



**COLLISION INDUSTRY**  
CONFERENCE



## **Special Presentation**

### **“Yesterwreck”**

*A History of the Collision Repair Industry  
in America*

Presented by:  
*Gary Ledoux, Author*



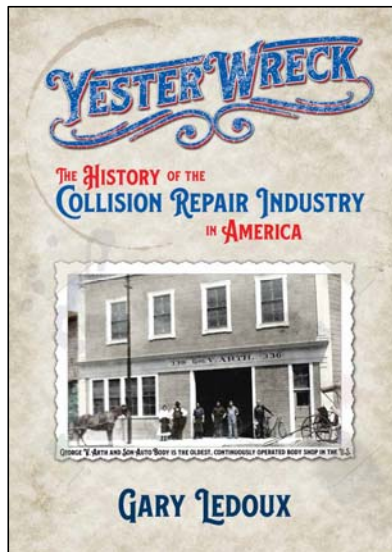
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**YESTER WRECK**  
THE HISTORY OF THE  
**COLLISION REPAIR INDUSTRY**  
IN AMERICA

By Gary Ledoux

# Special Thanks to:



**Jason Stahl – BodyShop Business**

**Barbara Davies – Autobody News**

**Russell Thrall – Collision Week**

**Mark Claypool – Optima Automotive**

**Goose Flats Publishing – Tombstone,  
AZ**

**Rachel Ledoux – Editor and  
bibliographer**



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# My mission...



**...capture the essence of an intriguing industry peppered with some fascinating little-known facts, and punctuated by highlighting some of the industry's most captivating leaders - those visionaries who have helped propel the industry forward.**

**The first and only book of it's type...ever...**

**For all the industry leaders... all those who toil anonymously every day, working your craft making wrinkled cars look new again.... This book is for you!**



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# What's included...???



Chapter	Years
1	Pre - 1900
2	1900 - 1909
3	1910 - 1919
4	1920 - 1929
5	1930 - 1939
6	1940 - 1949
7	1950 - 1959
8	1960 - 1969
9	1970 - 1979
10	1980 - 1989
11	1990 - 1999
12	2000 - 2009
13	2010 - 2015

**Industry leaders past and present like Dick Schoonover, John Loftus, Sylvie Licitra, Emil Stanley, Chuck Sulkala and Jeff Hendler**

**The founding and evolution of associations, local and nat'l like IGOA, ASA**

**The founding and evolution of industry trade magazines like Auto Body News and Good Car Care, Autobody News and BodyShop Business**

**The founding and evolution of industry institutions like I-CAR, CIC, and SCRS**

**The founding and evolution of trade shows like NACE, SEMA and the NETS.**

**Industry stats going back the early 80's**

**Profiles of some of the oldest, continuously-operating body shops in America including George V. Arth and Son, Oakland, CA established 1877**



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**Evolution of vehicle building technology and the attendant repair technology**

**Founding and history of many supporting companies and suppliers including DuPont, Binks, National Detroit , Mitchell Manuals, etc.**

**Role of insurance companies, evolution of the DRP concept, and the history of State Farm**

**Key events including the introduction the steel body, advent of the “modern body shop” in 1946, advent of unibody design, introduction of the aluminum F150,**

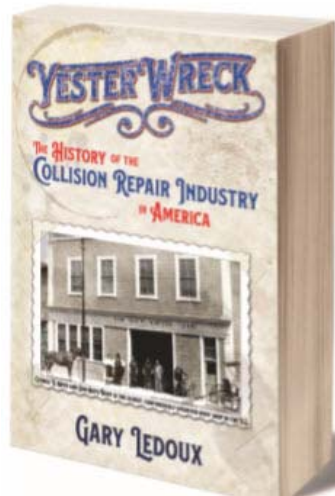
**PLUS... 2  
“supplementals”**

**John Eagle decision**

**Future of the industry in  
2046**



# What's included...???



**850 pages**

**325,000 words**

**Approx 60 photos and graphics**

**Over 780 sources including books, magazines, newspaper, videos and personal interviews**

**Project started autumn of 2009**

**Final edit made summer 2018**



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# Available in two editions....



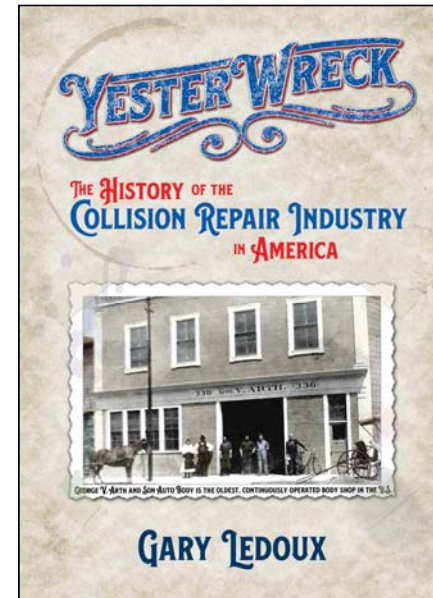
**\$89** – hard cover, limited edition (500), signed and numbered / inscribed if you wish

**\$69** – paperback, signed / inscribed if you wish

**Includes media-rate postage to anywhere in the continental U.S., Hawaii and Alaska**

**For those in the UK, Australia or New Zealand, stand by....**

**And here's the best part....**

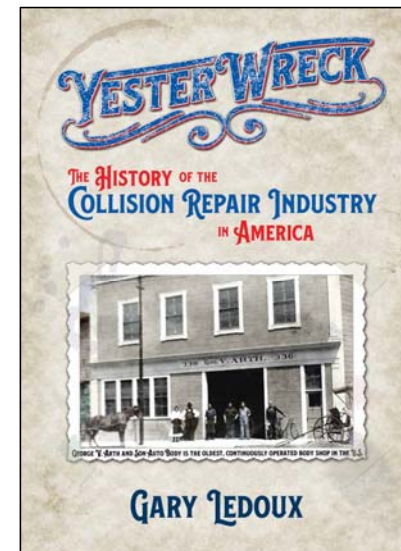


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A portion of the proceeds of every book sold will be donated to the Chuck Sulkala NABC Appreciation Scholarship fund.

Win – Win for everyone!



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# How to get your copy of YesterWreck



**See me outside the CIC meeting room. Complete an order form and provide me with a check made out to myself. I will ship the book to you as soon as I get back to Florida.**



**Go to [www.yesterwreck.com](http://www.yesterwreck.com). From the home page, click on the “Order Here” tab and follow the instructions to either send a check or pay by credit card with PayPal.**



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# Any questions?



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