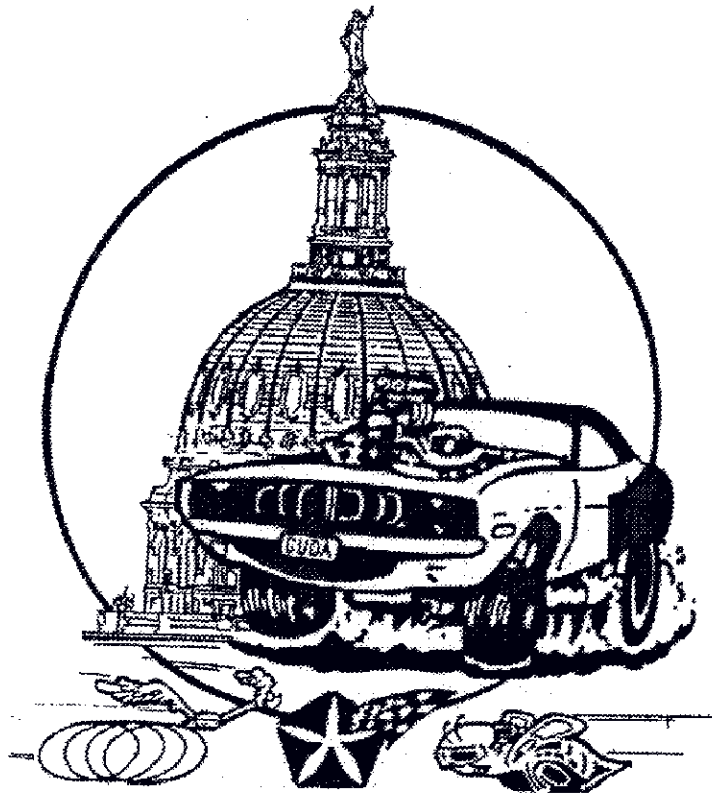


MOPAR MUSCLE CARS OF AUSTIN

Vol : 18 No: 4
April 2004



<http://www.mopar.org>



Mopar Muscle Cars of Austin

April 2004

Mopar Muscle Cars of Austin is a non-profit organization formed September 1986. The MMCA is "Dedicated to the restoration, preservation, and promotion of Chrysler built products." Monthly club meetings are currently being held the first Tuesday of every month at 6:30 PM Gethsemane Lutheran Church, Austin, Texas, located at 183 and Georgian Drive next door to the Humane Society.

The MMCA is open to all persons of good character. Yearly membership dues are \$15.00 per person. As a member, you receive a newsletter (Currently online at www.mopar.org) with free newsletter classifieds, a discount on parts at participating vendors, access to a network of Mopar parts and paraphernalia, and become eligible to attend club functions as well as show off your Mopar. Non-members may place an ad in the newsletter for a \$5.00 donation. Copies of the newsletter are available for a \$1.00 donation.

2003-2004 Club Officers

Office	Name	Phone	E-mail
Co-Presidents	Chris Ryon	(512) 833-5158	cfryon@earthlink.net
Vice President	Isaac Jackson	(512)	dovjack@sbcglobal.net
Events Director	Steve Lacker	(512) 442-1871	slacker@arlut.utexas.edu
Membership	Dustin Cloud	(512) 836-9490	hell_fish_65@hotmail.com
Treasurer	Harry Amon	(512) 345-5832	theamons@yahoo.com
Newsletter Team	Joe Hoppe	(512) 452-6400	daddiowjoe@yahoo.com

MMCA wishes to thank our sponsor:

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Editorial

Ahh, warm weather once again. It is time to roll out your favorite Mopar and hit the streets or start working on it. Either way, I fun time for sure.

This Month

Our Annual Bastrop picnic with the San Antonio and Houston clubs is this month. Don't miss it.

Last Month

The heart transplant in Joe H's Dodge pick-up happened early in the month. It was a blast to help on and see a few faces that haven't been around.

The Lone Star Hot Rod show was this past month. As of this writing it has not happened, but I will bet it is a great show

Dues Blues

Please remember to take a moment to send in your dues.

Amanda Presley	Joe Matush
Tim Josserand	Bryan Hall
Mike Jones	Dave Wolgast
Joe Hoppe	Ron Peroni
Robert Moseley	Larry Robinson
Dean Haight	Dave Haight

MMCA Discussion List is an easy way to contact club members, get technical advice, and find out about club events. To join send an email to mopar_muscle-subscribe@topica.com

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Mopar Muscle Cars of Austin

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CALENDAR OF EVENTS

April 2004

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3 Bastrop Picnic
4	5	6 MMCA Meeting	7	8	9	10
11	12	13	14	15	16	17
19	20	21	22	23	24	25
26	27	28	29	30		

Apr 3rd – Bastrop Picnic. This is our yearly get together with the Houston and San Antonio Mopar clubs. We will meet at Callahans at 9am and caravan to Bastrop at 9:30am.

Apr 6 – MMCA Club Meeting @ 6:30.

May 15 – The 16th Annual Blanco Classic Car Show will be held on the banks of the Blanco River at Blanco State Park. This is one of the nicest settings for any car show in Texas. Many classes are available, including separate "Mopar" and "Muscle Car" classes, plus various custom and modified classes. Cost is \$22 until May 1 (includes T-shirt, goodie bag, dash plaque, and express check-in). Day-of-show cost is \$25. Info: Dobie Benson: 830-833-5348 or benson@moment.net. I'll copy entry forms to bring to our meeting, or you can mail a check payable to "Blanco Classic Car Show" to Blanco Classic Car Show PO box 861 Blanco TX 78606
Include your name, address, telephone, make/model/year of vehicle and the class you wish to enter.

May 23 – Mopar Muscle Cars of Austin's Spring Picnic at Northwest Park (just west of Burnet Road off Greenlawn Parkway).

Monthly events:

RPM Raceway parking lot every Saturday night. Take the Business 35 exit.

Albertsons parking lot every Saturday night at the Y in Oak Hill.



Mopar Muscle

Cars of Austin

April 2004

CARS AS STARS:

Automakers steer products into more TV shows and films

BY JULIE HINDS

FREE PRESS STAFF WRITER

Cars are stars, as everyone in Detroit already knows.

But when it comes to product placement in television and movies, automobiles are playing a bigger role than ever before.

On a recent episode of ABC's "Alias," the action practically ground to a halt as the camera zoomed in on a Ford F150 logo.

On NBC's "The Apprentice," a Chrysler vehicle will play a role in one of the final tasks assigned to the show's contestants.

It's all about weaving products into entertainment in ways other than traditional commercials.

Sometimes, it's even about making your car a lead character.

General Motors is teaming up with USA Network on a TV movie inspired by the Pontiac GTO. "The Last Ride" will star Dennis Hopper, Fred Ward and Chris Carmack of Fox's "The O.C." -- plus a vintage 1960s GTO and the newly revived 2004 model.

The project was the idea of Rob Cohen, who used a 1967 GTO in his 2002 film, "XXX," and recently filmed three TV ads for the reintroduction of the famed muscle car. The story is about three generations of a family connected by the GTO.

Filming is supposed to begin this month. The tentative air date is early June.

What makes "The Last Ride" so unusual, according to GM, is that the car was cast before the script was even written.

"We're usually brought in on something like this in the 11th hour," says Dino Bernacchi, Pontiac's advertising manager. "We're never, ever brought in in this phase of a concept."

Kevin McAuliffe, senior vice president of integrated brand entertainment for Universal Television Networks (which includes USA Network), says the creative aspects of the film blend neatly with the marketing angle.

"The content really is story-driven, with the car being the fourth character," McAuliffe says.

But some TV watchers have reservations about taking product placement to this level.

"It makes sense that people who make movies are going to have brand names in them," says Robert Thompson,

professor of television and popular culture at Syracuse University. "But the thing that makes it disturbing is people are beginning to conceive of filmmaking as advertising from the get-go."

Says Thompson, "This is essentially a fancy 60-second Super Bowl ad reconceived as a TV movie."

Marketing analysts say automakers are becoming more aggressive in their efforts at product placement, or the newer term, product integration.

It's a strategy that's seen as essential. In an age of 500 cable channels and TiVo, viewers are increasingly skipping commercials. Companies of all kinds are looking for different ways to get their brands noticed.

"The spot advertisement's long-term prospect is pretty grim," says Thompson. "Product placement seems to be the only viable model waiting in the wings to replace it."

Advertising Slogans from the Past

1964 Plymouth Sport Fury: "There is such a thing as an empty stretch of earth where a man can move a car if he chooses. Just in case you know of such a place, and such a man, we know of such a car."

1965 Plymouth Commando 426 Wedge V-8: "We're big on volumetric efficiency."

1962 Plymouth Sport Fury: "Nobody passes a new Plymouth Sport Fury without the owner's permission!"

1963 Dodge: "If you are looking for thunder, this is where the lightning strikes."

1963 Dodge: "A wolf...in street clothing."

On Dodge's new fully synchronized 4-speed transmission for 1964: "We used to win automatically. Now you have a choice."

1965 Dodge Coronet: "The Animal Tamer. Bring on the Mustangs, Wildcats, Impalas...we'll even squash a few Spyderys while we're at it. Dodge has made it a little harder to survive in the asphalt jungle."

1965 Plymouth 426 Hemi Belvedere: "You are about to witness Plymouth's famous vanishing act."

1965 Plymouth 426 Hemi Belvedere: "Now what this country needs is a drag strip with a couple of good hairpin curves."

1962 413 RamCharger V8: "New thunder on the strip."

AND A COUPLE OF CHOICE ONES FROM OTHER YEARS

On 1966 Hemi Belvedere NHRA wins: "We'd like to thank our competition... For showing up."

1968 440 GTX: "The idle alone sounds like the William Tell Overture."

Legendary Charger to be revived

BY MARK PHELAN

FREE PRESS BUSINESS WRITER



Mopar Muscle

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DaimlerChrysler AG plans to build a rear-wheel drive sedan that will revive one of the most storied names in Dodge's history: the Charger.

Chrysler officials would not comment on product plans, but people close to the program said the four-door sedan will be built beginning in late 2005 or early 2006.

Dealers have been lobbying the Chrysler Group to get another sedan from the company's new LX family of full-size cars.

The Charger was one of the most powerful and best-known of the 1960s muscle cars, and racing icon Richard Petty drove a Dodge Charger to many wins in the NASCAR Winston Cup racing series.

The Charger sedan would almost certainly be offered with the company's powerful Hemi V8 engine in addition to two smaller V6s.

Dealers will start selling the LX-based Dodge Magnum station wagon next month, but many are convinced they also need sedans to draw customers.

The Magnum has a base price of \$22,495, and it's reasonable to expect prices for the Charger sedan to start around the same place, making it a larger and more powerful competitor for cars ranging from the Chevrolet Malibu to the Toyota Camry.

The addition of a Charger sedan with visibly different bodywork and styling from the Chrysler 300 fits well with Chrysler Group CEO Dieter Zetsche's plan for the company to offer more different cars and trucks at minimal additional cost.

The Charger name is one of the most storied in Dodge's history, although previous models were two-door coupes rather than four-door sedans.

Dodge rode the Charger's high-performance coattails to some of the best sales years in the brand's history from the late '60s to mid-'70s, coining the term "the Dodge boys" to refer to both its dealers and its most passionate owners.

The Charger sedan should also help Chrysler compete for profitable sales to police departments and taxi companies.

The LX cars' large interior, powerful engines and rear-wheel-drive layout should make them appealing to those customers.

Nigerian Car Scam

Here is one more scam you should watch out for. This is one couples story.

They were trying to sell their car over the Internet. To their surprise, someone offered to pay the asking price of \$8,700. The buyer was from Nigeria.

"We were a little bit skeptical of it and I told my husband 'I'm not really sure about this,'" said Stephanie Levin.

A few days later they received an e-mail from the individual saying that his business partner owed him some money so the cashier's check was going to be for a larger sum of money than the purchase price of the vehicle. The Nigerian said he would send a check for \$20,000. Stephanie and Jarod were to take \$8,700 for the car, use about \$1,600 to ship the car, and then return the remaining \$9,700 to the buyer. They thought it was a bit strange, but they figured as long as the check came and the money cleared, everything would be fine. The check came by FedEx. They took it to the bank, and to their relief, it cleared immediately. "From those funds, we put the money in the account for the vehicle. We also cut a check for the shipping and cut a check to be given back to the Nigerian," Stephanie Levin said. A few days after the car and the check were sent, Stephanie's sister called with information from the Internet. "My sister typed in 'Nigerian Car Scam' on Yahoo! and came up with about 2,000 hits where this has happened," said Stephanie Levin. Then things got worse.

"The bank found out that the check was, indeed, counterfeit and that's where our lives almost fell apart," Stephanie Levin said. They had already shipped their car and a check for \$9,700 to Nigeria. They were able to get their car back before it went overseas, but the bank is holding them liable for \$9,700. "The Secret Service headquarters -- our financial crimes division -- we have a library pertaining to these Nigerian fee/fraud schemes," said James Borasi of the Secret Service.

The Secret Service has been tracking the Nigerian e-mail scam and related scams for years.

"As long as I've been involved with the Secret Service, which is 19 years, I have never seen anyone receive any funds back as a result of these schemes," Borasi said.

What is the Consumer Alert bottom line? If you get any solicitation like this, ignore it. If you don't, you will be throwing your money away.

Member Advertisement Section

Items For Sale

Mopar Muscle Cars of Austin 10th Anniversary License Plate Frames.

These are metal frames with black-on-white lettering. Frames are now officially real cheap!. **Contact Harry Amon (512) 345-5832** and he might just give you a pair (or charge \$5 each, \$8 for a pair). 12/98

Mopar Muscle Cars of Austin gift store

Check out the many item in our new gift store. From T-shirts to beer mugs to lunch boxes, it's got it all. Go to www.mopar.org and click on "SHOP".

68-69 Coronet R/t Or 500 Trunk Trim, Stainless steel trunk edge trim \$100
Email Aria - deity@ariakristen.com

1966 Dodge Coronet 500, 383 4bbl, 400 not running yet, 727, 8 3/4, headers and duels, auto on the floor, Red/White. It's a straight, solid, west Texas car, doors and glass all operate smooth and tight, it has a small rust spot (baseball size) on the pass rear 1/4, Complete new white/black interior, all chrome and stainless trim intact, 70's American Racing rims (BBS like, honeycomb), orig. bias ply tires. Very complete car. Currently being restored, I'd just like to get what I have in it - \$3500 OBO or trade for what I really want 67-72 Dart with a V8 and hopefully a manual trans. email me at chris.ryon@parsons.com for photos.
Chris Ryon 512-699-0629 07/03

'94 Dakota SWB V-6, dark blue, gray leather, Mark III conversion, auto, A/C, PS, PW, PL, Tilt, Cruise, AM/FM/Cassette, bed rails, sliding rear window, fender flares w/integrated running boards, bedliner, extended range fuel tank, alloy wheels, good set of 265/50x15 TAs, 115K miles, Clear title.
Kelley Blue Book value is \$3305 in fair condition, MMCA price \$2750. Known mechanical flaw is electrical with rear ABS. Price reflects discount for this problem.
Steven Dykes jsdykes@swbell.net 10/02

Parts for sale: 66 black A-body bucket seat backs. \$20 each
66 black A-body door panels(rough with good vinyl, needs new backing) \$50 pair
65 Barracuda drivers side rear wheel molding. \$15
65 blue Barracuda fold down rear seat(needs recovering) \$65
Tuff Wheel horn button. A few small cracks. \$10
1985 Dodge Diplomat patrol car. No motor. Make offer.
Contact Dustin Cloud at hell_fish_65@hotmail.com
1/03

-6 pack air cleaner
-Big block heads, 2 each. Casting:
915(\$300), 906(\$250), 452, 346 (\$200)
Call Isaac Jackson (512) 251-8999 8/00

Parting out 400 Mopars, 1953 to 1976, southeast of Austin.
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Web: <http://www.drmopar.com> 10/02

early-to mid 70's 318 long block, disassembled, with 360 4bbl heads for sale. Make reasonable offer.
Wayne O'Neill 512-385-7950 Home, 512-627-8646 Cell

62 Dodge 1/2 ton (typewriter transmission), 64 Valiant (body altered), 65 Valiant (body/cassis altered), 66 Barracuda(Factory A/C, auto, console)
Mopar tech. library- Shop manuals and magazines
225 /6 & 318 V8; Disassembled, shop work done, new parts
Larry Robinson (254)770-9952 05/03

Items Wanted

Want to buy junk Mopars in Austin area
call Wendell at 512 376 6600 after 6 PM 10/02

1964 Plymouth Valiant
EMAIL bug123@ev1.net (4/02)

Help Wanted/Given

Need help rebuilding a 273 engine. Also, need help with minor bodywork to fix a few rust spots on a 65 Barracuda.
Contact Dustin Cloud at hell_fish_65@hotmail.com
10/02

Computer and some HTML help given. I will be glad to help any club members that need a hand.
Contact Dustin Cloud at 680-9958 12/02

General auto help available, looking to gain mechanical experience. I'll try to work around my busy schedule.
Joe Hoppe 452-6400 01/03

!!! NOTE !!!

Please keep your ad current! Call or email the newsletter editor with new ads and corrections. All MMCA members may place ads free of charge.

Mopar Muscle Cars of Austin



<http://www.mopar.org>

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