

FOR IMMEDIATE RELEASE

Automotive Celebrity Jeff Allen Building a Car to Benefit the SEMA Memorial Scholarship Fund

Jeff Allen from the automotive podcast “Skidmarks Show” and CNBC’s “The Car Chasers” is tackling a new automotive build for charity

Dallas, TX - August 07, 2018 – Today Jeff Allen, owner of Flat 12 Gallery, announced his vision to build a shock-and-awe vehicle by taking a 1963 Volvo 122S Amazon with 85HP and morph it with a 2013 Grand Sport Corvette. The resulting one-of-a-kind vehicle will debut and be on display at the Shell “Pioneering Performance” booth at the 2018 SEMA Show in Las Vegas. Then, after a cross-country tour the “V06,” as it is affectionately named, will be auctioned with all proceeds benefiting the SEMA Memorial Scholarship Fund which offers financial assistance to students pursuing an automotive career.

“I wanted to build a car for the SEMA Memorial Scholarship Fund that wasn’t the normal classic car build.” said Jeff Allen. “I wanted a car that made you look twice but also performed like a beast at automotive events.”

Over the next few months, the build will take place at Jeff Allen’s Dallas shop, Flat 12 Gallery, where his team will transform the Volvo 122’s 85HP performance level into a 600HP beast utilizing Pennzoil Synthetics under the hood, a Lingenfelter Built LS7, Forgeline Wheels and Baer Brakes. Fans will be able to follow the build on all Flat 12 Gallery social media channels and on My-ClassicGarage.com.

“It is very exciting to see this build come to life,” said Mark Henry, Brand, Communications and Influencer Manager for Shell Lubricants. “Working with Jeff and the SEMA Memorial Scholarship Fund, Shell and Pennzoil are looking forward to showcasing this awesome, unique vehicle in our booth at the 2018 SEMA Show. Being a part of this and knowing that the proceeds will help young people pursue automotive careers is very rewarding.”

The end result will be what Jeff Allen considers the ultimate “enthusiast” car, capable of competing in a plethora of events from road rallies, airstrip attacks, autocross events, drag racing and drifting. The V06 will be the type of car enthusiasts could take out every weekend to compete at different events.

About Jeff Allen

Jeff is a through and through car guy and host of the iTunes podcast “Skidmarks Show and previous host of “The Car Chasers” on CNBC. Owner of Flat 12 Gallery, a boutique collectible and highland dealership and build facility that has had 100’s of unique builds, movie cars and celebrity owned rides under its roof. flat12Gallery.com

About SEMA Memorial Scholarship Fund

The SEMA Memorial Scholarship program offers financial assistance of up to \$5,000 to help foster the next generation of automotive aftermarket industry leaders and innovators. The fund, a 501(c)3, is dedicated to activating the next generation automotive workforce by providing financial support and career resources to students, schools, educators, and programs that benefit the professional development of young

professionals enrolled in various high schools, universities, colleges, and/or vocational schools in the United States. Students can apply for the scholarship at sema.org/scholarships.

About SEMA

SEMA, the Specialty Equipment Market Association founded in 1963, represents the \$39.2 billion specialty automotive industry of 6,633 member-companies. It is the authoritative source for research, data, trends and market information for the specialty auto parts industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles. For more information, contact SEMA at 1575 S. Valley Vista Dr., Diamond Bar, CA 91765, tel: 909-610-2030, or visit www.sema.org.

About Shell and Pennzoil

Shell Oil Company (“Shell”) and Pennzoil-Quaker State Company (“Pennzoil”) are affiliates of Royal Dutch Shell plc, a global group of energy and petrochemical companies with operations in more than 70 countries. In the U.S., Shell operates in 50 states and employs more than 20,000 people working to help tackle the challenges of the new energy future. The Shell downstream organization manages a portfolio of top-quality brands, including the No. 1 selling premium gasoline, Shell V-Power® NiTRO+ Premium Gasoline, No. 1 selling gasoline, Shell Nitrogen Enriched Gasolines, and Pennzoil®, America's most trusted^[1] No. 1 selling^[2] motor oil brand.

^[1] Based on a leading independent research study between April 2013 and December 2017.

^[2] Based on a syndicated survey by Kantar Millward Brown

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Photo credit: Jeff Eatley



