

Capturing A Piece Of Automotive History

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April 22, 2005
(revised May 8, 2005)



Capturing a rare piece of history is within our grasp, here's how we can do it



- The Kissel Speedster, a colorful chapter in automotive history HISTORY
- What are we going to do with a Gold Bug, anyway? USES
- What's a Gold Bug worth? WORTH
- What do our friends and family think about this idea? OPINIONS
- The proposition CONTRACT
- The financing plan is workable, it even improves our cash flow FINANCING

The Kissel is a unique and increasingly rare piece of automotive history



- Never a large producer, sales of Kissel cars depended on the quality and custom-built appearance of its vehicles.
- Kissel sold 2,123 vehicles in 1923, a number that declined to 803 in 1924.

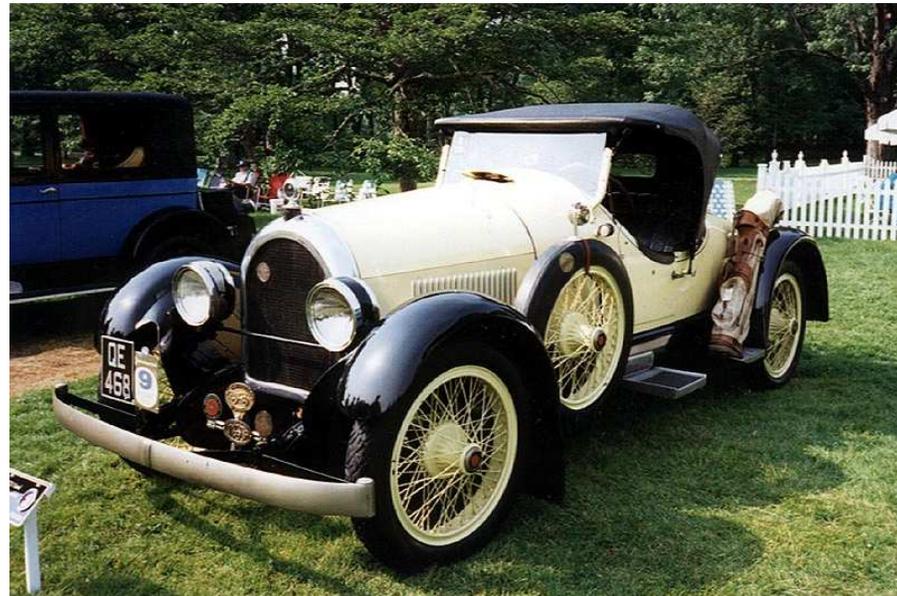


1908 Kissel Kar Model II Touring

Today it is likely that there are only about THIRTY Kissel Speedsters in existence in the whole world!



- From 1907 to 1931, Kissel hand produced about 35,000 custom automobiles in Hartford, Wisconsin – less than 150 are thought to exist today
- First introduced in 1918 as the Kissel Kar Silver Special Speedster, the “Gold Bug” was a sporty roadster that achieved significant notoriety



1923 Kissel “Gold Bug”



The Kissel Speedster was seen in films and was owned by a number of celebrities

- Amelia Earhart owned a 1922 Gold Bug that she called the “Yellow Peril,” making national headlines for driving from LA to Boston with her mother in 1925 – a difficult and uncommon practice at that time
- There were other famous owners of the Gold Bug included entertainer Al Jolson, auto racer Ralph De Palma, boxer Jack Dempsey, comedian Fatty Arbuckle, actress Anita King (known as the “Paramount Girl”)



Tyrone Power driving a Kissel Gold Bug
In the movie “The Eddy Duchin Story” (1956)



We don't have the luxury of waiting for a better time

- An ultra low inventory means that the schedule is driven by the availability of vehicles – a missed opportunity may NEVER be repeated
- We apparently have a price differential with Speedsters in foreign countries
 - Two current examples (Sydney \$45,000, Oslo \$50,000) appear to be trading at a significant discount compared with the single domestic offering (St. Louis \$115,000)
- Most Speedsters are already in museums and the small supply in private hands will only dwindle with time



A Gold Bug on display at the Wisconsin Automotive Museum, Hartford



A 1925 Gold Bug on display at the Collectors Museum, San Rafael

What the heck are we going to do with a Gold Bug, anyway?



- Exhibit in classic car shows, for example
 - Pebble Beach Concours d'Elegance, August, Monterey
 - Hot Summer Nights Car Show, August, Danville
 - Goodguys Rod & Custom Car Show, June, Pleasanton
- Enter in classic car fun rides and tours
- Build up the pedigree/value of the vehicle
- Research and establish history of the car
 - Travel to Wisconsin, Australia?
- Participate in charitable events
 - Fourth of July parade
- Cruise the local downtowns – Pleasanton, Danville, Livermore
- Enter in classic car “races” – like the Wine Country Classics race at Infineon Sears Point
- Leave as a legacy for our son





“A 1925 Kissel Speedster in fine condition is easily worth \$50,000 or more,” 1998 Concours d’Elegance

- This blue 1925 Kissel Speedster sold at auction in 2000 for \$116,600
 - Class winner 1999 Pebble Beach Concours d’Elegance
 - Complete documentation of 75 year history of this car
 - Completed 52 mile tour at Pebble Beach 1999 with no problems
- This yellow 1920 Kissel Speedster is currently for sale on the Internet
 - Asking price \$115,000, St. Louis
 - In 2003 in Arizona, this car sold at auction for \$68,200





The head of our motor car division has received encouragement from friends and family for this deal

Andrew Kissel – “From the time I learned about the Kissel, I’ve had a vision to own one. I think that it would be so cool to drive down the street in a car with my name on it. Because of the limited numbers, a car in good condition should be a really good investment.”

Chris Brown – “WOW I love it! What a beauty. Good luck, I hope it works out for you.”

Katherine Korn – “I’ve already purchased my flowered dress and straw hat to wear in the Fourth of July parade.”

Tom Adams – “This car has your name written all over it.”

Andrea Baron – “It’s a nice looking car! It’s a throw back to a more civilized era.”

Mark Seager – “As an investment opportunity, this is a no brainer.” “This should be fun, dear.”

Gary Chaffins – “I can’t imagine Lynn without this car.”

Michel McCoy – “This is the perfect thing for a person at your stage of life. It’s a wonderful thing to do, a great way to meet people and have fun.” “We’re going to find out how much his wife really loves him.”

Linda Foss – “Oh my gosh!”

Barb Atkinson – “Wow!”

Anita Zenger – “That’s a REALLY nice car.”

Sander Lee – “I think you and Jeanne would be great on the Concours scene. I can’t wait to visit your web page about the Kissel adventures.” “Well, at least you don’t have to worry about it depreciating.”

Jessica Zenger (age 17) – “This car is wickedly awesome!”

Heidi (Kissel) Baron – “Very cool!”

Elizabeth MacDonald – “Walt loves your car.” (Walter Ivey is also known as Scrimshaw the Scribe)



1924 Gold Bug owned by Bill Trollope, Sydney

Details of proposed offer in separate contract and financing plan





Details of financing in separate contract and financing plan



1924 Gold Bug owned by Bill Trollope, Sydney