

18th International Automotive Media Awards

Lifetime Achievement
Ken Gross

Best of 2008
Karl E. Ludvigsen

JUNE 23, 2009

*Presented at the
Automotive Hall of Fame
Dearborn, Michigan*

International Automotive Media Competition
a function of the
International Society for Vehicle Preservation 501(c)(3)

International Automotive Media Award for Lifetime Achievement

Ken Gross

Ken Gross is the 2008 recipient of the International Automotive Media Award for Lifetime Achievement. This is the 11th annual presentation of this peer-driven award.

An automotive writer for 37 years, Ken's work has appeared in *Hemispheres*, *AUTOMOBILE Magazine*, *Hot Rod Magazine*, *The Rodder's Journal*, *AutoWeek*, *Street Rodder*, *Playboy*, *The Robb Report*, *edmunds.com*, *Old Cars Weekly*, and more.

He is the author of several books, including *Hot*

Rod Milestones, *Art of the Hot Rod*; is Chief Class Judge for Historic hot rods at the Pebble Beach Concours d'Elegance; and is former executive director of the Petersen Automotive Museum in Los Angeles.

Ken's long affection for all things automotive and in particular, hot rods, began when he bought his first issue of *Hot Rod Magazine* at the age of thirteen.

Ken and his wife Trish Serratore live in Hamilton, Virginia, with their children Jake and Kayla.

Previous honorees

Karl E. Ludvigsen, historian, author, writer, 2007
 Jim Dunne, *Popular Mechanics*, 2006
 (the late) Beverly Rae Kimes, historian, author, writer, 2005
 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
 David E Davis, Jr., *AUTOMOBILE*, 1998

The IAMAs

Best of 2008

and

Best of Divisions

Best of 2008

Karl E. Ludvigsen
for
Ferdinand Porsche: Genesis of Genius

Best of Divisions

Best of Division winners are selected from the IAMA Gold awardees in each division having 98 points or better. For 2008, nine Best of Divisions are awarded, as follow:

Best of Books

Karl E. Ludvigsen for *Ferdinand Porsche: Genesis of Genius*, published by Bentley Publishers

Best of Newspapers

Tim Spell, for "Capone's Caddy," in the *Houston Chronicle*

Best of Magazines

Jim Taylor for "Expansion Valve," in *ACtion Magazine*

Best of Graphics

Seako for "Japanese at Last," in *AUTOMOBILE Magazine*

Best of Newsletters

No Award

Best of Single Issues

Vintage Motorsport for the Sept./Oct., 2008 issue

Best of Multimedia

No Award

Best of PR/Marketing

Be Cool, Inc. for the Be Cool, Inc. master catalog, agency Jim Liukens/Rise Sales, Inc.

Best of Radio

Reed Black and Barry Spillman for "There's a Wall in Washington," on *LandLine Now*

Best of Video

Yolanda Vazquez for "Automotive High School," on *Motorweek/Maryland Public Television*

Best of Internet

Philip Reed, for "Confessions of an auto finance manager," on Edmunds.com

2008 Foundation Awards

IAMA Bronze, Silver and Gold Medallions

A, Books Writing

A-2, Biography

Mickey Thompson: The Fast Life and Tragic Death of a Racing Legend, Motorbooks, Bronze to Erik Arneson

A-7, History: Single Marque or Manufacturer

Chrysler Concept Cars 1940-1970, by David Fetherston & Tony Thacker, Bronze to CarTech Books, Inc.

Fuelies: Fuel Injected Corvettes 1957-1965, by Robert Genat, Bronze to CarTech Books, Inc.

A-8, Technical: How to do it

Dyno Testing and Tuning, by Harold Bettes & Bill Hancock, Bronze to CarTech Books, Inc.

TURBO: Real World High-Performance Turbocharger Systems, by Jay K. Miller, Silver to CarTech Books, Inc.

Sportbike Suspension Tuning, David Bull Publishing, Gold to Andrew Trevitt

A-34, Entertainment

Art of the Hot Rod, Motorbooks, Gold to Ken Gross

B, Books Graphics

B-40, Design: Total publication

Ferdinand Porsche: Genesis of Genius, Gold to Bentley Publishers

Cars of the 1940s, Gold to Consumer Guide

B-46, Illus: Photographs

Portraits, David Bull Publishing, Silver to Jesse Alexander

Shelby Cars in Detail, David Bull Publishing, Gold to Boyd Jaynes

C, Newspaper Writing

C-6, History: General

"Capone's Caddy," in the *Houston Chronicle*, Gold to Tim Spell

C-19, Concours

"Wilson Lincolns accepted in exclusive show," in the *Madison Press*, Silver to Dean Shipley

"The 13th Annual Amelia Island Concours d'Elegance," in the *Jacksonville Times-Union*, Gold to Dan Scanlan

C-26, Personality Profile

"Positive Change," in the *Arizona Republic*, Gold to Michael Knight

C-28, Introduction of New Model

"Ram treks into territory ravaged by Ike," in the *Houston Chronicle*, Silver to Tim Spell

C-31, Road Test

"Family Ties/Brother Knows Best," in *(Santa Fe) Drive*, Gold to Jay Binneweg

D, Newspaper Graphics

D-43, Design: Article

"Saab at a crossroads," in *(Santa Fe) Drive*, Bronze to Jay Binneweg

E, Magazine Writing

E-2, Biography

"Don't Drive Over Your Heady," in *-356 Registry*, Bronze to Carl Goodwin

E-5, History: Motorsports

"The 1908 French Grand Prix," in *The Star*, Gold to John Chuhran

"Legendary Link," by John Zimmerman, Gold to *Vintage Motorsport*

"When Sport Cars Flew at Akron Airport," in *Vintage Motorsport*, Gold to Carl Goodwin

E-6, History: general

"That Shrinking Feeling: How and Why GM Downsized for 1977," in *Collectible Automobile*, Silver to Gary Witzenburg

"Styling Legitimized: Harley Earl Comes to Town," in *Automobile Quarterly*, Bronze to Terry Boyce

"Dreams from Another Day," in *AUTOMOBILE*, Bronze to Bob Merlis

E-7, History: single marque or manufacturer

"Lola Goes Golden," by John Zimmerman, Gold to *Vintage Motorsport*

"The Camoradi Birdcage: Once in a Lifetime," in *Automobile Quarterly*, Gold to Leigh Dorrington

E-8, Technical: how to do it

"Getting a Better Look at the Toyota A340E Valve Body," in *GEARS*, Bronze to Mike Brown

"4L30E Pump Interchange," in <i>GEARS</i> , Silver to Jon Rodriguez	"Editorial," in <i>Modern Tire Dealer</i> , April 2008, Gold to Bob Ulrich	"Blue is the New Green," in <i>The Star</i> , Gold to Jim McCraw
"Understanding the slide-bumpshift," in <i>GEARS</i> , Gold to Lance Wiggins	"Editor's Report," in <i>MOTOR</i> , Sept. 2008, Gold to John Lypen	E-29, Environmental/Regulatory
"Testing, Testing 1-2-3: Wanna Go for a Drive?," in <i>MOTOR</i> , Gold to Sam Bell	E-22, Column	"ARSSand MAC Summit," Silver to MACS Staff/ <i>Action Magazine</i>
E-9, Technical: reference	"From the CEO," in <i>GEARS</i> , Gold to Dennis Madden	E-30, Investigative
"4L60/65/70E: Parts Interchange, and Immediate Failure after Rebuild," in <i>GEARS</i> , Bronze to Lance Wiggins	"Ignition:By Design," in <i>AUTOMOBILE</i> , Gold to Robert Cumberland	"2/32nds-inch: safe or not?," in <i>Modern Tire Dealer</i> , Gold to Bob Ulrich
"Working Outside the Bubble," Bronze to Jim Resutek/ <i>Action Magazine</i>	"Expansion Valve," Gold to <i>Action Magazine</i> /Jim Taylor	E-31, Road Test
"Getting a Better Look at the Toyota A761E Valve Body," in <i>GEARS</i> , Silver to Mike Brown	E-24, Motorsports: Other	"Godzilla Unleashed," in <i>Motor Trend</i> , Bronze to Frank Marcus
"4R70W Interchange," in <i>GEARS</i> , Gold to Jon Rodriguez	"MJ@ Rookie Season," in <i>Stock Car Racing</i> , Gold to June & Jerry Boone	"Take Us Out to the Ball Game," in <i>AUTOMOBILE</i> , Silver to Joe Lorio
E-11, Technical: general	E-25, Business	E-34, Entertainment
"New Vehicle Technology: Here & On the Horizon," in <i>MOTOR</i> , Silver to Mike Dale	"Minority Report," in <i>NADA's AutoExec</i> , Bronze to Joan Mooney	"Diecast Dreams," Bronze to Chuck Miller/ <i>Road King</i>
"Lower Cost Without Harsh Apply," in <i>GEARS</i> , Gold to Lance Wiggins	"Squeeze Play: Distributors Under Pressure," Bronze to <i>Action Magazine</i> /Jim Taylor	E-35, Feature
E-15, News	"Metrics Matter: Introducing Variation," in <i>GEARS</i> , Silver to Dennis Madden	"Christmas Present," by Jim Jackson, Silver to <i>Shore Magazine</i>
"Online Chatter," in <i>NADA's AutoExec</i> , Gold to Mary Anne Shreve	"The Power List," in <i>Motor Trend</i> , Silver to Todd Lassa	"Milestones in Speed," in <i>AUTOMOBILE</i> , Gold to <i>AUTOMOBILE</i> staff and contributors
E-16, Interviews	"Deal or No Deal," in <i>NADA's AutoExec</i> , Silver to Mary Anne Shreve	F, Magazine Graphics
"Ed Welburn," in <i>Motor Trend</i> , Gold to Todd Lassa	E-26, Personality Profile	F-40, Design: Total Publication
E-18, Collector Vehicles	"A Day in the Life," Silver to Richard McCuistian/ <i>Action Magazine</i>	<i>The Star</i> , Jan./Feb. 2008, Gold to the Mercedes-Benz Club of America
"Bonjour, Mademoiselle," in <i>AUTOMOBILE</i> , Silver to Sam Smith	"Guts. Gumption. God," in <i>Modern Tire Dealer</i> , Silver to Lori Mavrigian	<i>Houston Auto Show</i> , Gold to Ivan Galvan
E-19, Concours	"A Humble Legend: John Cooper Fitch," in <i>The Star</i> , Silver to Mary M. Hedberg	F-41, Design: cover
"Rocky Mountains High," in <i>Drive!</i> , Silver to David Fetherston	E-27, Travel	<i>AUTOMOBILE</i> , December 2008, Bronze to Darin Johnson
E-21, Editorial	"Nowhere Land," in <i>AUTOMOBILE</i> , Gold to Matthew Phenix	<i>MOTOR</i> , May 2008 issue, Silver to Harold Perry
"Easy As 1-2-3...?," Silver to Elvis Hoffpauir/MACS Worldwide	E-28, Introduction of New Model	<i>Action Magazine</i> , Jan./Feb. 2008, Gold to Laina Casey
		F-43, Design: Article

"The Future is Now," in *AUTOMOBILE*, Gold to Darin Johnson

F-44, Illustration: Original Art

"Japanese at Last," in *AUTOMOBILE*, Gold to Saeko

F-46, Illustration: Photographs

"When Sports Cars Flew at Akron Airport," in *Vintage Motorsport*, Bronze to Joe Brown

"The Flying Stork: Symbol of Excellence," in *Automobile Quarterly*, Gold to Michael Zumbrun

G, Newsletter Graphics

G-44, Illustration: Original Art

"Madison or Bust!," cover of *Driving Force*, for SEMA Action Network, Bronze to Colby Martin

G-48, Single Photo: Color

"Adding Force to the Hobby," cover of *Driving Force*, for SEMA Action Network, Silver to Jason Tolleson

H, Newsletter Writing

H-35, Feature

"Obituary of a Dodge Pickup Truck," in *National Chrysler Products Club, Inc. Journal*, Bronze to Chuck Cochran

I, Special Sections/Single Issues

I-53, Newspaper

"Future of Cars," June, 2008, for *The New York Times*, Gold to Rich Taylor

I-54, Magazine Under 20,000 circulation

The Star, Sept./Oct. 2008, Gold to the Mercedes-Benz Club of America

Automobile Quarterly, Vol. 48 No. 4, Gold to *Automobile Quarterly*

Vintage Motorsport, Sept/Oct 2008, Editor: D. Randy Riggs, Gold to *Vintage Motorsport*

I-55, Magazine, 20-100,000 circulation

Inside the Oval, Winter 2008, Silver to Dick Berggren

Collectible Automobile, Feb. 2008, Silver to *Collectible Automobile*

I-56, Magazine, over 100,000 circulation

MOTOR, May 2008, Silver to *MOTOR Magazine*

I-58, Newsletter: 16 pages or less

Driving Force, December 2008, Gold to SEMA Action Network

Fiero Focus, Sept./Oct. 2008, Gold to Northern Illinois Fiero Enthusiasts, Inc.

J, Public Relations/Marketing

J-58, Newsletter: 16 pages or less

300 StarLetter, April 2008, for Gullwing Group, Silver to Cyndi Vander Horn

J-64, Catalog

Be Cool master catalog, Gold to Be Cool, Inc. and Rise Sales, Inc.

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

No Award

L, Video: for consumer/public event purposes

L-7, History: Single Marque or Manufacturer

"40th Anniversary: Mazda Rotary Engine," on *Motorweek*, Maryland Public TV, Gold to Yolanda Vazquez

L-35, Feature

"Automotive High School," on *Motorweek*, Maryland Public TV, Gold to Yolanda Vazquez

M, Radio

M-22, Regularly Scheduled Show

Motor Trend Radio with Bob Long, Silver to Bob Long

M-26, Personality Profile

"Racer, Broadcaster, Humanitarian... Sam Posey Close Up," on *Motor Trend Radio*, Gold to Bob Long

M-28, Introduction of New Models

"Design Perspectives: Audi's new, athletic look...from the eyes of its chief designer," on *Motor Trend Radio*, Gold to Bob Long

M-33, Public Service

"The Truckers for Troops Telethon," Bronze to *LandLine Now* Staff

M-34, Entertainment

"Aaron Tippin—Back on the Road," on *LandLine Now*, Gold to Terry Scruton/Barry Spillman

M-35, Feature

"There's a Wall in Washington," on *LandLine Now*, Gold to Reed Black/Barry Spillman

N, Multimedia/CD

No Award

O, Other

O-65, Print, not otherwise specified

American Classics 2009 Calendar, Gold to Dan Lyons

The Maserati Club 2008 Calendar, Gold to Seymour G. Pond/Walter Baumer

P, Internet

P-20, Commentary

"2008: Journalism's Dark Year," on spindoctor500blog.blogspot.com, Bronze to Michael Knight

"What Auto CEOs Should Have Said," on Autobloggreen.com/At Witz' End, Silver to Gary Witzenburg

P-25, Business

"Three Reasons to Feel Good About American Automakers," Gold to Tom Appel/Consumer Guide Automotive

P-28, Introduction of New Model

"Deep Drive: Rolls-Royce Phantom Drophead Coupe," Bronze to Rick Cotta/Consumer Guide Automotive

"A Splash of Color in a Sea of Gray," on Edmunds' Insideline.com, Gold to James Riswick

"A Little Goes a Long Way," on Automeia.com, Gold to Dan Lyons

P-30, Investigative

"Confessions of an Auto Finance Manager," on Edmunds.com, Gold

to Philip Reed

P-31, Road Test

"Faster Pussycat," on Edmunds' InsideLine.com, Bronze to Dan Pund

"2009 Audi Q7 Diesel:Midwest Misadventures," Silver to Jennifer Geiger/Consumer Guide Automotive

P-34, Entertainment

"Redlines, Orange Tracks & Blue Streaks," Gold to Chuck Miller/*Toy Collector Magazine*

Rules, Judging, and Contact Information

Overview of IAMC Rules

The International Automotive Media Competition (IAMC), a function of the International Society for Vehicle Preservation, is an awards program. The purpose of this program 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 2008 being chosen from the Best of Division awardees.

Thus, 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 works.

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 will be judged by Category within their Division.

About the International Automotive Media Competition

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

The IAMC™ is administered, produced by and is a property of The International Society for VEHICLE Preservation, ©2009 all rights reserved. ISVP™ is a non-profit 501 (c) (3) educational organization.

IAMC and the International Automotive Media Awards (IAMA) are the property of ISVP™.

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; write for details as to how to present it.

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.

General Contact Information

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More... about Ken Gross

An automotive writer for 37 years, Ken writes for *Playboy*, *Hemispheres*, *AutoWeek*, *The Robb Report*, *Capitol File*, *Hagerty's Magazine*, *The Rodder's Journal*, *Street Rodder*, *Hot Rod Magazine* and *Hot Rod DeLuxe*. He's a monthly columnist for [edmunds.com/Inside Line](http://edmunds.com/InsideLine) and *Old Cars Weekly*.

Ken's work has also appeared in *Road & Track*, *Special-Interest Autos*, *Sports Car Market*, *New York Magazine*, *Diversions*, *Cavallino*, and *Hemmings Sports & Exotic Car*.

His latest book, *Hot Rods and Custom Cars, Los Angeles and Muroc*, featuring the photography of the late Strother MacMinn, will be published in August, 2009. Other books include *Art of the Hot Rod*, published in November 2008, *Milestone Hot Rods*, *The Illustrated BMW Buyer's Guide* and *Ferrari 250GT SWB*.

He has won the Washington Auto Press "Golden Quill Award," the Society of Automotive Historians' "Cugnot Award," and "The James Valentine Memorial Award" for excellence in automotive historical research.

In 2004-2005, with WATV Productions in Los Angeles, California, Ken wrote "Behind The Headlights," a critically-acclaimed, 12-episode, historic SPEED/TV program. He frequently appears on ESPN/2 TV as color commentator for the RM Auctions Show.

Ken is the Co-Curator for "Allure of the Automobile," scheduled for the second Quarter of 2010 at the High Museum of Art in Atlanta, Georgia. In 2007, he helped curate "Curves of Steel," an exhibit of streamlined automobiles, for the Phoenix Art Museum, Arizona.

He has judged at the Pebble Beach Concours d'Elegance, California, for 19 years; he's the Chief Class Judge for the hot rod class, held bi-annually since 1997. Ken has been a judge at the Amelia Island Concours d'Elegance, Florida, for many years. He was the Chief Judge at the Rodeo Drive Concours d'Elegance, California, and he has judged at Kirkland Island, Washington, Meadow Brook Hall, Michigan, and the Louis Vuitton Concours in New York, New York.

Previously Executive Director of the Petersen Automotive Museum in Los Angeles, he now consults for the Saratoga Automobile Museum, Saratoga Springs, New York, the High Museum of Art in Atlanta, and the Utah Museum of Fine Art in Salt Lake City, Utah.

Ken has been a jurist for the North American Car of the Year since the award's inception. He was chairman of the Meguiar's Award for ten years, honoring the Person of the Year in the collector car hobby. And he is a juror for the International Engine of the Year.

Ken's automotive literature collection numbers over 25,000 pieces. He also collects rare Ford flat-head V-8 speed equipment. An ecumenical enthusiast, he's been a Classic Car Club of America member for 45 years; he also belongs to the Antique Automobile Club of America, the National Street Rod Association, Goodguys, The Lincoln-Zephyr Owner's Club, The American Bugatti Club, The Auburn-Cord-Duesenberg Club, The Early Ford V-8 Owner's Club, The National Woodie Club, and the Secrets of Speed Society.

Although he's owned everything from Ferraris, Lamborghinis and Morgans, to several Ducati and Vincent motorcycles, his personal car collection is comprised of early Fords: a '32 roadster (chosen as one of the Top 75 '32 Fords of all time), a '40 DeLuxe coupe, and a '42 Ford station wagon, all flathead-powered, and a '39 Convertible coupe (with an early Chrysler Hemi V-8). An enthusiastic motorcyclist, he owns a 1985 Ducati Hailwood Replica Mille.

Ken lives in Hamilton, Virginia, with his wife, Trish Serratore, Senior Vice-President of ASE, The National Institute for Automotive Service Excellence, and their children, Jake, 14, and Kayla, 13. He has two older sons: Chris, 41, is lead singer of the Platinum-award winning rock group "Spin Doctors," and Jeremy, 39, is a computer systems analyst.