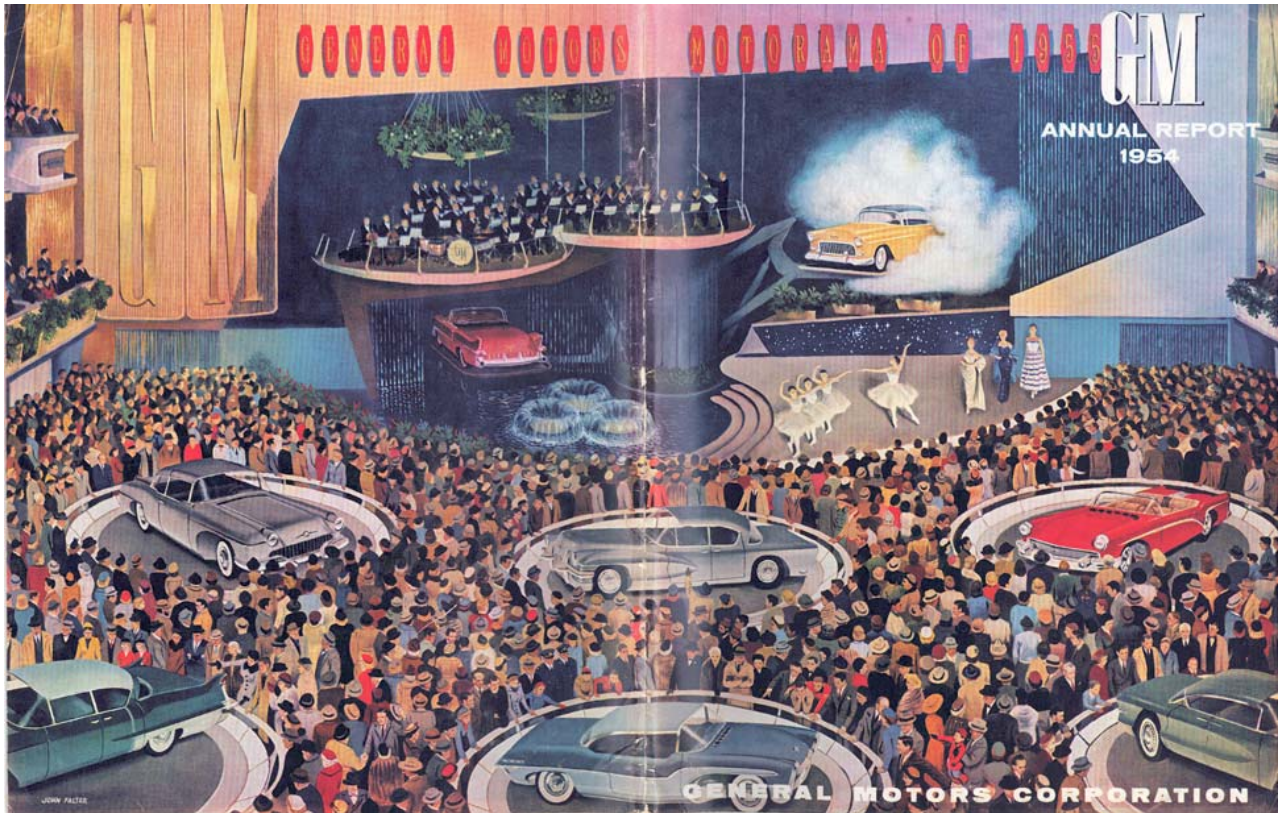


Unique Works of Art:

Anyone can revisit history; few can own such a rare and grand piece of it. With the upcoming eBay Motors auction of Futurliner #7 fast approaching in Jan. 2012 comes the opportunity for one lucky person to quite literally open history's door and drive away.

The GM Futurliners are unique motoramic masterpieces and have seen more of America and met more Americans than one person could hope to see in their lifetime. As the automotive stars of the Parade of Progress, these candy-apple highway Leviathans brought the latest scientific research and engineering breakthroughs directly to the people.

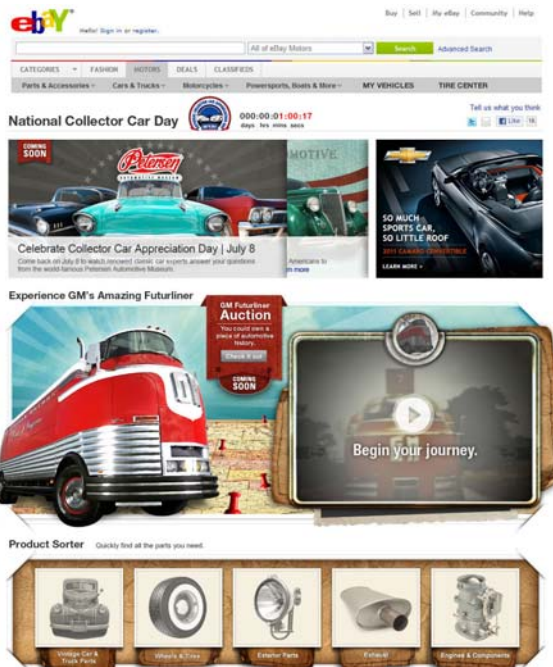
Of the 12 originally built only 9 Futurliners remain – each one is a living testament to a wonderful chapter of America's past. A beautiful concept vehicle as iconic as Harley Earl's Y-Job, LeSabre or Corvette, it's no wonder a Futurliner was previously auctioned for \$4 million in 2006!



Why illustrate a mid-1950s GM ANNUAL REPORT here? To demonstrate how GM's intrinsic understanding of the synthesis between art, beauty, and function was needed to sell their major products during their greatest era of prosperity. "Design Leadership" was the No. 1 reason why America's auto industry achieved such meteoric business success, and turned GM into the largest company of the 20th Century.

The more GM and the leaders of Detroit's auto industry for the last half-century (1960-2010) strayed from the traditions of GM becoming the business world's first design powerhouse, the harder and faster they spiraled downward. As we know, knowledge is power; if people didn't understand how the auto industry's success was truly created, they couldn't understand the industry's undoing - or hold industry leaders accountable. So the further American automakers wandered from these practices, the more vested an interest they had in burying or destroying them. And as the man who invented and/or first implemented these rules and principles, Harley Earl's story naturally posed a threat. Education is the antidote to ignorance and telling Earl's untold true story is just the kind of education - or, rather, re-education - needed to reverse the American auto industry's destructive trend. At the end of the last five consecutive decades, Detroit's automakers have repeatedly lost significant amounts of market share.

About eBay Motors' Futurliner Auction:



Up for auction in Jan. 2012 is a 1941 Futurliner, a leviathan transporter bus used during General Motors' electrifying Parade of Progress.

July 8, 2011 was National Collector Car Appreciation Day– a new U.S. holiday commemorating the auto industry's role in shaping American history – and eBay Motors devoted July to classic cars. Chosen as the centerpiece for their special new website was the 1941 GM Futurliner, a work of art and national treasure that's seen more of America and met more Americans than few ever will: <http://cc.ebay.com/collector-car-appreciation/>

Futurliners were the automotive stars of GM's Parade of Progress, a technological road show that toured America from 1936-1956. The Parade of Progress was created to lift the spirits of American reeling from the Great Depression by bringing the latest scientific research and engineering breakthroughs directly to the people. From microwaves and

televisions, to radar and jet engines, the technology displayed in each Futurliner provided a glimpse into a promising future.

Designed to showcase animated exhibits, each Futurliner had public address systems, 16-foot side panels that folded out into stage platforms, and futuristic lighting towers rising up from their tops. By its end, the Parade of Progress had visited 251 cities throughout the U.S., Canada, Mexico and Cuba, and played before over 12 million people.

The career of all the futuristic Parade of Progress vehicles spans from the throes of the Great Depression to the years following WW II when America was at the height of its power, and the upcoming auction will bring this remarkable chapter of American history back to life. The Futurliner will be relisted on eBay Motors in January 2012. Here is the original auction listing from last July:

<http://cgi.ebay.com/ebaymotors/ws/eBayISAPI.dll?ViewItem&item=320724467378&ssPageName=ADME:X:AAQ:MOTORS:1123>



Because of the enormous popularity of GM's Motorama dream cars by Harley Earl, they often toured and were exhibited alongside the Futurliners. These two historic photos show Earl's 1953 Corvette and 1954 Pontiac Bonneville Special proudly displayed at GM's Parade of Progress in the mid-1950s. Like no one else in America's auto world, then or now, Earl turned his designs into art.

About Harley Earl:



“Nobody else has affected the look of American material culture as much as Harley Earl.” - The Encyclopedia of Pop Culture

“If Augustus found Rome made of brick and left it of marble, Earl found the American automobile made of wood and lacquer and left it of brightly painted steel and chrome.” - Modern Magazine

“The most important figure ever to emerge from Detroit.” - The Boston Globe

Described as “one of the most hotly collected artists of the 20th Century” by Petersen Automotive Museum Curator Leslie M. Kendall, Harley Earl became legendary within the automotive community, and his sleek and sensuous designs ignited America’s love affair with the automobile and Mr. Earl’s manufacturing and marketing techniques critically shaped today’s modern auto industry. Creating the Corvette, clay modeling full-size cars, spearheading GM’s famed Motorama Shows, initiating annual model changes – Earl was a true Renaissance man.

Born and raised in Hollywood, CA, Harley Earl first gained repute designing stunning custom cars for stars of the Silver Screen such as Fatty Arbuckle, Tom Mix, Mary Pickford and Cecil B. DeMille. Word of his creations spread and in 1927 General Motors asked him to design a companion car for their Cadillac division. This was the first time a *designer* had been asked to create a production car and the LaSalle’s sky-high sales figures stunned the automotive community. For the first time, they gave credence to his belief that form and function were of equal importance, as opposed to the function-over-form philosophy and practices of Henry Ford, famed for saying, “the customer can have it any color as long as it’s black.”

Harley didn’t believe beautiful cars should be limited to the rich and famous so he then made GM an offer they couldn’t refuse - “the cars I design for movie stars and millionaires I could have coming off GM assembly lines in volume production” - and moved to Detroit to create the first-ever corporate design division within an automotive company.

Earl’s new department, initially named *Art & Color*, was the first to fuse the talents of artists, engineers and scientists on a mass-produced scale and the resulting creations awed the nation (his Le Sabre was such a head-turning concept car it literally caused some highway accidents when people saw it drive by). Most of the automobile features we take for granted – electric windows, heated seats, keyless entry, sun visors, hideaway power convertible tops, built-in car radios – came out of his GM studio. Nor was his talent limited to automobile design; the business and marketing practices he implemented became industry standard as well: annual styling model changes, the world’s first concept cars, the standardization of car design secrecy, the first-ever onboard computer in a car, Motorama shows so avant-garde they displayed the feminine Kitchen of Tomorrow alongside the titanium bodied, jet-turbine fueled Firebird II.

Earl’s division fueled GM’s meteoric rise in the 30s, 40s and 50s and as the public developed an appetite for stylish and sophisticated cars, other automakers scrambled to create their own internal Styling divisions and adopt his revolutionary practices. Today, automobile design is the undisputed backbone of any car company.

By turning automobiles into art, Harley Earl created the world’s largest contemporary art market: collector cars. Today, his motoramic masterpieces are symbols of a vanished age, a time of America’s automotive opulence but also of craftsmanship, integrity and beauty. When Discovery Channel creator and owner John Hendricks won his Harley Earl designed 1954 Olds F-88 he said, “This GM dream car uniquely embodies the revolutionary design spirit of the legendary Harley Earl. This, I believe, is America’s finest example of rolling art. It is our Mona Lisa.” Indeed, this “Mona Lisa” is now the centerpiece at Hendrick’s Gateway Auto Museum.

With an artistic sensibility on par with Leonardo da Vinci and as culturally and technologically precocious as Steve Jobs, Harley J. Earl was and will always remain a rare and treasured talent.



Richard Earl is an automotive historian, professional speaker and curator of the photo exhibition *Automotive Hollywood: A Tribute to Harley Earl*. As the youngest grandson of Harley Earl, he has an intimate connection with one of America's greatest 20th century innovators; by inventing the American Automobile Design profession, Harley Earl revolutionized the auto industry and his iconic business practices helped shape capitalism as we know it.

Richard, who was born in Detroit but spent his twenties on Wall Street, returned to the Motor City in 1985 following a visit to the GM Technical Center in Warren, MI. While there, he was captivated by the ultra-futuristic clay model prototype cars and they ignited within him a desire not just to learn more about his family's auto legacy, but about the rise of the automobile design profession at large. Fifteen years of scholarly research and over one hundred first-person interviews later, Richard is a leading expert in the field of American automotive history.

In 2002, he partnered with General Motors and ad agency McCann Erickson to create a national TV commercial campaign using Harley Earl's story to illuminate GM's pioneering roots. Directed by Tony Scott and featuring Tiger Woods as the modern-day spokesperson, this \$200 million dollar multi-year ad campaign enhanced the name value of Harley Earl and, in turn, the value of his creations. Soon thereafter, Richard helped Barrett-Jackson set an historic record, auctioning three of Harley Earl's motoramic masterpieces for a combined total of over \$10 million dollars in a one-year period.

Richard Earl currently resides in West Palm Beach and is at work on a biography about his legendary grandfather. In addition to editing the Official Harley Earl Website, www.carofthecentury.com, he speaks to audiences throughout the country. He has been interviewed on ESPN, Fox News and Speed TV.



Whether it was mastercrafting Motorama Dream Cars, Futurliners or production cars for GM's fabulous five brands (Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet) Harley Earl's revolutionary new auto design philosophy was a mid-twentieth century game changer and went on to lead the global automotive economy into the future. But starting in the 1960s, GM's leading execs chose "not" to disclose the intimate business details of how H..J. Earl invented the all-new auto design profession for the modern auto world. Naturally, this indiscretion dramatically turned GM upside-down and America's top company reversed directions.

Richard spent years unearthing a trove of business examples and humanizing anecdotes from this era, and has a specialized understanding and appreciation of this area. A foremost expert, Richard enjoys enlivening the auto industry of the mid-twentieth-century, the golden age of American automaking.