



COLLISION INDUSTRY
CONFERENCE



Special Presentation

“Yesterwreck”

*A History of the Collision Repair Industry
in America*

Presented by:
Gary Ledoux, Author



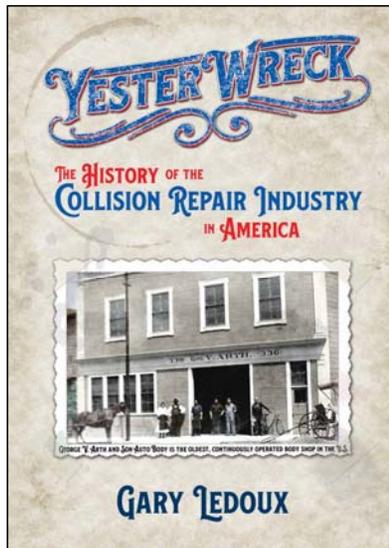
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YESTER WRECK
THE HISTORY OF THE
COLLISION REPAIR INDUSTRY
IN AMERICA

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,

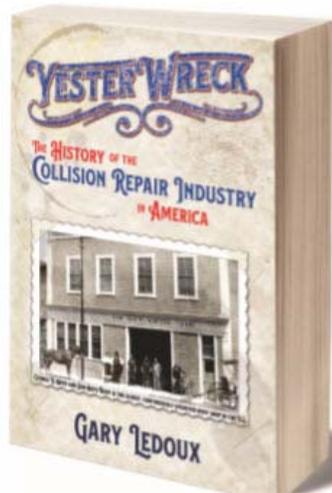
**PLUS... 2
“supplementals”**

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



**COLLISION INDUSTRY
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Available in two editions....



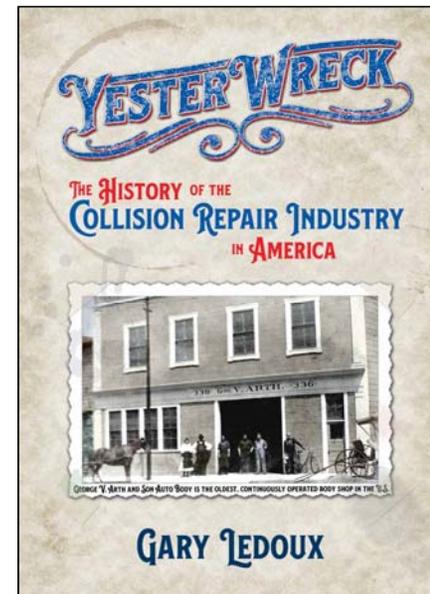
\$89 – hard cover, limited edition (500), signed and numbered / inscribed if you wish

\$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....

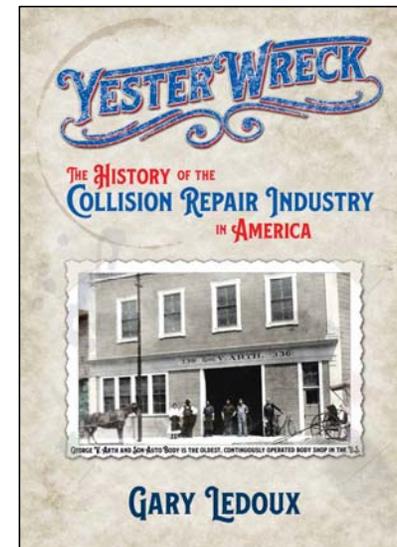
And here's the best part....



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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. 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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