



Summer 2025

Dear Friend of CAM,

Thank you for being a supporter of the California Automobile Museum (CAM)! Without your support, we could not achieve our mission to *preserve, exhibit, and teach the story of the automobile and its influence on our lives*. With that mission in mind, here's what's next at CAM:

Preserving the Past, Enhancing the Experience

For decades, the California Automobile Museum has proudly showcased some of the most iconic and historically significant vehicles ever built. From rare classics to engineering marvels, each automobile in our collection tells a story—not just of mechanics and design, but of the people and eras that shaped them.

But to truly honor these stories, we need your help.

We are launching a fundraising campaign to create **new, professionally designed placards** for our exhibits. These updated placards will provide richer historical context, clearer technical specifications, and enhanced accessibility for all visitors. By investing in high-quality placards, we can transform the visitor experience, turning a simple walk through the museum into a deeply educational and engaging journey through automotive history.



CAM's Current Placard Design



CAM's Proposed Placard Design

Here's how you can make a difference:

- A gift of **\$120** will fund the design and production of one new placard.
- A donation of **\$600** could sponsor a gallery section.
- All donors contributing **\$1000 or more** will be recognized on our special "Donor Wall" near the museum entrance for a full year.

Every contribution, no matter the size, moves us closer to our goal of raising **\$20,000** by September 2025.

You can donate online at www.calautomuseum.org/support, by scanning the attached QR code, or by mailing a check using the enclosed return envelope. If you'd like to sponsor a specific vehicle or discuss naming opportunities, I would be delighted to speak with you directly.

Thank you for helping us preserve the stories behind the steel - and for **being part of our journey to keep automotive history alive and accessible for all!**

With gratitude,



Karen McClafin, Executive Director
California Automobile Museum

P.S. Each placard is a chance to celebrate each car individually - with your help, we can share even more of the history and impact of over 130 vehicles! Donate today to help provide more information about your favorite car on display!



Scan here to donate!