

PRESS RELEASE

The Piston Foundation

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FOR IMMEDIATE RELEASE

Bring a Trailer's Charity Auction Funds 27 Piston Scholarships

GREENWICH, Conn. (March 24, 2023) – Bring a Trailer (BaT), a popular digital auction platform for the automotive enthusiast community, recently celebrated its 100,000th listing by selling its own 1973 Datsun 240Z in a charity auction benefiting the Piston Foundation.

The Piston Foundation is a 501(c)(3) organization whose mission is to bring more young people into the trades of the collector car industry.

The final bid for the car reached \$124,240. Along with the \$5,000 buyer's fee and the \$6,513 raised through individual donations from BaT members, a grand total of \$135,753 was earned towards the Piston Foundation's "Sponsor a Piston Scholar" initiative.

The funds are enough to create scholarships for 27 aspiring technicians, granting them the opportunity to pursue a skilled trades education. The Foundation's goal for 2023 is to offer 50 scholarships. Piston awarded 10 scholarships in 2022, the inaugural year of the initiative.

The auction lasted from February 27 to March 7, creating enthusiasm on both the Piston and BaT sides, "showing that when two groups come together, they can accomplish a lot to support the future of their community," said Jeff Mason, President/COO of the Piston Foundation.

"It's this joining of efforts between two entities who are passionate about the Piston Foundation's mission that makes for such a dynamic result that will benefit the collector car industry for many years to come," added Mason. "To be able to provide scholarships to aspiring technicians who are eager to learn a skilled trade is extremely rewarding."

Bring a Trailer's owner, Randy Nonnenberg, agreed. "Our BaT Staff and the BaT Community love the cars we sell and we all drive them and own them. We know the value of technical experts, those that help us keep these vehicles on the road. Contributing to the Piston Foundation's support and expansion of training for technicians will help us to enjoy our current cars for years to come, and also enjoy any that we buy on BaT in the future!"



The 1973 Datsun 240Z that sold at auction on <https://bringatrailer.com/listing/1973-datsun-240z-229/> to benefit the Piston Foundation. (Image courtesy of Bring a Trailer)

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 been used for cross-country road trips, BaT alumni gatherings, and rallies. The car became well known among the enthusiast community and was part of the BaT brand.

Repainted in lime green, the 240Z was 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.

One hundred percent of the donations to the “Sponsor a Piston Scholar” initiative at www.pistonfoundation.org goes to fund scholarships. “Every dollar we receive will help provide a scholarship for a deserving automotive student,” said Mason.

A video about the "Sponsor a Piston Scholar" initiative may be viewed at www.youtube.com.

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 percent. 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.

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.