

NEWSLETTER

Issue 1 | Date: March 21, 2022

EVERYTHING HOT ROD!

Do Young People Still Love Cars?

Our first newsletter takes an inside look at the Car Culture and the myths associated with the so claimed "Dying Breed".

"Do Younger People Still Love Cars?" YES! Says a 2019 [SEMA Report](#) **Just Differently!**

For CUC Followers, why is this important? I have to admit, I am of the older demographic in my 50's and I talk with hotrodders, participate in my car clubs, go to cruise-ins, and where my converse, dickies and maintain the Car Culture traditions and that American Graffiti vibe! Whether you are part of a club, or just a car person, or your part of the automotive industry this article will interest you!

- An estimated 7.9 million young people accessorize their vehicles, spending roughly \$7.2 billion on upgrades and accessories last year and representing a sizable share of the \$43 billion industry marketplace.

"They're creating their own car culture," Knapp explained, adding that the ways the industry has traditionally defined car culture may actually be alienating these budding customizers. "One of the overriding themes of our report is that young people are social, no matter what they're into. So if you're marketing to the guy who sneaks off to the garage to have his alone time away from family, that's not working for this group. This group is all about inclusion, friends, showing off and collaboration."

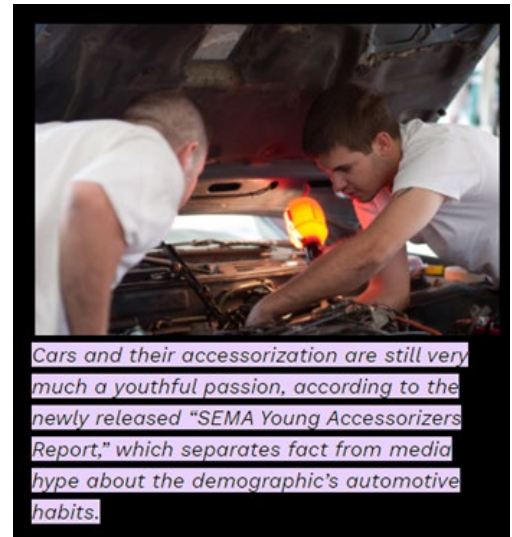
Notes from Chopped Upholstery and Custom!

Wow, it is our first month open and [Chopped Upholstery and Custom](#) is overwhelmed! with Support! Kudos!

Happy to deliver our first newsletter to you! Please feel free to suggest topics and we will do our best to provide!

Everything Hotrod!

"When the younger talk about what's important for them socially, it's about actually being with their friends. And how do you make that happen? You get in the car and you drive. And when they do get to the point of driving and having the car, suddenly all the cool activities and adventures you can do with cars, trucks and SUVs open up to them."



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NEWSLETTER-Continued

Hangouts! A&W, Car-Hopps, Drive-In's, Cruising and More.

Just a few highlights as there is so much going on! If you have an event, send me the details and I am happy to give a mention.

Local Events <https://www.facebook.com/events>

CUC Events

See where CUC will be and come visit me! [CUC Events](#)

Mentions:

Screamers CC- Aaron Knerr received his full patch and is the new Sergeant of Arms. Kudos!

CUC- [Jordans Seats](#) all but done! Thank you Jordans for your support and partnership.

Recommendations

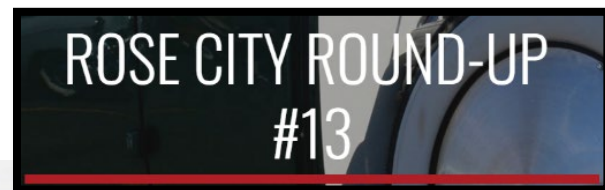
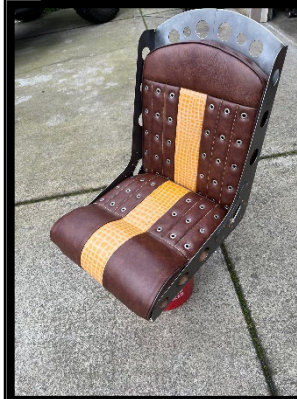
[Portland Swap Meet](#) Coming Up! April 1-3, Don't forget!

Rose City Round-Up

Shout out to the Driven Dead for hosting the [Rose City Round Up](#) this year. It's coming up fast so mark your calendars!

"Check your favorite car clubs for local cars & coffee, cruise-ins and locally sponsored events!"

Don't forget to Love your 4 legged friends!



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