

No One Makes It to the Finish Line Alone



You are part of the 25 million car enthusiasts in the United States.



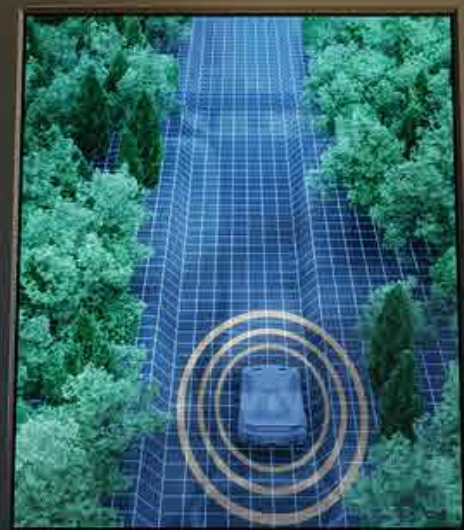


**Collectively,
you spend \$100 billion
on your hobby
each year.**

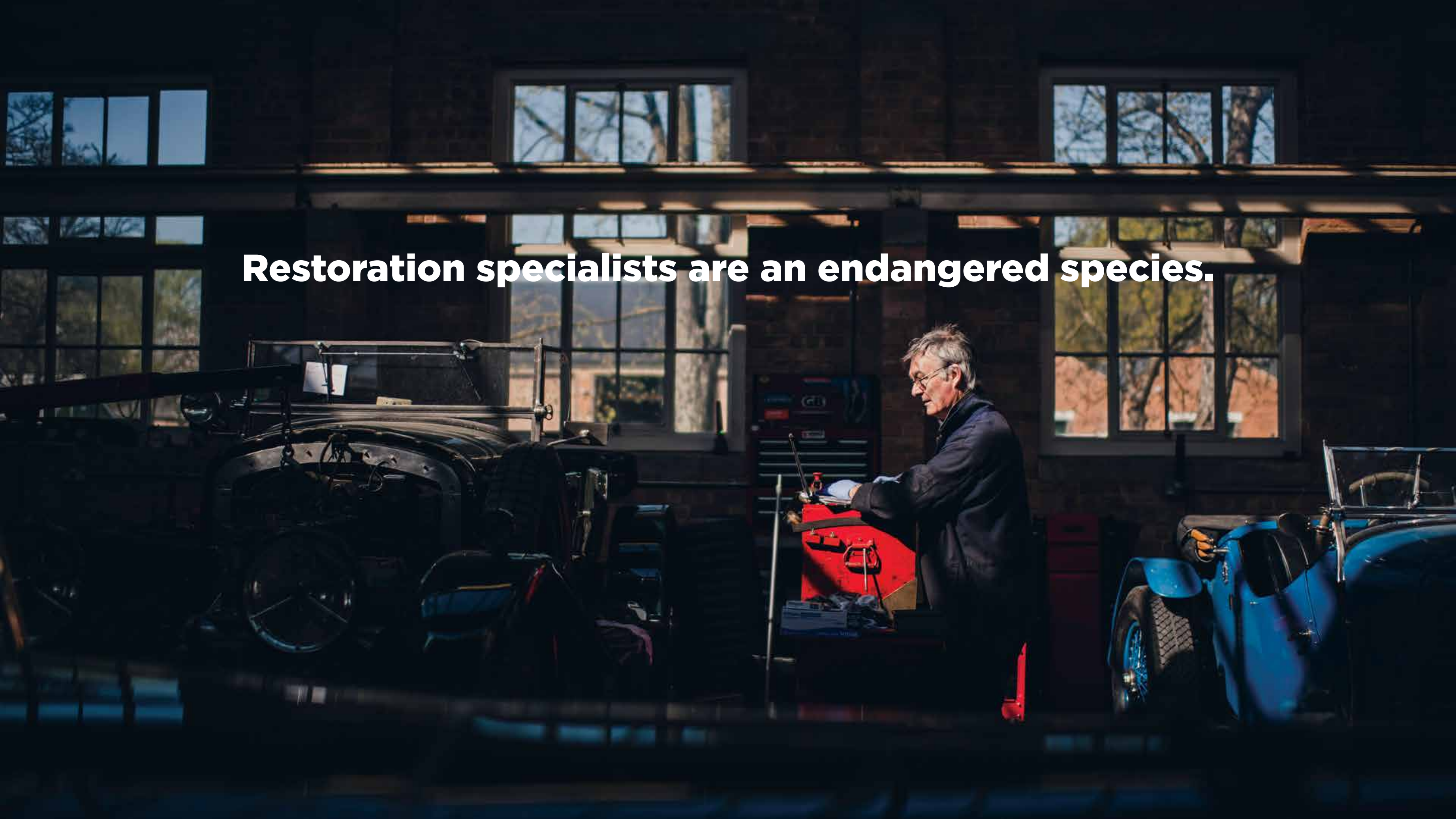
A close-up, low-angle shot of the front of a classic car, painted a deep, glossy purple. The car's front grille is prominent, featuring vertical chrome slats. On either side of the grille are round, chrome-rimmed headlights. The car's bodywork is highly reflective, showing highlights from the ambient light. A portion of a chrome wheel with a multi-spoke design is visible in the lower right corner. The background is a dark, textured surface, possibly asphalt.

**You grew up
at a time when
American car culture
was booming.**

**Things are
different now.**



Restoration specialists are an endangered species.





Clubs, events, and museums are struggling.



**Grassroots financial
support is drying up.**

A large, cluttered garage or workshop filled with vintage cars and numerous automotive brand signs. The ceiling is covered with a dense array of signs for various brands including Renault, Mobiloil, Fulmer, Texaco, Shell, Esso, and Isuzu. The floor is made of wooden planks and is crowded with several old cars, some of which are rusted and appear to be in various stages of restoration or disrepair. A small, white, rusted car is prominently featured in the foreground, facing the viewer. The overall atmosphere is one of a well-used, historical space dedicated to automotive culture.


Car culture as you know it may not survive. Why?



The companies who serve the car enthusiast market have not given back. In 2019, less than \$4 million, of the \$100 billion spent, was put back into the grassroots of car culture.



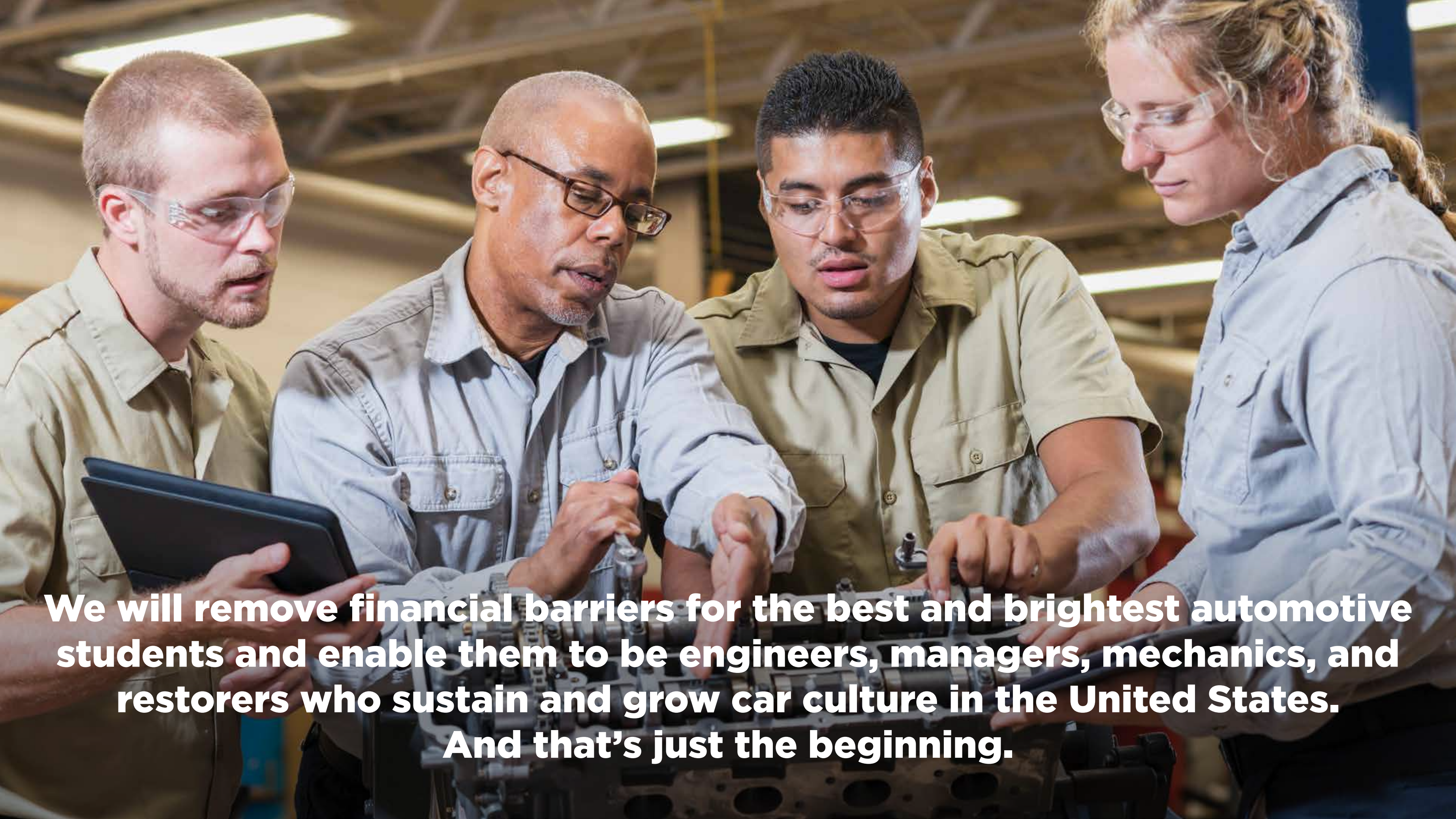
**The needs are big, financially, and operationally.
No one philanthropist or company can solve
these problems.**

A photograph of two men at what appears to be a car show. The man on the left is seen from the back, wearing a vibrant t-shirt that is a collage of various US state license plates. The man on the right is seen in profile, wearing a dark blue baseball cap with a 'UAW' logo and the year '1938', and a black t-shirt with a graphic of a red car and the text 'OLD GUY'S RIDE' and 'IT'S ALL ABOUT THE RIDE'. They are both looking towards the right. The background is blurred, showing other people and structures.

The Piston Foundation is creating an innovative fundraising model that operates on the same scale as the problem to be addressed, harnessing your collective strength: 25 million car enthusiasts working together on a national platform.

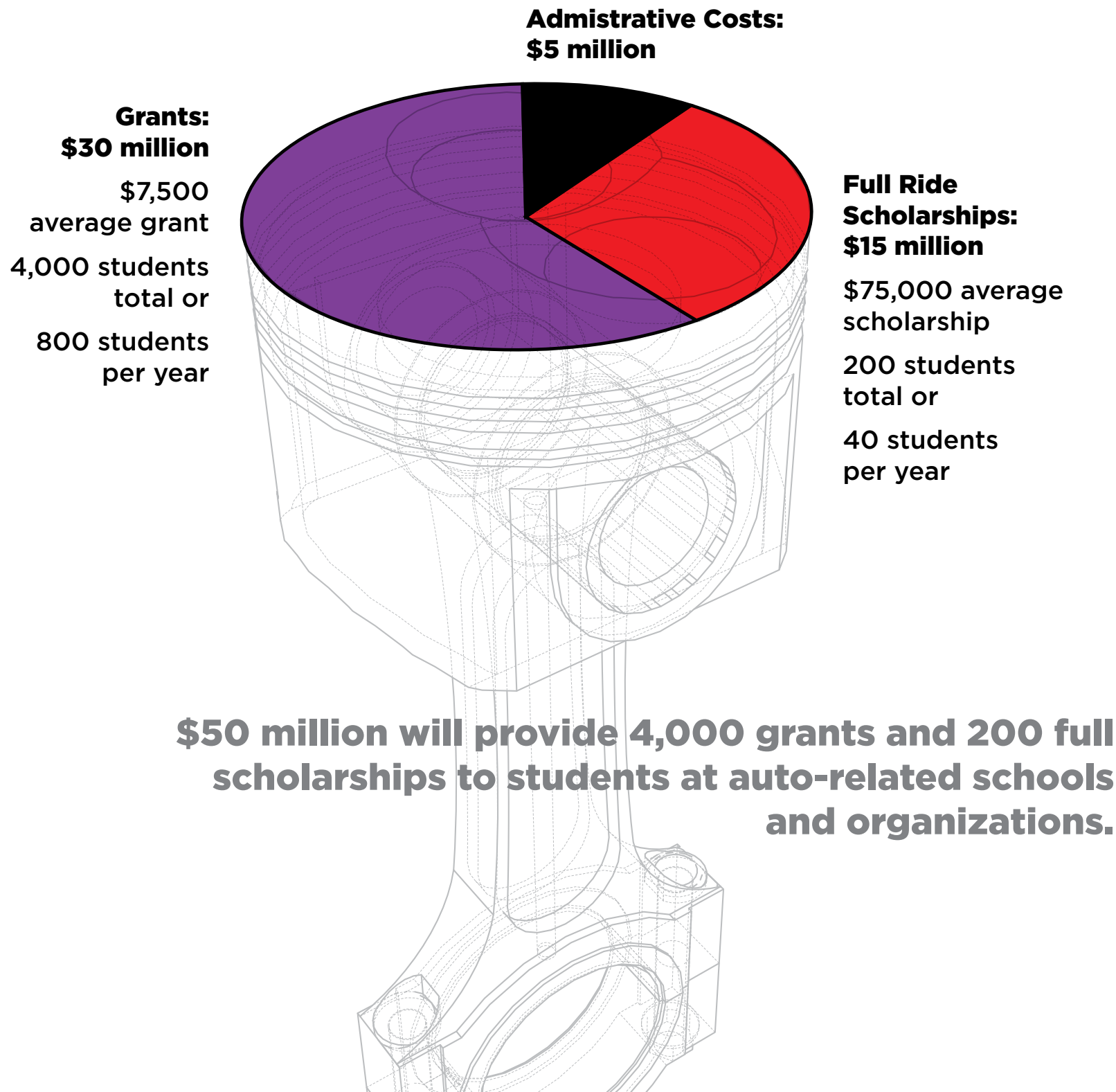


In the next five years, through innovative mobile solutions that make giving simple and scalable, we will raise the significant dollars needed to fund our first initiative: providing educational scholarships and apprenticeship opportunities for students pursuing careers in the automotive industry and classic car restoration.

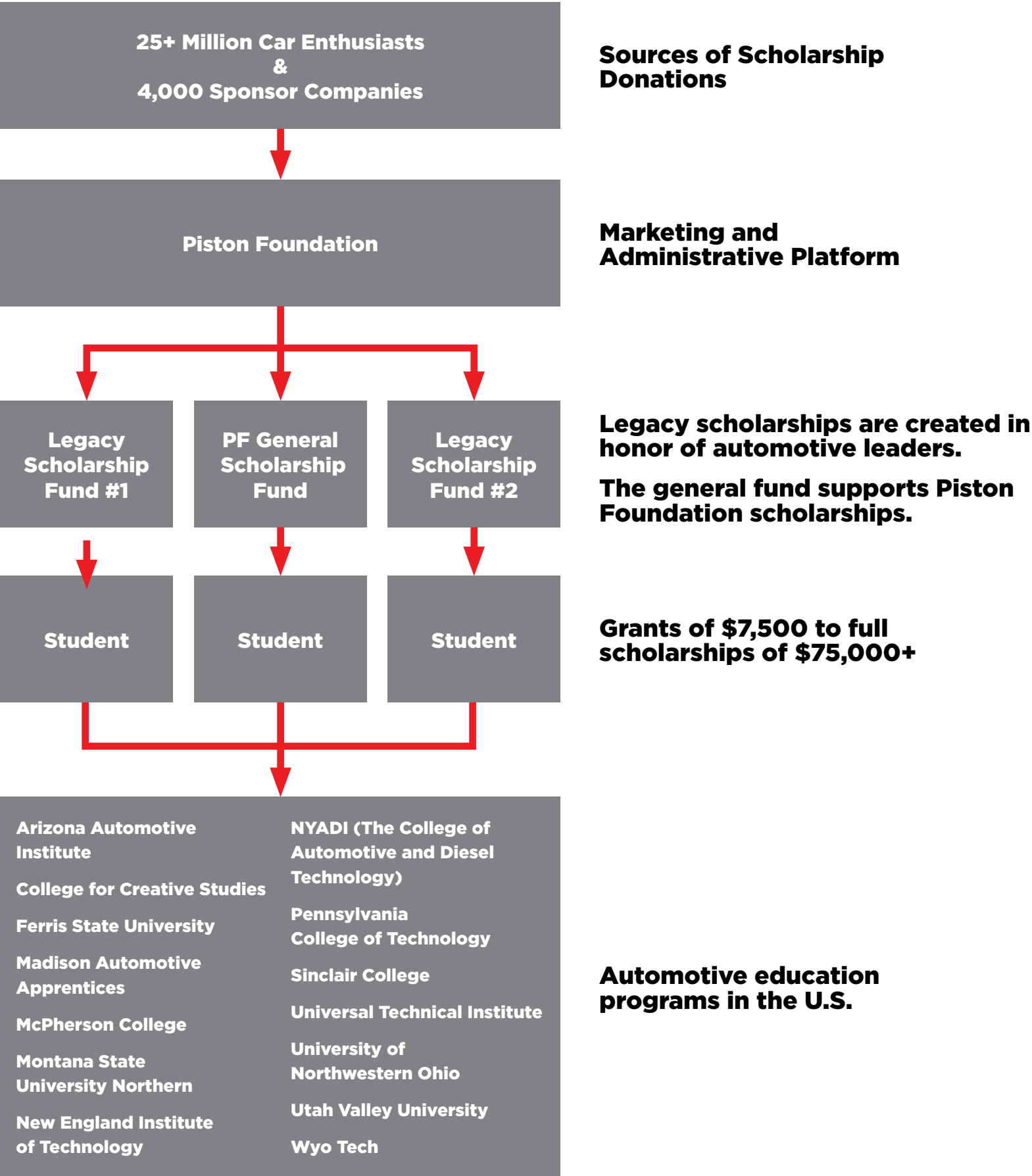


We will remove financial barriers for the best and brightest automotive students and enable them to be engineers, managers, mechanics, and restorers who sustain and grow car culture in the United States. And that's just the beginning.

The five year goal is to raise \$50 million.



Funding pathway from donor to student





SIX PISTON CHALLENGE

Join our mission by stepping up to the Six Piston Challenge.

Make a generous donation and challenge five of your friends to match it. Together, you will be an engine that drives the future of car culture.

Piston Management



Robert P. Minnick, Founder, CEO

Jeff Mason, COO

David Schwartz, CDO

Linda Zukauskas, CCO

Fernanado Alva Miras, Director, PPP

Karl Maruyama, Director, PAP

Advisors

Kent Bain traded his corporate career as an industrial designer for hands-on work, founding Automotive Restorations, Inc. and Vintage Racing Services, Inc. more than 40 years ago. He enjoys a strong reputation in the car collector field and his focus now is on the Automotive Restoration Academy, which will secure the future of restoration specialists.

William Harrison Binnie is a two-time class winner of the 24 Hours of Le Mans, twice as a driver and once as a team owner. He is president of the Carlisle Capital Corporation, president of the media company New Hampshire 1 Network, and owner of Carlisle One Media. His extensive charity work includes the fight against food-insecurity for children and he is the co-founder of the George Jackson Academy in New York City, which serves underprivileged youth.

Frank Campanale's passion is automobiles and automotive design. He is on the Board of Trustees of the College for Creative Studies, one of the top automotive and transportation design schools in the United States. A collector and restorer of prototypes and unusual cars, he is also an accomplished racer in the SCCA, IMSA, and HSR series and ran the Mille Miglia.

Chris Mason rekindled his passion for vintage automobiles by building a 1966 Volvo Amazon 122S with Vintage Racing Services to race Mexico's Carrera Panamericana, placing third in class in 2019. He recently co-founded Driving La Carrera, a vintage rally

racing team and media production company, but he is a man of many hats—a sought-after craftsman/woodworker in Venice for more than 25 years, creator/guide of walking trips in Italy, Nepal, and Turkey, and successful property manager on two continents.

Bill Scheffler believes collections like his and the events in which he participates as an organizer or judge, "Create an instant community of like-minded folks. It's magic." He founded the Concours d'Caffeine with Tim Walsh and Frank Taylor. He participates in several auto rallies and tours around the U.S. every year, adamant, "If we're lucky enough... to have the cars, then we sure ought to drive the cars."

Murray Smith's successful advertising career helped clients around the world but he is popularly known for presenting the finest automobiles with style, innovation, and excitement. The Louis Vuitton Classic at Rockefeller Center is exemplary of his work as is his Lime Rock Park Historic Festival, a unique, first class motoring event that combines all parts of motoring for the enthusiast.

Roger L. Werner is perhaps best known for creating the first television channel specifically aimed at the car enthusiast audience, Speedvision (now Fox Sports 1) and, a year later, Outdoor Life Network (now NBC Sports Network). He served as both networks' president and CEO and is an avid vintage racer, piloting his 1965 Porsche 911 on several tracks, including Lime Rock Park.



PRESERVING
CAR CULTURE

No one makes it to the finish line alone.

pistonfoundation.org