

# PRESS RELEASE

The Piston Foundation



FOR IMMEDIATE RELEASE

Contact:

Judy Stropus

203-438-0501, cell 203-243-2438

jstropus@earthlink.net

## **The Piston Foundation Announces Petrolicious as its Newest Community Partner**

**Piston and Petrolicious will work together to grow the Piston Scholarship program to help young car enthusiasts start careers as collector car technicians**

GREENWICH, Conn. (July 25, 2024) – The Piston Foundation, whose mission is to help more young people become classic car technicians, announced its partnership with Petrolicious, the premier video platform for classic car enthusiasts, and its parent company duPont Registry Group, based in Miami, Florida.

This new partnership includes coordination of promotional efforts to help grow awareness of The Piston Foundation's scholarship program among the Petrolicious audience and membership. In return, The Piston Foundation, through its media resources, will continue its efforts to recognize the charitable work of Petrolicious and the duPont Registry Group in the car community.

"I'm excited to welcome Petrolicious as our newest Piston Community Partner," said Jeff Mason, President and COO of The Piston Foundation. "Petrolicious is all about the passion for collector cars, and so is The Piston Foundation. We look forward to being a part of the Petrolicious community and working together to raise funds for the Piston scholarship program which supports education, training, and job opportunities for the next generation of collector car technicians.

"Petrolicious tells stories about the cars we love. We're partnering now so there will always be another car story to tell."

"We're thrilled – at Petrolicious and its parent company duPont Registry Group – to start this journey with The Piston Foundation," said Eric Gilbert, Head of Special Projects, duPont Registry Group. "There is a clear alignment between The Piston Foundation and Petrolicious: classic and collectible automobiles are at the center of our activities, not to mention our passion. As a media partner, we are committed to amplify the message of The Piston Foundation.

"We firmly believe that its mission is essential to grow the industry and, at its simplest level, ensure that classic cars can still function for years to come. This partnership will also unlock multiple content creation opportunities, from feature stories to films, the latter being what Petrolicious is known for."



**A screenshot from the Petrolicious video, "[Master Mechanics: Cranford Classics Porsche Restoration](#)." (Image courtesy of Petrolicious)**

Petrolicious recently published an extensive interview with Jeff Mason to launch the partnership, at [petrolicious.com/articles](https://petrolicious.com/articles). Petrolicious will continue to feature the work of the Foundation on its platform through Piston Scholar Stories, interviews with past and current Piston scholarship recipients.

The Piston Foundation announced earlier this month that 20 Piston Scholarships have been awarded for 2024, for the fall semester. Since the program's inception in 2022, The Piston Foundation has granted Piston Scholarships to 53 aspiring students who are training for careers in automotive restoration, collection management, and vintage motorsports.

Additional information and details on The Piston Scholars may be found at [pistonfoundation.org/blog](https://pistonfoundation.org/blog).

Information on The Piston Foundation Community Partners may be found at [pistonfoundation.org/about/community-partners/](https://pistonfoundation.org/about/community-partners/).

**About Petrolicious:**

Based in Miami, Florida, Petrolicious creates quality, original videos and articles for classic car enthusiasts. It celebrates the inventions, the personalities, and the aesthetics that ignite its collective lust for great machines. The Petrolicious team includes fans and fanatics, collectors and racers. [www.petrolicious.com/](http://www.petrolicious.com/). Petrolicious was acquired by duPont REGISTRY Group in 2024. More information regarding duPont REGISTRY GROUP may be found at [www.dupontregistrygroup.com/](http://www.dupontregistrygroup.com/).

**About duPont REGISTRY Group:**

The heart of the [Driven Lifestyle](#), the duPont REGISTRY Group is the world's leading luxury ecosystem, encapsulating the culture, community and commerce of the high-end automotive lifestyle. Built by some of the biggest names in the luxury automotive space, duPont REGISTRY Group represents a vibrant community of members worldwide nurtured over nearly four decades. Its portfolio includes [duPont REGISTRY](#), [Sotheby's Motorsport](#), [Canossa Events](#), [Cavallino](#), [Petrolicious](#) and [FerrariChat](#).

**About The Piston Foundation:**

The Piston Foundation, based in Greenwich, Connecticut, is a 501(c)(3) non-profit that helps young car enthusiasts jumpstart a career as classic car technicians. Piston awards tech-school scholarships, connects aspiring technicians with jobs, and champions skilled trade careers in automotive restoration. To shift the classic car workforce from graying into growing, Piston nurtures the passion and talent of the next generation. [www.pistonfoundation.org](http://www.pistonfoundation.org).