



AMERICA'S CAR MUSEUM

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Museum

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LeMay Museum Hires Director of Marketing and Communications

(Tacoma, WA) – AMERICA'S CAR MUSEUM welcomes Elisabeth Piper Davidson to the LeMay staff effective July 23, 2007 as Director of Marketing and Communications. Davidson just completed her PhD in Political Science and Public Policy from Claremont Graduate University and brings an abundance of knowledge to the Museum that ranges from the motor sports industry to not-for-profits. Prior to her newly appointed role with the Museum, she was a copywriter and direct mail collateral designer for the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University, in Claremont, California.

The LeMay Museum has been searching for a candidate with the right combination of skills, experience and knowledge for some time. David Madeira, President & CEO said, "Elisabeth will lead the effort to promote and strengthen our brand, to enhance communication with our key constituencies, and strengthen alliances with important partners. Elisabeth will also help develop the signature programs—such as America's Car Club, Club Auto and Open Roads tours—that distinguish the LeMay as "America's Car Museum." Madeira noted she shares his passion for motorcycles and wants her to bring that community into more involvement with the Museum as well.

In addition to her work at Claremont Graduate University and receiving her PhD, Davidson was the Director of Corporate Affairs for the Motorcycle Industry Council, the Motorcycle Safety Foundation, and the Specialty Vehicle Institute of America. Some of the various projects she's worked on while employed by these associations include website development, logo development and video production, in addition to conducting public relations campaigns for all three associations. She developed the National Agenda for Motorcycle Safety as a 3-year public outreach project that serves as the guide for motorcycle safety for the U.S. Davidson has also amateur raced motorcycles at Willow Springs Motorcycle Club in Rosamond, CA.

About The Harold E. LeMay Museum

The Harold E. LeMay Museum in Tacoma, Wash., is dedicated to preserving and interpreting the LeMay Collection of automobiles and memorabilia, along with vehicles and artifacts it may acquire. The LeMay Collection was recognized in the Guinness Book of World records as the largest privately held car collection in the world. At its peak, the collection was in excess of 3,000 automobiles,

motorcycles, trucks and other vehicles, plus more than 30,000 pieces of related 20th century Americana. Plans are under way to build a museum in Tacoma to feature a permanent collection of 1,000 cars and memorabilia. More information about the museum is available online at www.lemaymuseum.org.

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