



# Foosemania

## The **3M**Foose 2018 Global Tour

3M AND CHIP FOOSE WERE ONCE AGAIN A BIG HIT, NOT ONLY WITH THE FANS AND ENTHUSIASTS AT MEGUIAR'S MOTOREX, BUT ALSO WITH SELECTED CUSTOMERS AND BUSINESSES AS FOOSE COMPLETED HIS NON-STOP FOUR-DAY TOUR OF MELBOURNE

### Meguiar's MotorEx

The Australian leg of the 3M global tour with brand ambassador Chip Foose kicked off at Meguiar's MotorEx in Melbourne and from the outset it was clear that 3M was in for a very busy weekend. Flying in overnight from LA, Foose arrived in style in a 3MFoose-branded Tickford Mustang 77 Special, which was his ride for this leg of the tour. From the moment he stepped out of the car, he was mobbed by well-wishers and fans alike.

During MotorEx, some people literally queued for hours for an autograph and photo opportunity across the course of the two days and the 3M display was ten rows deep as fans watched the creation of a Foose rendering first-hand. It was truly magical to watch the process and how the finished masterpiece comes together. At one point, Foose and AFL celebrity Barry Hall created a 45-second drawing of one of the display cars – and the best I can say is that Barry was a great full forward!

3M also arranged for Foose to select five cars that caught his eye, which gave the owners a chance to show their cars and chat with Foose live on the main stage. This was followed by Foose creating a rendering of the Meguiar's MotorEx Grand Master (a 1948 FX Holden Ute) live on stage whilst being simulcast on the big screen. The attention to detail was extraordinary and, although the wind didn't help, the final rendering was exquisite.

The 3M team was also extremely



Declan McKearney, Chip Foose and Andrew Daddo.

busy as they displayed their vast array of products such as: the 3M Cubitron II cutting and grinding products, the 3M Perfect-It paint finishing range, and the recently released 3M PPS 2.0 paint application system.

In his final engagement for the weekend, Foose and Declan McKearney from Resto's and Rods Garage were interviewed by Andrew Daddo. Foose and McKearney shared their experiences of restoring vehicles to their former glory and, of course, the international television show, Overhauled, was discussed. McKearney restored Daddo's HR Holden, which was unveiled at MotorEx, and is known for the restoration of an EJ Holden to raise funds for the EJ Whitten

Foundation – the "EJ for EJ" project. He is developing his own TV show, Resto my Ride.

As the MotorEx stage of the 3MFoose Tour wound up, Foose himself summed it all up: "The people here are just as passionate about their cars as they are anywhere else in the world and the quality of the vehicles on show is every bit as good as we see in the States. I am so proud to have our brand associated with a global leader such as 3M." High praise indeed from a true giant of our industry!

### Tickford tour

With MotorEx behind us, we started the third day with a tour of the Tickford Racing facility where we were

welcomed by four-time Bathurst winner and Supercars Hall of Fame inductee Allan Moffat OBE, although our host for the day was Tickford's Senior Commercial Brand Manager, Michelle Ferrari.

The first part of the tour was a look behind the scenes of Tickford Racing with Monster Energy Racing driver Cameron Waters. After every race, each car is stripped down, checked and rebuilt in time for the next round. We saw the components of the cars laid bare, with technicians all working in their own area of specialisation. Foose was intrigued by the engineering and the precision with which the supercars are put together and the level of detail in the race car. There were engines stripped down, transmissions on hoists, body work being repaired and roll cages under constant review. It was quite amazing to see the safety-based engineering built into the race car of today. Foose was particularly interested in the Tickford facility's in-house precision engineering with the capability to produce performance parts to micron-level tolerances, and of course the body shop where a range of 3M collision repair products were used throughout the repair process.

Next on the agenda was a tour of Tickford Performance Enhancement, an aftermarket vehicle personalisation business that focuses on delivering quality, highly-engineered, OE-level vehicle personalisation packages to the Mustang, Ranger and Everest models. The Tickford Mustang 77 Special was inspired by the 1977 Bathurst one-two finish by Ford, led by Allan Moffat, which, in his own words was "absolutely the greatest achievement of my racing career". Today, each Tickford enhancement is a personal investment. "It's not a one-size-fits-all approach. You can have as little or as much as you want - it's entirely up to the customer," said Ferrari. "In fact, if you choose a partial enhancement and decide you want to take it further, it's as simple as bringing the car back in. It doesn't all have to happen at the one time."

The Tickford tour concluded with



The 3M Team.



The Tickford convoy.

Foose once again signing autographs and posing for photos with the teams from Tickford Racing and Tickford Performance Enhancement.

**3M customer visits**

Bill and Alfredo Mazzeo hosted us with a lunch and a look around their facility, B&A Motor Body Repairs in Melbourne's south east. Some of the staff and close friends even brought their restored and customised vehicles to show off to "the master". They were thrilled to see how impressed Foose was with their pride and joy. He even signed the glovebox of one of the custom rods and completed a rendering on a young technician's toolbox. Foose chatted with the team and signed posters as they took selfies. The Mazzeo family and the B&A team were over the moon with the Foose visit and couldn't thank 3M enough for the opportunity. Then it was back to work as this is a business



The Tickford Racing garage.

that is a working collision repair facility with deadlines to meet and customers to satisfy.

Carmine De Maria welcomed us to his facility, C.A.D. Customs in Tullamarine where he operates a custom car, hot rod and concours restoration business. De Maria

represented Australia in the 3M PPS World Cup at the 2017 Woodward Dream Cruise in Detroit, during which he formed a bond with Foose. The 3M team set up a series of product demonstrations for the almost 100 guests, supported by both Foose and De Maria. "If you want to be the best, align yourself with the best. My relationships with 3M and Chip Foose have been instrumental in the success of C.A.D. Customs and my own personal journey," said De Maria. On this occasion, the queue for autographs extended out the door.

It was then off for a fully guided tour of Dutton Garage in Richmond, which is at the forefront of the collectible car world with a world-class showroom showcasing the pinnacle in prestige, luxury and classic cars. The team at Dutton is constantly scouting global markets to buy rare and exotic cars, and they were so appreciative of 3M including them on "The Tour" that they created a short video and posted it immediately on YouTube. It was so interesting to watch Foose take in the quality of the craftsmanship that has gone into each of the vehicles on display and the Dutton team were only too eager to show off their collection.

The final leg was a visit to one of 3M's more recently appointed distributors, Zagame Autobody, arguably Australia's leading prestige and luxury vehicle autobody repairer. With approvals that range from Audi Lamborghini, Alfa Romeo, Fiat, Abarth, Morgan and Caterham, Zagame Autobody's new state-of-the-art facility is aimed at the most discerning auto aficionado. "It is the biggest and best collision repair facility that I have ever seen," said Foose. The facility is indeed unparalleled in its quality and attention to detail in automotive refinishing as the team ensures every vehicle is returned to pre-accident condition by using factory approved tools, processes and genuine parts. Partnering with global leaders such as 3M gives Zagame Autobody a winning edge.

In summing up the 3MFoose 2018 Global Tour, 3M Automotive Aftermarket and Marine Business Manager, Andrew King said, "3M is



The Mazzeo Boys.



C.A.D. Customs.



Zagame Autobody.

proud to have Chip as our Global Brand Ambassador as he is a true reflection of our brand promise in providing the highest quality and best performing products in the market. We have been privileged to bring Chip to Australia over the past four years and his popularity and positive interactions with his strong fan base in our country never ceases to amaze me. It was a hectic four days and a great opportunity for 3M to connect with our customers, which we will look to continue into the future."



Dutton Garage.

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Applied to Life.™



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### PRIZE INCLUDES

- 5 Nights in Las Vegas starting October 30<sup>th</sup> 2018
- 5 Star accommodation
- Entry to SEMA 2018
- Meet and greet with Chip Foose
- Dinner and a show - details to be provided to winners
- Airport transfers



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