

**Muscle Car and Corvette Nationals and *Muscle Car Review* magazine
Present Michigan State University's "Project W31."**



For Immediate Release

In 1969, a group of Michigan State University engineering students convinced Lansing-based Oldsmobile to provide them with a vehicle for hands-on learning. Oldsmobile obliged with a former Cutlass S test vehicle which had been outfitted with the full W31 package, which included the 325-horsepower 350 cubic inch engine with Outside Air Induction, a Muncie 4-speed transmission, and a 5.00 Anti-Spin rear differential. The students aptly named the car *PROJECT W31*.

A revolving door of students built and raced the car in a variety of sanctioned events from 1970 to 1974. The stories will blow your mind!

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Three W31 enthusiasts have been tracking and researching the project. Diego Rosenberg, author of "Selling the American Muscle Car: Marketing Detroit Iron in the 60s and 70s", Casey Marks, who participates in the Pure Stock Drags with a W31, and Ryan Weaver, the owner of a 1969 W31, have successfully located most of the original Project W31 student engineers.

Bob Ashton, MCACN Managing Member, has invited the Project W31 team to share their story for the very first time at the Muscle Car and Corvette Nationals show, November 17-18. This will be in addition to a special W31 invitational display, spotlighting these rare automobiles. Participants and spectators alike are invited to attend a panel discussion with original members of the Project W31 team.

The MCACN team is also excited to announce that there will be a feature article in an upcoming edition of *Muscle Car Review* magazine. Editor Drew Hardin has made special arrangements to align this feature to complement the MCACN panel discussion in November.

One question remains: *what happened to that Cutlass?* So far nobody knows. The group has started a search and they welcome all the support they can get to locate the car, or find out what happened to it.

The Muscle Car and Corvette Nationals is the world's largest all indoor specialty show devoted to Muscle Cars, Dealer-built Supercars and the rarest and most sought after Corvettes. The show takes place annually the weekend before Thanksgiving. Show hours are Saturday, November 17, from 9 am – 8 pm, and Sunday, November 18, from 9 am – 5 pm. Please see www.mcacn.com for complete show details.

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