

FOR IMMEDIATE RELEASE

**The Piston Foundation**

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## Piston Foundation Partners Again with Bring a Trailer to Benefit Cars for Piston Scholars Campaign with Car Donation from Adam's Polishes

In Continued Partnership with BaT, a 1960 Willys Wagon will be Auctioned to Benefit the Piston Foundation Scholarship Program

GREENWICH, Conn. (July 12, 2023) – The Piston Foundation, whose mission is to bring more young people into the trades of the collector car industry, recently launched the Cars for Piston Scholars campaign, in partnership with Bring a Trailer, a digital auction platform. The car initially auctioned to benefit the Piston Foundation was the famous “Gimlet Z” – a lime-yellow 1973 Datsun 240Z donated by BaT.

On July 12, 2023, the second Cars for Piston Scholars charity auction will take place on [bringatrailer.com](https://bringatrailer.com). The collector car up for sale is a rugged 1960 Willys Wagon, donated by Adam Pitale of Adam's Polishes. Bidding will begin on July 12, and end on July 19.

The Piston Foundation accepts donations of classic, historic, and vintage cars to be auctioned to benefit the Foundation's scholarship program, giving collectors a unique way to make a positive impact in the car community.

One hundred percent of the auction price goes directly to tech-school scholarships for aspiring collector car technicians. These scholarships provide tuition assistance that helps young people turn their collector car interest into a career. Additionally, Bring a Trailer donates 100 percent of its buyer's fee to the scholarship program to maximize the positive impact of each auction.

Together, the Piston Foundation, a 501(c)(3) organization, Bring a Trailer, and the community of donors work to support the next generation of collector car technicians.

The initial Cars for Piston Scholars auction earned the Piston Foundation a grand total of \$135,753 – enough to create scholarships for 27 aspiring technicians. The Foundation's goal for 2023 is to award 50 scholarships. Ten scholarships were awarded in 2022.

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Photo courtesy of Bart Cepek Photography and Adams' Polishes. [View image gallery.](#)

The classic 1960 Willys Wagon is finished in DOT Yellow over a brown leather with wooden floor slats. The drivetrain includes a F134 inline 4-cylinder engine, a 3-speed manual transmission, and a dual-speed transfer case. It has been restored with new paint, a reupholstered interior, new gauges, and more. In 1960, only 1175 of these 4-cylinder Wagons were produced, making this survivor considerably more rare than other vintage off-roaders.

"Of course, since it was donated by Adam's Polishes, the wagon is spotless," said Jeff Mason, president and COO of the Piston Foundation.

Car care has been Adam Pitale's passion since he was 10 years old, polishing friends' cars and motorcycles. He started Adam's Polishes in California in 2000. Since then, the company has relocated to Thornton, Colorado, and has continued to sell premium car care products all over the world. The company manufactures a range of products including interior and exterior automotive cleaners, waxes, polishes, ceramics, and other car-care accessories for cars, trucks, RVs and boats. Its parent company today is Recochem.

"I buy and sell cars on Bring a Trailer all the time," said Pitale. "And I have a tremendous amount of respect for what the Piston Foundation is doing. I'm just thrilled to death to be involved with something that's going to help kids get to do what their passion is for a living, and

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to support the program. I give a thumbs-up to both Bring a Trailer and the Piston Foundation. I think it's just like the perfect circle."

"Car donors will be making a difference in the lives of aspiring technicians and helping young people get the education they need to start rewarding careers in the collector car industry. We are very grateful to Adam for his donation," added Mason.

"We are proud of our association with Bring a Trailer and their contributions to the Cars for Piston Scholars campaign," Mason continued. "The support of industry leaders like BaT and Adam's Polishes is essential for our mission of building a new and diverse generation of tradespeople in the collector car industry to solve the skilled labor shortage. We're inviting the whole collector car industry to be a part of this effort."

Car donations can be made by completing the online submission form, at <https://pistonfoundation.org/cars-for-piston-scholars/>. Industry sponsorship opportunities are available for future auctions.

### **About Adam's Polishes:**

Adam Pitale started Adam's Polishes in California in 2000. Since then, the company has relocated to Thornton, Colorado, and has continued to sell premium car care products all over the world. The company manufactures a range of products including interior and exterior automotive cleaners, waxes, polishes, ceramics, and other car-care accessories for cars, trucks, RVs and boats. Its parent company is Recochem. <https://adamspolishes.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 <https://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. <https://pistonfoundation.org/>.