

Press Release

**The Piston Foundation**



FOR IMMEDIATE RELEASE

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## The Piston Foundation Expands its Partnership with Bring a Trailer to Help Grow Piston Scholarships

BaT auctions of four donated vehicles netted The Piston Foundation \$243,000 in 2023, with 100 percent of the proceeds slated for scholarships to help students enrolled in car restoration programs

GREENWICH, Conn. (January 24, 2024) – The Piston Foundation, whose mission is to help more young people become classic car technicians, announced today that its partnership with Bring a Trailer, the premier digital auction platform, will expand in 2024.

In 2023, BaT's charity auction program helped raise \$243,000 for The Piston Foundation's "Cars for Piston Scholars" initiative, with the sales of four donated vehicles. This amount was enough for more than 40 scholarships, 23 of which were awarded last year. The Foundation is currently accepting applications for 2024 scholarships and apprenticeships, with awards being planned for the Fall and Spring college semesters.

Ten inaugural scholarships were awarded in 2022, using funds raised through private donations.

One hundred percent of the proceeds of these auctions, including buyer's fees donated by BaT, go to The Piston Foundation's programs.

Several other donated cars are in line for auction in 2024 on BaT.

Piston's new and continuing partnership with BaT will include coordination of promotional efforts to help grow awareness of The Piston Foundation's scholarship and apprenticeship programs among all BaT members. In return, The Piston Foundation, through its media resources, will continue its efforts to recognize BaT's charitable work in the car community.

"We at The Piston Foundation are thrilled to expand our partnership with Bring a Trailer. BaT's presence in the industry is unsurpassed, and BaT's charitable support of our initiatives is fuel for our mission," said Jeff Mason, President and COO of The Piston Foundation.

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“Piston is building a career path for young car enthusiasts who want to become classic car technicians and learn the trade-skills of auto restoration.”

“We are also proud to support BaT and all of its outstanding charitable contributions within the automotive community.”

Randy Nonnenberg, co-founder of Bring a Trailer, said, “The Piston Foundation does incredible work. We were proud to choose them as the beneficiary of our 100,000th BaT auction last year, and we know this expanded partnership will make a lasting impact on our community. Our industry is born from passion. Expanding our partnership with the Piston Foundation helps ensure that passion carries on through the next generation of automotive professionals.”



*Frank Montoya, Piston Academy apprentice, mixes a paint color at Paul Russell and Company in Essex, Massachusetts. (Image courtesy of Justin Nardella Photography)*

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

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Car donations may be made by completing the online submission form at <https://pistonfoundation.org/cars-for-piston-scholars/>

#### **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 nearly 1.2 million 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 sale rate of approximately 80 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](http://www.bringatrailer.com).

#### **About The Piston Foundation:**

The Piston Foundation is an independent 501(c)(3) public charity helping young car enthusiasts gain access to the education and hands-on training they need to start careers as classic car technicians. The Foundation provides tech-school scholarships, supports shops and aspiring technicians with apprenticeships, and advocates for skilled trade careers in automotive restoration. For more information, visit [www.pistonfoundation.org](http://www.pistonfoundation.org).

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