

Family Turns Hobby into Mopar Business

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gram called Drive for the Kids and it partners dealers up with local elementary schools in their area to do a test drive/fundraising program.”

The Drive for the Kids Chrysler dealer program has been around continuously since 1993. Since its inception, the Chrysler-sponsored program has helped raise nearly \$4.5 million for worthy school programs across the country.

Farrell said LxForums will do about 300 of the events this year, matching dealerships with local elementary schools, and conducting vehicle test drives at one of their events. Details on the program are at drive4kids.com.

Farrell said the company has a similar program for the Dodge brand for high schools, called the Dodge Booster Club Fundraiser, at dodgeboosterclub.com.

Farrell explained the LxForums website started about eight years ago “as a way to bring guys and gals who are car enthusiasts together to talk shop.”

With its broad spectrum of LX platform car and Mopar enthusiast members, many of whom are quite knowledgeable and experienced in doing their own customization and modifications, the website serves to:

- enable members to have more fun with their cars;
- help keep them engaged with the aftermarket community

and suppliers and manufacturers of aftermarket equipment and services;

• allow this online community of enthusiasts to have a unified voice with Chrysler and Mopar, the parts, service and customer care organization within Chrysler.

“It’s such an awesome resource, because they can go online and ask questions, and they’re going to receive from three to a dozen responses,” said Farrell-Kelly. “It’s really great to see people sharing such a common passion (for these vehicles). It’s really neat.”

Farrell said PSI has been in business since 1991. About two years ago, he and his sister took over the business from their father.

Both siblings had previously put in about 12 years with the company before each went off to do his/her own thing.

Before coming back to PSI, Farrell-Kelly worked for a company called George P. Johnson, a display company that does auto shows, and Farrell worked for IBM.

“So then we both came back to work here and we specialize in dealer event marketing,” Farrell said.

When Farrell launched the website eight years ago, it started as a club for Magnum owners, Farrell explained, adding, “We’re older than Facebook.”

“We quickly understood that because the Magnum, Charger and the 300 all shared the same

parts and structure, it made sense to open up our audience to all owners of these cars and not simply Magnum,” he continued.

“So the site started to grow and we always had a focus on building a knowledge base of technical information so guys could work on their own vehicles.

“We also concentrated on having offline and real-life events, for example, because we have 30 to 50 chapters around the country.

“We use our website to promote the Chrysler LX Spring Fest in Irvine, California, every year, which draws about a thousand cars and probably three thousand people, along with a whole host of Chrysler executives,” Farrell said.

The company also does work with driving events before the Woodward Dream Cruise and special events at the Chrysler Museum. The brother/sister team have such passion for the Chrysler brand that they went on a factory tour of the Brampton facility and passed out hats and T-shirts to all the employees working on the assembly line as a thank-you for all their skill and hard work, a gesture they say was much appreciated by everyone at Brampton.

Both siblings can relate to their customer base and website fan base as Chrysler muscle car fans themselves. In fact, one year, brother and sister drove identical 2008 black Dodge Chargers.

EyesOn Design to Honor Ex-GM Design VP Cherry

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he oversaw the design of the Opel Junior, which eventually influenced the 1993 Corsa that received 20 international design awards.

In addition, he was responsible for the 1987 Omega, named the European Car of the Year, the 1991 Vectra, the 1995 Astra, the 1996 Omega and two sporty models – the Calibra coupe and the Tigra. During this period, Opel became number one in European sales.

Cherry returned to the U.S. in 1991. Named General Motors’ vice president of Design worldwide in 1992, he was responsible for all of GM’s North American brands – Buick, Cadillac, Chevrolet, GMC, Pontiac, Oldsmobile, Saturn, and Hummer.

Among the many signature production cars and trucks produced under his leadership were the Pontiac Solstice, the H2 Hummer and the Chevy SSR, as well as more than 40 concept vehicles, among them the Cadillac Evoq, Cien and the Cadillac Sixteen that was unveiled in 2003.

In addition, he was responsible for Cadillac’s “Art and Science” design philosophy of sharp lines and crisp edges as seen in his designs for the Cadillac XLR, CTS, SRX and Escalades.

Since retiring from GM in 2004, he has continued to design cars,

including the VSR Concept Sports rod, expressing the Cadillac design genre and powered by a 400-horsepower Cadillac V-series engine.

EyesOn Design will be staging a special “garage crawl” Saturday, June 15, where attendees, for \$14 a person, will be able to see the Lingenfelter Collection, 7819 Lochlin Drive in Brighton.

The collection, considered by many experts to be one of the greatest in the country, contains Corvettes, muscle cars and other exotics.

On Sunday, June 16, the day’s festivities begin with a special brunch at the Eleanor & Edsel Ford Estate, 1100 Lake Shore Drive in Grosse Pointe Shores, between the hours of 11 a.m. and 1 p.m. The cost is \$75 per adult, and tickets for children 12 and under are \$25.

The EyesOn Design Car Show – titled, “Revolution Over Evolution” – starts at 10 a.m. and goes until 4:30 p.m. at the Ford Estate. The cost is \$20 a person.

Those attending will have the chance to see more than 200 classic vehicles that show off the best of Detroit car designs over the years.

To purchase tickets for the events, visit the EyesOn Design site – eyesondesigncarshow.com.

All proceeds from the weekend go to benefit the Detroit Institute of Ophthalmology.



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