Races in 1951, at the adventurous age of 14. Today he still attends as many different types of events as possible, photographing and reporting on the progress of the sport and the aesthetic state of the art.

Peter has been in love with the elegance of beautifully designed and engineered machinery ever since he first became aware that the greatest examples were always created by individuals with innovative ideas. "Time always distills the finest from the myriad ideas of those who seek success, but

racing accelerates the process; it separates truth and reality from mere fashion design," he explains. "Whether it's Le Mans, Baja, Bonneville, Pikes Peak, a Top Fuel meet or just running hard on dirt at any number of classic American ovals, I've found there's always a special, almost indefinable blend of innovative ideas and beautifully hand-fabricated hardware, combined with bravery and skill that makes our special world of art and engineering such a wonderful and exciting place.

"I love participating and writing about all forms of competition and design. Long ago I found that true racers are special people. It matters not whether they are involved cerebrally with the basic concepts, the actual creative design and fabrication, or finally putting the results of those ideas to test on the track, each in his own way is seldom given to compromise. There's great beauty in that kind of sacrifice; in striving, always to be the best."

Peter came to journalism by participation in all of the above when he designed the world championship-winning Daytona Cobra Coupe for Carroll Shelby in late 1963. That two year odyssey with the men who actually built and then raced his radical concept to ultimate success for America at Reims in France on July 4th, 1965 provided the gritty and sometimes hilarious material for his first book on the sport. The sell-out success of that endeavor led to other interesting assignments all over the world. He's been at it ever since with his wife and noted photographer, Gayle, shooting and writing about every facet of his favorite subject, cars.

Recently though, he's taken more time to devote to his other passions: history, politics, art and especially automotive design. "Besides writing something that others might enjoy, there's nothing quite as satisfying as the quiet excitement and beauty of carving a new shape in clay."

Previous Honorees

John H. Davis, television creator, host and executive producer, 2009

Ken Gross, author, writer, curator, 2008

Karl E. Ludvigsen, historian, author, writer, 2007

Jim Dunne, *Popular Mechanics*, 2006

(the late) Beverly Rae Kimes, historian, author, writer, 2005

(the late) Jerry Flint, *Forbes*, 2004

John Lamm, *Road & Track*, 2003

Brock Yates, *Car and Driver*, 2002

Chris Economaki, *National Speed Sport News*, 2001

Denise McCluggage, author, writer, 2000

(the late) Leon Mandel, *AutoWeek*, 1999

(the late) David E. Davis, Jr., *AUTOMOBILE*, 1998

International Automotive Media Awards for BEST OF 2010 and BEST OF DIVISIONS

IAMA Best of 2010 Lindsay Brooke for 2011 Chevrolet Volt Development Story

About the Presentations

All IAMAs for 2010 are published in this brochure, and on the website two or three days following the awards presentation. At the presentation, the IAMA Lifetime Achievement, Best of 2010, and Best of Divisions are announced, regardless of whether the awardee is present. However, the Foundation IAMAs (Bronze, Silver, and Gold) are announced *only* if the awardee or his or her representative is present to accept the award(s).

IAMA Best of Divisions 2010

Best of Division winners are selected from the IAMA Gold awardees in each division having 98 points or better. For 2010, seven Best of Divisions are awarded, as follow:

Best of Books

Stuart Codling for *Art of the Formula 1 Race Car*, published by Motorbooks

Best of Magazines

Preston Lerner for "Rookie No More," in *Automobile Magazine*

Best of Graphics

Neal Weingart for the May 2010 cover of MTD/Modern Tire Dealer

Best of Single Issues

Vintage Motorsport for the September/October 2010 issue

Best of PR/Marketing

Rise Sales for *Be Cool Wiring Harness*

Installation Instructions Made Easy

Best of Radio

Reed Black and Barry Spillman for "A Symbol in Steel: Truckers bring remnants of tower to final resting places," on *Land Line Now*

Best of Internet

Lindsay Brooke for *2011 Chevrolet Volt Development Story*, on evsae.com

No IAMAs for Best of Division were awarded in the following divisions:

- Newspapers
- Newsletter
- Multimedia
- Video

2010 Foundation Awards

IAMA BRONZE, SILVER AND GOLD MEDALLIONS

A, Book Writing

A-2, Biography

Mark Donohue: His Life in Photographs, publ. by David Bull Publishing, Silver to Michael Argetsinger

A-5, History, motorsports

Can-Am Cars in Detail, publ. by David Bull Publishing, Silver to Pete Lyons

Art of the Formula 1 Race Car, by Stuart Codling (GB), Gold to Motorbooks

A-6, History, general

Woodward Avenue: Cruising the Legendary Strip, publ. by CarTech, Gold to Robert Genat

Hot Rod Magazine: All the Covers, by Drew Hardin, Gold to Motorbooks

A-7, History, single marque or manufacturer

Ducati: 1098/1198, publ. by David Bull Publishing, Bronze to Marc Cook

A-8, Technical, how to do it

How to Restore Your Mustang 1964-1/2 - 1973, publ. by CarTech, Silver to Frank Bohanan

How to Build Max-Performance Ford FE Engines, publ. by

CarTech, Silver to Barry Rabotnick

A9, Technical, reference

Performance Fuel Injection Systems, publ. by HP Books/Penguin, Bronze to Matt Cramer & Jerry Hoffman

Engine Airflow, publ. by HP Books/Penguin, Gold to Harold Bettes

A-11, Technical, general

EDEXCEL BTEC National Diploma Unit 15: Heavy Vehicle Braking, Silver to Dr. David G. Styles (GB)

A-24, Motorsports, general

The Weekend Starts on Wednesday, by Andrew Giangola, Bronze to Motorbooks

B, Book Graphics

B-40, Design, total book

EDEXCEL BTEC National Diploma Unit 15: Heavy Vehicle Braking, Bronze to Dr. David G. Styles (GB)

B-46, Illustration, photographs

Can-Am Cars in Detail, publ. by David Bull Publishing, Silver to Peter Harholdt

C, Newspaper Writing

C-17, Car Show

"Classic Field of Beauties," in *The*

Times Union, Jacksonville, Fla., Silver to Dan Scanlan

C-26, Personality Profile

"Clive Cussler featured at 15th Keels & Wheels," in *The Houston Chronicle*, Gold to Tim Spell

C-28, Introduction of New Model

"Mercedes-Benz E350 Cabriolet: 'Das Auto ist gut!'," in *The Advocate*, Baton Rouge, La., Silver to Steve Wheeler

D, Newspaper Graphics

none

E, Magazine Writing

E-2, Biography

"A.J. Watson: from Pots & Pans to Pink Zinks," by Fritz Frommeyer, Silver to *Vintage Motorsport*

E-5, History, motorsports

"Along Came the Spyzers," in *Vintage Motorsport*, Silver to Carl Goodwin

"When Mercedes Raced at Indy," in *The Star*, Gold to Karl Ludvigsen

E-6, History, general

"Charles Rolls," in *The Flying Lady*, RROC, Bronze to Sabu Advani

"Universal Credit Company," in *The*

<i>Restorer</i> , publ. of the Model A Ford Club of America, Bronze to Jim Spawn	"The Fair Circuit," by Tom Madigan w/Johnny Rutherford, Gold to <i>Vintage Motorsport</i>	E-23, Motorsports Event
E-7, History, single marque or manufacturer	E-17, Car Show	"Endurance Racing--Circle Track Style," in <i>Circle Track</i> , Silver to June and Jerry Boone
"The Cosworth Connection," in <i>The Star</i> , Bronze to Graham Robson	"Amelia Island Opens the Season," in <i>The Star</i> , Bronze to Rich Taylor and Jean Constantine	E-24, Motorsports, other
"Automotive Archaeology: 1934 M-B 150 Sports Roadster," in <i>The Star</i> , Silver to Michael Kunz.	E-18, Collector Vehicles	"50 Years On," by Richard Prince, Silver to <i>Vintage Motorsport</i>
"Introduction of the New Ford (Model A)," in <i>The Restorer</i> , publ. of the Model A Ford Club of America, Gold to Jim Spawn	"Seven Up," by Ezra Dyer, Silver to <i>Automobile Magazine</i>	E-25, Business
"The Jaguar XK120," by Carl Goodwin, Gold to <i>Vintage Motorsport</i>	"Recreating the 190SL Exhibition Car," in <i>The Star</i> , Gold to Jim Liukens	"Shooting Ourselves in the Foot," Bronze to Andy Fiffick/ <i>Action Magazine</i>
"1951 Buick XP-300: Mr. Chayne Builds His Dream Car," in <i>Collectible Automobile</i> , Gold to Terry V. Boyce	E-21, Editorial	"Old Habits Will Only Send You Broke," Silver to Ken Newton/ <i>Action Magazine</i>
E-8, Technical, how to do it	"Informed Choice," in <i>Action Magazine</i> , publ. of the Mobile Air Conditioning Society, Inc. (MACS), Gold to Elvis Hoffpauir	E-26, Personality Profile
"Common Rail Diesel Comes Into Its Own," in <i>MOTOR</i> , Gold to Bob Pattengale	"Editor's Report," in <i>MOTOR</i> , Gold to John Lypen	"The Finest Line," in <i>Motor Trend Classic</i> , Gold to Gary Witzenburg
E-9, Technical, reference	"The Tariff Effect, One Year Later," in <i>MTD/Modern Tire Dealer</i> , Gold to Bob Ulrich	"Rookie No More," by Preston Lerner, Gold to <i>Automobile Magazine</i>
"W123 Diesel Buyers Guide," in <i>The Star</i> , Gold to Pierre Hedary and Mathieu Cama	E-22, Column	E-28, Introduction of New Model(s)
E-10, Technical, pictorial	"Silverphile," in <i>The Star</i> , Bronze to John Kuhn Bleimaier	"War of the (sports car) Worlds," by David Zenlea, Bronze to <i>Automobile Magazine</i>
"Factory Fresh," in <i>The Star</i> , Silver to Stephan McKeown	"By Design," by Robert Cumberland, Silver to <i>Automobile Magazine</i>	E-29, Environmental
E-11, Technical, general	"Expansion Valve," <i>Action Magazine</i> , publ. of the Mobile Air Conditioning Society, Inc. (MACS), Gold to Jim Taylor	"Eco-Benz Project," in <i>The Star</i> , Bronze to Robert Schilling
"Top 12 Emerging Technologies," in <i>MTD/Modern Tire Dealer</i> , Gold to Mike Mavrigian	"Fuel for Thought," in <i>Goodguys Goodtimes Gazette</i> , Gold to Louise Ann Noeth	"Lessons Learned," in <i>Action Magazine</i> , Silver to Ward Atkinson
E-16, Interviews	"Trouble Shooter," in <i>MOTOR</i> , Gold to Karl Seyfert	E-31, Road Test
		"Shell Shocked," by D. Randy Riggs, Silver to <i>Vintage Motorsport</i>
		E-32, Reference
		"Not Exactly Recession Proof," in <i>MTD/Modern Tire Dealer</i> , Silver to

Bob Ulrich	F-46, Illustration, photographs	Royce Owners Club, Gold to Sabu Advani
E-34, Entertainment	Mille Miglia Historica, in <i>The Star</i> , July-Aug. 2010, Bronze to David Gooley	<i>Vintage Motorsport</i> , Sept-Oct. 2010, Gold to <i>Vintage Motorsport</i>
"The Earl of Goodwoods," by Ezra Dyer, Bronze to <i>Automobile Magazine</i>	F-48, Single Photo, color	I-55, Magazine 20,000-100,000 circulation
E-35, Feature	<i>The Star</i> , March-April 2010 cover, Silver to David Gooley	<i>Performance Handbook</i> , April 2010, Bronze to Bob Ulrich, Lori Mavrigian and Mike Manges
"Collector Cars are Forever," by Ken Gross, Bronze to <i>Vintage Motorsport</i>	<i>National Dragster</i> , Nov. 26, 2010, contents page, Gold to Jerry Foss- <i>National Dragster</i>	<i>Collectible Automobile</i> , February 2010, Silver to <i>Collectible Automobile</i>
"My Father's Footsteps," by Joe DeMatio, Gold to <i>Automobile Magazine</i>	F-49, Single Photo, digitally manipulated	I-56, Magazine more than 100,000 circulation
F, Magazine Graphics	Starry-eyed, in <i>The Star</i> , Jan-Feb. 2010, Bronze to Michael Salemi	<i>Shelby 2010 Annual</i> , Bronze to Shelby-American, Inc.
F-40, Design Total Publication	G, Newsletter Graphics	<i>MOTOR</i> , May 2010, Silver to <i>MOTOR Magazine</i>
<i>The Star</i> , May-June 2010, Silver to Mercedes-Benz Club of America	G-40, Design Total Publication	I-58, Newsletter, 16-pages or less
<i>Automobile</i> , April 2010, Silver to <i>Automobile Magazine</i>	<i>300 Star Letter</i> , Sept. 2010, publ. of Gull Wing Group Int'l., Silver to Cyndi Vander Horn	<i>MACS Service Reports</i> , Bronze to Peter Meier
F-41, Design, cover	H, Newsletter Writing	<i>Performance Report</i> , Silver to Motor State Distributing
<i>The Star</i> , May-June 2010, Silver to Gary Anderson	H-35, Feature	<i>Driving Force</i> , December 2010, publ. of Specialty Equipment Market Association (SEMA), Gold to SEMA Action Network (SAN)
<i>MOTOR</i> , August 2010, Gold to Harold Perry	"Sights and Sounds of Automotive History," in <i>Automotive History Review</i> , publication of The Society of Automotive Historians, Inc., Silver to Lawrence R. Gustin	J, Public Relations/Marketing
<i>MTD/Modern Tire Dealer</i> , May 2010, Gold to Neal Weingart	I, Single Issue/special section	J-9, Technical reference
F-43, Design, article	I-53, Newspaper special section	<i>Autolite Technical Training Manual</i> , Gold to Car Knack LLC
"Mercedes Revisits La Panamericana," in <i>The Star</i> , Gold to Gary Anderson	"The Future of Cars," in <i>The New York Times</i> , Silver to Rich Taylor	J-40, Design, total publication
"Sneak Preview," by Matt Tierney, Gold to <i>Automobile Magazine</i>	I-54, Magazine less than 20,000 circulation	<i>Drag Racing 2011</i> catalog, publ. Nov. 2010, Silver to Lane Automotive
F-44, Illustration, original art	<i>The Star</i> , Jan-Feb. 2010, Silver to Mercedes-Benz Club of America	<i>Be Cool Wiring Harness</i>
"Starry-eyed," in <i>The Star</i> , March-April 2010, Bronze to Doug Herrick	<i>The Flying Lady</i> , publ. of the Rolls-	

Installation Instructions Made Easy, Cyndi Vander Horn, designer; Gold to Rise Sales

J-41, Design, cover

Open Wheel 2011 catalog, publ. Nov. 2010, Gold to Lane Automotive

K, Video: for company in-house, instructional/

none

L, Video: for consumer/public event purposes

L-31, Road Test

2011 Subaru Impreza WRX STI, on Edmunds.com, Gold to Josh Jacquot

M, Radio

M-15, News

"Truckers in a jam when company policy leaves them outside in the storm," on *Land Line Now*, Silver to Reed Black/James Fetzer

M-16, Interviews

"Knights of the Road: this year's Goodyear Highway Heroes," on *Land Line Now*, Gold to Terry Scruton/Barry Spillman

M-26, Personality Profile

"Automotive Icon David E. Davis," on *Bob Long Radio/Autoworld*, Gold to Bob Long

"She's Going the Distance: Jasmine Jordan's Run," on *Land Line Now*, Bronze to Charlie Morasch/Barry Spillman

M-28, Introduction to New Models

"Danny Bahar: the Legendary Lotus Brand undergoes a 21st Century Makeover," on *Bob Long Radio/Autoworld*, Gold to Bob Long

M-29, Environmental/Regulatory

"Away we go in a Wheego..." on *Bob Long Radio/Autoworld*, Bronze to Bob Long

M-35, Feature

"A Symbol in Steel: Truckers bring remnants of tower to final resting places," on *Land Line Now*, Gold to Reed Black/Barry Spillman

N-Multimedia/CD/DVD

none

O, Other

0-65, Print, not otherwise classified

Seduzione Maserati, The Maserati Club 2011 calendar, Silver to Seymour G. Pond/Walter Baumer

American Classics 2011 calendar, publ. Summer 2010, Gold to Dan Lyons

P, Internet

P-4, Fiction

1974 12 Hours of Sebring, by Hal Crocker, Silver to SportsCarDigest.com

P-10, Technical, Pictorial

2012 McLaren MP4-12C: Suspension Walkaround, on Edmunds.com, Silver to Dan

Edmunds and Kurt Niebohr

P-11, Technical, General

Chevrolet's Radical New Volt, on consumerguideauto.com, Silver to Rick Cotta

P-15, News

GM Lied: Chevy Volt is not a True EV, on Edmunds.com, Gold to John Pearley Hoffman

P-16, Interviews

Drags, Dollars & Sense: Mike Dunn is the Best, on competitionplus.com, Silver to Michael Knight

P-20, Commentary

What's Wrong at Honda? Maybe everything, on Edmunds.com, Gold to Bill Visnic

How to Fix the IRL on Versus, on Spindoc500blog.com, Gold to Michael Knight

P-27, Travel

Ultimate 911 Turbo Red Meat Road Trip, on Edmunds.com, Bronze to Scott Oldham and Scott Jacobs

P-28, Introduction of New Model

2011 Chevrolet Volt Development Story, on evsae.org, Gold to Lindsay Brooke

P-31, Road Test

Snow Business, on consumerguideauto.com, Silver to Damon Bell

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The International Automotive Media Competition is a function of the International Society for Vehicle Preservation, a 501(c)(3) nonprofit educational organization. The purpose of this peer-judged awards program is to recognize excellence in all forms of automotive media.

IAMA Recognition of Lifetime Achievement

This award is given to an individual who has, in the eyes of his or her peers, made a substantial contribution to the craft for a period of twenty-five or more years. This award is determined by thirty members of the automotive media from a variety of disciplines voting for two of five names submitted by five nominators. Nominators and voters change each year. The continual varying of selectors and voters ensures a broad cross-section of input in determining each year's recipient.

Judging

Judging of entries is by peers. Entries must meet a minimum standard to qualify for awards. If no entry in a category meets the minimum standards no award will be made in that category. Entries are judged by Category within their Division.

Overview of IAMC Rules

The International Automotive Media Competition (IAMC), a function of the International Society for Vehicle Preservation, is an awards program. Its purpose is to recognize and encourage excellence in all forms of automotive media.

Judging is by peers, to a standard; entries may earn up to 100 points. The Foundation International Automotive Media Awards (IAMAs), Bronze (85-91), Silver (92-96) and Gold (97-100) medallions, are presented for those works so qualified.

From among the highest-point (98-100) Gold awards are chosen the Best of Divisions, with Best of 2010 being chosen from the Best of Division awardees.

Therefore, the Foundation IAMAs are a competition against a standard, whereas the Best of Divisions and Best of the Year IAMAs are a competition against other award-winning entries.

About the IAMC

The International Automotive Media Competition (IAMC), is a program to recognize and encourage excellence in all forms of automotive media.

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All awards are final.

All entries are made at the discretion of the entrant. Entering does not mean that you will be presented with an award or receive recognition for entering.

The use of an award for commercial purposes is permissible; please write for details as to how to present it.

Keep Informed

Please visit our website for additional information. Our primary means of communication outside of notices on the website is by email. If you would like to be kept advised of additions to the website, posting of results, and posting of entry forms, please fill in the form accessible through the "Contact" button to the left on the Home Page. *(This information is never shared.)*

<http://www.iamc-isvp.org>



Contact Information

International Automotive Media
Competition/ISVP
Elaine C. Haessner, Administrator
#309-300, 8987 E Tanque Verde Rd
Tucson, AZ 85749-9610

phone 520-749-2260
email isvp@earthlink.net

<http://www.iamc-isvp.org>