

# PISTON PRESS



PRESERVING  
CAR CULTURE

F O R I M M E D I A T E R E L E A S E

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Piston Foundation  
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Piston Foundation recently welcomed Chris Eschenburg as Business Development Manager.

“My passion for cars and skill sets match up perfectly with Piston Foundation as we reach out to multiple strategic partners within the automotive space,” Chris said. “I look forward to nurturing those relationships as our partners help us preserve car culture.”

While he was attracted by several aspects of the Foundation’s mission to create a national fundraising platform that supports car culture, Chris is particularly drawn in by how scholarships will benefit students who want to enter the trades associated with automobiles.

“I really believe that college is not the right path for every student and that we’re ignoring the value of the trades. They’re an overlooked and underappreciated skillset as well as vital to our economy. While I’ve told my own kids that I’d encourage them to attend a four-year university, I will equally support them if they want a career where they’re taking things apart and putting them back together again. The Foundation is an extension of that and, as a part of this group, I can support students across America.”

Robert P. Minnick, founder and CEO of the Foundation, said, “I’m thrilled to have Chris on board. Given his extensive background in the automotive industry, he’ll be invaluable as we grow our community and unite 25 million car enthusiasts.”

Chris has decades of experience building some of the most recognizable and influential brands in the automotive industry, including GM and Ford Motor Company.

“I’ve always enjoyed cars and how I’ve been able to make a difference in this industry. Now, I have a new challenge ahead of me, where I can help shape the future. That’s a lot more attractive than just sitting back and moaning about how much fun it used to be. Change is inevitable but inaction is a choice.”

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The Piston Foundation is a 501(c)(3) non-profit organization with a mission to preserve car culture by uniting the more than 25M+ U.S. car enthusiasts. As the first large-scale, national fundraising platform, the Foundation will: support car-related student scholarships, fund craft apprenticeship programs, and help other creditable car-related beneficiaries. More information about Piston Foundation is available at [PistonFoundation.org](http://PistonFoundation.org).