



May 23, 2017. Detroit, Michigan. The 2017 EyesOn Design theme, **Body Styles**, is a celebration of automotive design – past, present and future. It explores the unique vehicle architectures that thrived during the various eras for which these cars were built.

Automotive designers created novel styles that better fit existing markets and initiated new configurations that created additional markets. They drove engineering innovation and technological advancements. It was primarily styling that created new preferences through modern proportions, innovative features and futuristic appearance, making obsolete all previous models.

Manufacturing advancements allowed designers to create vehicles that were more fully enclosed. With complex stamping technologies, the fenders began to be enveloped by the body and the car become more of a single shape. The stylist could now create sculptural forms evoking function or speed or elegance as desired.

EyesOn Design is proud to present in our 30th year this spectacular display in the following categories:

Lincoln Centennial: Pre-War: This is a collection of 1921-1941 Lincoln vehicles, including roadsters, touring cars and limousines.

Lincoln Centennial: Post-War: A collection of Lincoln's post-war vehicles from 1946 through approximately 1980

Lincoln Continental Mark Series: Displayed will be one each of Mark Series from I through VIII, 1941 to 1998; all are 2-door hardtops or coupes

Convertibles: A collection of luxurious "land yacht" convertibles from 1956 to 1976, displayed with tops down.

Four-Door Hardtops: Featured are 4-doors without "B" pillars; only built from 1955 until 1978. Cars to be displayed with all side windows lowered.

Retractable Hardtops: Ford retractable hardtops from 1957-1959, all displayed with tops partially opened.

Limousines: A collection of 4-door limos from 1938 to 1976

Vintage Concept Cars: A showcase display of concept cars from Pierce-Arrow, GM, Ford and Chrysler, from 1933 to 1956.

Touring America-Early 1905-1914: During the early years of motoring, big, beautiful open cars were among the first automobiles to put the nation on the wheels. With their stunning brass trim, stylish rooflines and unique ornamentation, these beauties allowed their owners to Tour the rural roads of America in the lap of luxury.

Touring America-Late 1915-1927: Progressing beyond the large automobiles of the Brass Era, a new generation of Touring cars emerged that were both sleeker in design and more affordable in price than their predecessors. With new lower rooflines, shorter tires and increased use of nickel and chrome plating, this fresh new look attracted more people than ever to buy a new car and head out on the open road.

Fastbacks: 1966-70: An impressive collection of domestic fastback designs from 1966 through 1970

Classic Era: Fine and unusual domestic and foreign vehicles built between 1915 and 1948 and distinguished for their respective fine design, high engineering standards and superior workmanship.

Designs for the Farmer: This collection of tractors highlights the aesthetically pleasing and functional designs created during the last 100 years in the U.S., but primarily between 1937 and 1966.

Pure Michigan: Built in Ypsilanti and Willow Run: Examples of three famous automobiles created or built in Ypsilanti's Willow Run Assembly facility following the cessation of World War II aircraft production; Tucker, Kaiser-Frazer and General Motors' Corvair.

Two-wheeled British Classic Motorcycles: A collection of England's finest motorcycles from the early years of the last century to the present day.

Pony Car Era: Coupe and Convertible Pairs: This collection of vehicles exemplifies the Pony Car era, launched and inspired by the Ford Mustang in 1964. The term describes an affordable, compact, highly-styled car with a sporty or performance-oriented image. Paired Coupes and Convertibles starting with a 65 Mustang Fastback and ending with a 73 Mustang Convertible.

1. Mustang 65, 641/2
2. Camaro 69, 69
3. Barracuda 72,71
4. Cougar 69,69
5. Firebird 69,69
6. Challenger 70,70
7. Torino 70,71
8. Mustang 72, 73

Flashback: 1988 Exhibitors: A special look back at cars which appeared in our very first car show, 30 years ago.

Crosley: An American Original: A collection of Crosley's from the very first one produced to end of production in 1952, to include 5 prototype vehicles.

Traditional Hot Rods: A group of traditional hot rods that demonstrate the evolution of hot rodding from its early days until today. The vehicles will demonstrate the early flatheads contribution to the birth of hot rodding, the evolution of the hot rod as overhead valve engines became the choice for a new generation of young hot-rodders and finally, a depiction of today's "The Race Of Gentlemen", the celebration of traditional hot rod competition on the beach race tracks of the East and West coasts.

Collectors Circle: An eclectic gathering of beautiful, unique and desirable vehicles from all eras.

Rumble Seat Roadsters-Generally Mid-Teens to Mid-Thirties: Versatile and sporty models provided open motoring for front and a pop up rear seat for passengers on sunny days as a two or four seat automobile. On rainy days, a convertible top and snap-in side curtains sheltered front seat passengers and a fold down cover offered protection of the rear seat upholstery.

Convertible Coupes from the Early Thirties to the Late Thirties: Stylish and powerful, the convertible coupe is a twist on the roadster. These include medium to premium priced automobiles with a rumble seat and roll up windows making a more comfortable space for the driver and passenger.

Bathtub Styling-Late '40s to Early '50s: For a brief period, tear drop styling, affectionately known as “bathtub” styling was the rage after World War II. Sedans, convertibles, wagons, and coupes defied previous styling formulas.

Post-War British Roadsters: Coming back home from WW2 a lot of GI's had become fond of tiny, slick and spirited European cars. The British MG TA, TB and TC series found a special place in the hearts of these young men. Later, British automobile manufacturers such as Triumph, Healey, Jaguar, and Morgan found a "ready to buy" market here in the US.

GM Pony cars turn 50! Featuring one Camaro and one Firebird representing each generation of the f-body.

<http://www.eyesondesigncarshow.com>

A benefit for the Detroit Institute of Ophthalmology, a not-for-profit 501(c)(3) corporation, EyesOn Design is a major source of revenue for the DIO's research, education and support group programs for the visually impaired. The DIO is a division of the Department of Ophthalmology of the Henry Ford Health System.



