

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Region Revs Up to Host the American Motors Owners Convention

Cars from across the United States will be on display

FOR IMMEDIATE RELEASE

July 25, 2016

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau (RACVB) welcomes the owners and hobbyists of historic **American Motors Corporation (AMC)** vehicles as they honor their marque by having the **41st Annual American Motors Owners Association (AMO) Convention** in the Rockford region. AMO will host several events in and around the area each day from July 27-30, 2016, with the main event and car show happening Saturday at Tebala Event Center from 8 a.m. – 4 p.m. Spectators are welcome and the event on Saturday is free to attend. For more information about this event visit <http://www.amonational.com>. All AMO members are encouraged to pre-register by Friday, July 29 at the host hotel Holiday Inn located at 7550 E. State St., Rockford, IL. In addition, there will be an all AMC parts swap meet, both Friday and Saturday.

"Rockford is an industrialized community that has contributed much of the hardware used to build parts included in our AMO vehicles. It's also centrally located to Kenosha, Wisconsin, and near many of our members so it's an ideal spot to host the event this year," said Matt Woodstrup, AMO Rockford Host/Committee Member. "It only seems fitting that we bring this convention to a community that is so rooted in the automotive manufacturing industry."

Over **600** participants from across the US will feature 300 vehicles at the convention generating an estimated economic impact of **\$184,000** to the region. Visitors will be traveling from around the Midwest and as far as Germany, Canada and Mexico. Working from the corporate center of Kenosha, Wisconsin, AMC made cars like the 1957 Rebel, 1960 Metropolitan, 1966 Rogue, 1968 Javelin and the 1970 AMX will be some of the vehicles featured during the car show along with many more.

"It has truly been our pleasure to work with the AMO committee and welcome them to our region for the first time this year. This multi-day convention will certainly help to fuel the regional economy with overnight stays in our hotels, shopping at local stores and dining at the region's restaurants," said Lindsay Arellano, RACVB Director of Sales & Servicing.

***American Motors Owners Association, Inc., (AMO)** is a Wisconsin chartered, non-profit organization, which exists expressly for the purpose of aiding and encouraging the use, enjoyment, preservation, and restoration of vehicles built by American Motors Corporation between 1958 and 1988 model years.*

***RACVB exists to drive quality of life and economic growth for the citizens of Rockford and Winnebago County through tourism marketing and destination development.** gorockford.com*

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