

STUDEBAKER Spotlight



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OF THE LONG ISLAND
CHAPTER, SDC

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Visit us at: www.longisland-sdc.com

Next Meeting:

Thursday, January 17th at 7:30 p.m.

Panera Bread, Farmingdale

Happy New Year!



Happy New Year and welcome to 2013! As you can see from the notice box above, our regular meeting place is still in use by FEMA, so **we will be meeting at the Panera Bread in Farmingdale for our January meeting.** For those with GPSs in their Studebakers, the address is 919 Broad Hollow Road, Farmingdale, NY. The phone number is (631) 420-5940.

We may have to use this or another venue for a while, as there is still much to be done to clean up after Sandy! It will surely be a topic of discussion at the meeting, and we'll keep you posted.

Since we were not fully prepared to hold elections for chapter Officers at our December brunch, elections will be held at the January meeting. Roger, Frank, and I have all agreed to continue in our current posts, so the election will be for President and Vice President.

MEETING INFORMATION

Third Thursday of every month

7:30 p.m.

Community Room

Marjorie Post Park

Massapequa

New members welcome!

MEMBERSHIP AND DUES



All members are reminded that this is a new membership year and dues for the year are now due. Dues are currently \$15.00 for the year. For new members joining after June, the dues are \$10.00.

We were lucky to gain a few new members in the closing months of 2012, and let's hope that trend will continue this year. New members bring great enthusiasm and new ideas to us, and help to keep the club vital. If you know of anyone wishing to join, feel free to invite them to the meeting or point them to the website for our membership application.

Please renew now to retain your membership in the club!

REVIVAL

Article received from Rod Barclay, North Texas Wheel Chapter

Nothing like promising to bring back a Good Old American Car to get a boomer's heart pumping, especially if the car is a Packard, or a Studebaker, or a Duesenberg. Who would not be for that! - To see those grand old cars pouring out of idle American factories again, built with good old American know-how by good old American unemployed workers. Don't that get your heart pumping?

Recent history is replete with efforts to revive old automobile brands, with very few success stories. I'm talking about a brand that died or ceased production, whose factory became idle or disappeared for a time. The most successful one that comes to mind is Cord, actually Auburn-Cord-Duesenberg Motor Car Company. In this case though, it was more of a very delayed re-start, not a brand new enterprise. Glenn Pray moved what was left of the original company, under Dallas Winslow, to Broken Arrow, OK. He decided to get back into the business by building modern versions of the Auburn Boat-tail Speedsters and a scaled-down version of the modernistic Cord. That enterprise is going still, even after his death in 2011, with several small companies building different versions at scattered locations around the country and in England.

Most efforts at revival, unfortunately, are not so successful, even when attempted by folks who ought to know better.

A recent example is Daimler's attempt to enter the super luxury market (Rolls-Royce territory) with Maybach, the grand old German marque, whose engines powered the Hindenburg Airships. First introduced at the Tokyo Motor show in 2002, the first model debuted in 2003, (6 liter V-12, 604 BHP), with a price tag of \$344,000. They even had the heir to the family name, Ulrich Schmid-Maybach as brand ambassador. After initially estimating sales levels of 2,000 (50% from US) it was shut down in 2010 after selling only 165 units. Other examples abound like

Lagonda, a 1930's heart-throbbing tourer from England, revived in the 1970's by Aston Martin. It made Time Magazines '50 of the world's ugliest Cars' list, and sold only 700 units from 1976 to 1990.

Where am I going with this, you might ask? Well, ever since the early 2000's efforts have been underway to bring back the two car brands we at SDC care about - Studebaker, and Packard. I would like to explore these efforts and get us thinking.

Tom Rains procured the rights to the Studebaker name in 2002 after the demise of the Avanti Corporation and launched an effort to re-create the company as a 21st century version of the original. As a motor cycle enthusiast, he planned to start off with motor cycles and scooters, then gradually work into cars and pickups. Ric W. Reed, his successor since 2008 has modified that vision as he said recently: "Over the past four years I wanted to continue with Tom's vision but after a bit of due-diligence, I now understand what it takes for Studebaker to come to fruition. No scooters and no motorcycles at this time (however, I am planning to build them later). For now, we're keeping the formula simple, focusing our energy and resources on passenger cars and pickup trucks. The first model must be definitively Studebaker, and if possible, affordable."

He recently toured South Bend and met with local officials and made a presentation at the Rotary Club. A visit to the Studebaker museum was evidently an eye-opener for him and came away most impressed with what he saw. He attended the SEMA show in November, had technical discussions with ALTe, a Detroit area power train technology firm regarding possible prototyping activities, and with Aero design group in Irvine, CA. Ric is drumming up support for the company, recruiting volunteers to help with running and planning. He calls them his "DAY" volunteers (Dollar a Year)

There are plans for a 1st annual company convention in the summer of 2013 and he is looking for prospective investors and partnership funding. According to Ric, this includes at least one offshore investment group. Full coverage of these activities can be seen on the company web site at www.studebakermotorcompany.com

In the world of Packard, Roy Gullickson, engineer, pilot and auto industry veteran, established the Packard Motor Company in the late 1990's and by the early 2000's built and exhibited the Packard Twelve four door prototype at prestigious shows such as Pebble Beach. Touted as an All-American prestige automobile, it features all aluminum frame and body with a V-12, 525 cid aluminum engine and true four wheel drive. The company web site is: www.packardmotorcompany.com

For new car brand startups to be successful, like the Tesla all-electric car, it requires a tremendously high price tag to recoup the initial development costs in a reasonable time frame, one to five years. Being

at the cusp of new technology also helps attract potential customers willing to fork over an earnest down payment. The fact that Tesla continues to produce cars owes much to the personal appeal of its new president Elon Musk and his other endeavors such as Space-X, and to the fact that electric cars have fewer, simpler parts.

Whether the Packard Motor Company has the moxie to attract well heeled patriotic Americans to fork over what maybe close to \$250,000+ for their own slice of the American pie is debatable. The company itself has been looking for a buyer since 2007. Mr. Gullickson, in a recent phone conversation, indicated that the company continues to receive revenue from the licensing of the Packard name and sale of specialty trim parts, and continuing interest from potential investors in Saudi Arabia and Brazil. (One argument in this whole question is that income from licensing the name alone could exceed any net profit from any manufacturing operation.)

On the Studebaker front, in spite of Mr. Reed's desire to recreate the company as it once was—offering innovative, reliable, quality products to the general motoring public, he admits that experts in the field are advising him to start with custom built, high-end performance models in order to finance his larger goals. Are there enough old car lovers, rich or otherwise, around to take him up on the idea?

Evidence of recent attempts such as Maybach and Lagonda and the present economic climate seems to indicate that successfully reviving Packard or Studebaker is nigh impossible. The required infrastructure for engineering, manufacturing and meeting government regulations would be daunting. However, 3D printing, computer-aided manufacturing, resource management and sourcing (all examples of the **new** American know how), could make it possible. Success in the market place would require that the cars coming out of these revived companies appeal to the present and future markets. Given that the bulk of folks clamoring for the re-birth of these companies are from the generation that remembers them, not the generation in line to buy, will the cache of the name Studebaker, or Packard be enough to make a difference? For Mr. Gullickson and Mr. Reed's sake, we hope so. Could we say 'Time will Tell'?

BE A CHAMPION

Second in a series: **Thicken The Skin**

By Bob Shaw, SDC member

We've all heard the inaccurate Studebaker stories. They have a Ford V/8 in them...Studebaker copied their V/8 from Cadillac...Avantis were made in Canada...you know them all. Then there's always some who get the models and years mixed up: "My dad once owned a 59 Golden Hawk."; "Grandpa had a 1950 Commando."

We die-hard Studebaker owners have heard these things time and again and because these stories and inaccuracies never seem to vanish, we are understandably tempted to respond rather harshly after the umpteenth time of hearing them. I say, GRIN AND BEAR IT!

Even if they claim to "know better" than you, always keep the conversation respectful and friendly. Eventually they will come to realize that that nice Studebaker guy was right. "Nice" being the descriptor that ultimately benefits your club somewhere down the road when that person considers buying a Studebaker.

To help you address some of the more prevalent Studebaker myths and misconceptions there is now a handy sheet you can download, print and keep in your car. Your chapter may have already printed some of these up for your use. Download the "Studebaker Myths & Misconceptions" sheet at <http://tinyurl.com/studebakermys> (type it exactly as you see it here).

Taking the "nice" road also applies when responding to negative comments about your (or a friend's) Studebaker you may overhear. I believe it is pretty much true that folks either love or hate the looks of a particular Studebaker. Heck, maybe that is true for most any marque.

The thing is, you cannot make anyone love your car or truck like you do. And you certainly cannot make people be diplomatic or respectful of your choice. But, you CAN make sure that, in spite of how that guy may think or speak, YOU can rise above their attitude and show that Studebaker owners are friendly and respectful. Sure, sometimes you may have to swallow hard and count to ten, but being a good ambassador for your chapter is well worth it in the long run.

Next time in Be A Champion: "Show interest in THEIR cars (even if you dislike them)."

LONG ISLAND CHAPTER STUDEBAKER DRIVERS CLUB MEMBERSHIP APPLICATION

NAME: _____ **Birthday (Mo/Day):** _____
SPOUSE: _____ **Birthday (Mo/Day):** _____
ADDRESS: _____ **Anniversary (Mo/Day):** _____
PHONE: _____ **CELL:** _____
E-MAIL: _____

STUDEBAKERS OWNED:

YEAR	MODEL	BODY STYLE

To join or renew your membership, mail completed membership form, with membership fee payable to "LI Chapter SDC" to Frank Sammon, 105 Ridge Avenue, No. Great River, NY 11722-3430

DUES: Annual Dues are \$15.00. New members joining January – June: \$15.00, after July \$10.00.

NOTE: YOU MUST BE A MEMBER OF THE SDC TO JOIN A LOCAL CHAPTER.



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