

Lane Automotive 25th Annual Car Show Limited Edition Collectable Car!



Limited Supply!

**Only \$4.99
While Supplies Last!**

In late April of 1989, Lane Automotive held a small car show in conjunction with the Grand Opening Celebration of their recently completed warehouse, sales office and showroom facility on Red Arrow Highway in Coloma, Michigan. The show was a way to thank loyal customers for their patronage. While attracting only a handful of high quality hot rods and race cars, that first show made an impression on those passionate car enthusiasts, one that generated enthusiasm for making the show an annual event.

The 2nd Annual Lane Automotive Car Show took place May 12, 1990, attracting nearly 100 show vehicles, hundreds of spectators, and several manufacturer representatives who welcomed the opportunity to showcase their products. Each year after, the Lane Automotive Car Show continued to grow, and so did involvement on the part of the manufacturers.

In 1992, a Cruise Night Celebration became a part of the annual event, and it still takes place on the Friday evening of the Car Show Weekend. In 2000, the show moved to the brand new Lane Automotive complex on M-140 at I-94 in Watervliet, Michigan. That year, the Nitro Noisefest was introduced and it's been a giant crowd pleaser ever since. In 2006, the Open Header Cruise and the Lane Chassis Dyno became popular additions to the Cruise Night festivities. In 2009 we hosted the first Hot Rodders of Tomorrow Engine Challenge which has become yet another annual part of the overall car show weekend.

The products we sell are now represented in the huge Manufacturer Marketplace tent which covers over 7,000 square feet. As we marked the 25th anniversary of the Lane Automotive Car Show this year, we saw nearly 1,500 show vehicles, 15,000 spectators and a joyful reunion with new and long time customers and friends. Thank you for being a part of the history of Western Michigan's largest automotive event!



**Pick up your 25th Annual Car Show Collectable Car At Lane Automotive!
Call: 269-463-5263 or 800-772-5266**