



From Hot Rod Legends to Hot Roddin' Rock Stars

Goodguys 7th Annual Southwest Nationals Melds Star Power and Horsepower - Thousands of Street Rods, Customs, and Classics Put the Power Down at WestWorld of Scottsdale Â November 20-21, 2004

Pleasanton, CA ([PRWEB](#)) October 11, 2004 -- Throughout 2004 the Goodguys Rod & Custom Association Â America's premier hot rodding event promoter - showcased hot rod and vintage drag racing legends from Boyd Coddington and the late Wild Willie Borsch (whose ashes were on hand at the Pomona event) to Mattel's celebrated Hot Wheels chief designer Larry Wood. The street rods of music industry superstars like Metallica's Kirk Hammett and music legend Eric Clapton "made the scene" to participate with Goodguys and their surging popularity. In the last year alone, membership in the Goodguys Rod & Custom Association has grown more than 10 percent Â from 56,226 to a record-setting 61,643 members.

On Saturday and Sunday, November 20 and 21, Goodguys will cap its most successful season to date with the Goodguys 7th Annual Southwest Nationals presented by RB's Obsolete. Held on the equestrian grounds of WestWorld of Scottsdale, more than 2,000 vintage hot rods, street rods, muscle cars, customs and classics through 1972 will saturate the Wild West atmosphere with unbridled horsepower.

"Hot rodding is one of the fastest growing segments of the car hobby," says Gary Meadors, president of Goodguys Rod & Custom Association. "It continues to prosper because it crosses all segments of the car culture and brings together people from diverse ethnic and social backgrounds who have one thing in common Â their love of cars and more importantly, in the case of Goodguys members, their love of driving those cars."

At WestWorld, customizer Boyd Coddington (star of the wildly popular American Hot Rodder television program which airs on Discovery Channel) will again be on hand to select his Pro's Picks from the thousands of vehicles on site. Coddington and his staff will hand pick 16 of the sweetest rides on the grounds to participate in Sunday's awards ceremony. Muscle cars from 1960-1972 will be showcased in a special Muscle Car Reunion area. Homebuilts, Youngguys (for vehicles constructed by guys and gals 25 years or younger) and the Goodyear's "Ya Gotta Drive Em" corral for vehicles driven more than 500 miles to the event, will also receive special recognition.

Saturday's festivities continue as participants and guests visit hundreds of vendor and manufacturer exhibits, the Swap Meet and Cars 4 Sale Corral. Even kids can get involved in the "Make-N-Take" model contest at the Model Car display sponsored by Revell-Monogram.

Sunday's official activities commence at 2:22 p.m. at the Entertainment Stage as more than 80 special awards, including Boyd Coddington's Sweet 16, and K&N's Performance Picks are announced, along with the Grand Prize Winners for the 2004 Western State Prize Giveaways. In addition, a lucky winner will be awarded the Judy Murray Award, started by enthusiast Larry Murray to honor his wife's memory and love of hot rodding. The recipient will receive a plaque, \$1,500 cash and a set of Boyd Coddington Wheels.

The K&N Filters/Goodguys 7th Southwestern Nationals event gates are open 8 a.m. to 5 p.m. on Saturday, Nov. 20 and 8 a.m. to 3 p.m. on Sunday, Nov. 21. General admission is \$15 per day, seniors 60+ are \$12, children ages 7-12 are admitted for \$6 per day and children under six are admitted free. The parking fee charged by WestWorld is \$5 per day.



Founded in 1983 and headquartered in Pleasanton, Calif., the Goodguys Rod & Custom Association is the nation's leader in producing and promoting exciting automotive enthusiast events. The association's events are staged throughout the U.S., from New York to California, from Florida to Washington, ranging from two-day events to weekend extravaganzas attracting over 75,000 auto enthusiasts, catering to many diverse groups of auto enthusiasts. For additional information about Goodguys, its products and its upcoming events visit the company website at <http://www.good-guys.com>.

Contact Info:

GoodGuys Rod & Custom Association <http://www.Good-Guys.com>

Arizona Reporter <http://www.AzReporter.com>

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**Contact Information**

Pr / Office

THE WEB NEWSROOM.COM

<http://www.Good-Guys.com>

866-484-3638

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