



est. 1946

ARIZONA

## SO-CAL-AZ & Jimmy Shine Team up for Open House Party!

Last year SO-CAL Arizona celebrated its 30th year in business, but nobody makes a big deal about a 31st anniversary. We needed a new reason to party, something fresh and Jimmy Shine and his bare metal '34 pickup was just the answer. Jimmy's truck has great crossover appeal, from the dry lake beds to the floor of the Grand National Roadster Show. People of all ages want to check out this truck.

The festivities began early Saturday morning, April 24th. It was a beautiful spring day in Arizona for a BBQ, kicking tires with friends and sharing garage stories. It's nice to have our customers drive their cars to the store and see what they have been working on. There were a lot of SO-CAL parts in the parking lot that day, and a lot of good looking rides!

We had a huge turn out of cool cars and fans of all ages to meet Jimmy and snap a picture of his "funk-tional" pickup. Shine is the headliner of the Outlaw Division of SO-CAL Speed Shop, an inspiring surfer, hot rod builder and Bonneville racer who has attracted a new generation to the age-old hobby of building, customizing and cruising in hot rods. You might have seen him and the ARDUN Roadster featured in the recent Discovery TV special, Hot Rod Build Off, or the truck photographed in numerous publications such as The Rodders Journal. But fame has not tarnished his personality; I was most impressed with how Jimmy really connected with each person he met, or while autographing a poster, making them feel like he was there just for them. Gracious and humble under his tattooed bad-boy appearance, you just can't help but like the guy! And speaking of tattoos we were giving away temporary tattoos for our party, just for the fun of it. Got ink?

Thanks to Jimmy, the SO-CAL Arizona team and a few special helpers, the day went off with out a hitch; fun, food and refreshments were had by all.

We are looking forward to next year when the whole SO-CAL family will be celebrating with Alex Xydias and the 60th year anniversary of SO-CAL Speed Shop est. 1946.

See you then!  
Mary Streff

