

# PRESS RELEASE



## The Piston Foundation

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## The Piston Foundation Partners with Bring a Trailer to Benefit “Sponsor a Piston Scholar” Initiative

***BaT is holding a charity auction of a 1973 Datsun 240Z to commemorate its milestone 100,000th listing and to raise funds for the Piston Foundation***

GREENWICH, Conn. (February 27, 2023) – The Piston Foundation, whose mission is to bring more young people into the trades of the collector car industry, in particular with its “Sponsor a Piston Scholar” initiative, is partnering with Bring a Trailer (BaT) to auction off a 1973 Datsun 240Z at [www.bringatrailer.com](http://www.bringatrailer.com).

Bidding on the Datsun, which commemorates BaT’s 100,000th listing, is now live and will end on March 7, 2023. One hundred percent of the proceeds, including the five percent BaT buyer’s fee, will be donated to the Piston Foundation, a registered 501(c)(3) nonprofit organization.

"The Piston Foundation is proud to be chosen as the Bring a Trailer charity partner for this milestone auction," said Jeff Mason, president and COO of the Piston Foundation. "BaT’s support of our mission to bring more young people into the trades of the auto restoration industry highlights the importance of this cause for the collector car community and demonstrates BaT’s leadership.

"In the auction’s comment section, there’s great affection for the community BaT has created. Piston is feeling the love, too. As an independent public charity serving the car enthusiast community, we’ve received many words of support. Thanks to Randy Nonnenberg and his team for making us part of this celebration."

"Our community of enthusiasts has been the backbone of BaT’s success since the beginning. In considering how to recognize this milestone, the only option was something that would enable us to give back and help fuel the passion of the next generation of auto enthusiasts," said Randy Nonnenberg, co-founder and president of Bring a Trailer.

One hundred percent of the donations to the “Sponsor a Piston Scholar” initiative at [www.pistonfoundation.org/sponsor-a-piston-scholar/](http://www.pistonfoundation.org/sponsor-a-piston-scholar/) goes to fund scholarships. The Piston Foundation awarded 10 scholarships in its inaugural campaign in 2022. “Our goal is to reach 50 scholarships in 2023,” said Mason, "and every dollar we receive will help provide a scholarship for a deserving automotive student."

A video about the "Sponsor a Piston Scholar" initiative may be viewed at [www.youtube.com](http://www.youtube.com).

The Datsun 240Z was first introduced in 1970 and continues to gain popularity among enthusiasts and collectors. This model was acquired by Bring a Trailer in 2018 and has since been used for cross-country road trips, BaT alumni gatherings, and rallies. The car has become well known among the enthusiast community and is part of the BaT brand.

Repainted in lime green, the 240Z has been modified with a Rebello Racing 2.7-liter straight-six engine, triple Weber carburetors, and a five-speed manual transmission. Other features include a limited-slip differential, four-wheel disc brakes, a lowered suspension and 16-inch Panasport wheels with new Michelin tires.

More information can be found by visiting the listing page on [www.bringatrailer.com](http://www.bringatrailer.com). More information on the Piston Foundation is available at [www.pistonfoundation.org](http://www.pistonfoundation.org).

## About Bring a Trailer

Bring a Trailer (BaT) is a digital auction platform and enthusiast community founded in 2007 to connect buyers and sellers of classic, collector and enthusiast vehicles. BaT curates vehicles submitted by sellers and helps them craft transparent auction listings that present the vehicles as they are — without superlatives or dubious used-car-lot language. At the end of a successful auction, BaT connects the seller and buyer so they can work together to complete the transaction. BaT's knowledgeable community of more than 900,000 registered users vet each listing so potential buyers can bid with confidence. BaT auctions are listed at a flat rate, starting at just \$99 with a sell-through rate of 83%. Bring a Trailer Shipping is the company's fully integrated vehicle transport service, available for both BaT auction listings and private vehicles in the contiguous 48 U.S. states. For more information, visit [www.bringatrailer.com](http://www.bringatrailer.com).

## About The Piston Foundation

The Piston Foundation is an independent 501(c)(3) public charity helping young people acquire the education and hands-on training to build a career in the collector car industry. The Foundation provides trade school scholarships, supports shops and aspiring technicians with apprenticeships, and advocates for skilled trade careers in automotive restoration. [www.pistonfoundation.org](http://www.pistonfoundation.org)