

Angel's

*Be Alive!*Angel Gomez,  
Director of  
Member  
Services

# Petersen

You might recognize this  
1963 VW Beetle as  
Herbie the Love Bug.



**(1)** Johnny Rockets is just feet away from the Petersen's ticket office.

## Hello again!

This month, we will take a tour of the Petersen Automotive Museum. I love cars, and even if I can't afford many of these, I can still dream. I recommend you all go out and take a look at these fabulous cars.

Also, if you are a bit hungry, stop by the Johnny Rockets. They have great food; when you go to the ticket office, let the cashier know that you had lunch at Johnny's, and they will validate your parking ticket. **(1)**

Here's some history about the Petersen: On June 11, 1994, Margie and Robert E. Petersen fulfilled a longtime dream when they became founding benefactors to start the Petersen Automotive Museum, donating \$5 million to the Los Angeles County Natural History Museum. In April 2000, the Petersens contributed an additional \$24.8 million to the Los Angeles County Natural History Museum to retire the bond debt and establish the Petersen Automotive Museum Foundation as an inde-

pendent nonprofit organization. Their gifts to the Petersen Automotive Museum total more than \$30 million. Today, the Petersen Automotive Museum stands as the nation's premier automotive museum, serving thousands of visitors each year.

Robert Petersen headed the Petersen publishing empire, the largest special-interest publishing company in America. Petersen was responsible for *Motor Trend* and *Hot Rod* magazines, among others.

The Petersen Automotive Museum is dedicated to the exploration and presentation of the automobile and its impact on American life and culture, using Los Angeles as the prime example. Encompassing more than 300,000 square feet, its exhibits and life-like dioramas feature more than 150 rare and classic cars, trucks and motorcycles.

Covering four floors, the facility features permanent exhibits on the first floor that trace the history of the automobile. Visitors are invited to walk through, not by, exhibits and dioramas and experience settings of early Los Angeles where the world's first shopping district was designed.

The second floor presents five rotating galleries

## Miracle Mile District

# Automotive Museum



A 1961 Oldsmobile Starfire convertible "Aladdin."

with state-of-the-art displays of race cars, classic cars, vintage motorcycles, concept cars, celebrity and movie cars, and auto design and technology.

The May Family Discovery Center is on the third floor. Designed to spark interest in science by way of the automobile, the 6,500-square-foot interactive "hands-on" learning center teaches children basic scientific principles by explaining the fundamental functions of a car.

An all-glass penthouse conference center, Founder's Lounge and kitchen, comprise the fourth floor, which is available for special events and functions.

If you really like the museum, I would recommend becoming a member and applying for membership. They offer many different opportunities starting at \$50 up to \$1,200 for premier membership.

I really enjoyed my visit to the museum and recommend this fantastic learning experience for you and your families. There is so much to see that everyone will find something they like, I promise.

**As always,  
be safe and  
Be Alive!  
— Angel**



The Petersen's motorcycle section includes this 2006 Skeleton Bike.

### Directions

**The Petersen Automotive Museum**  
6060 Wilshire Blvd.  
Los Angeles, CA 90036  
(323) 930-2277

The Petersen is located in the heart of the Miracle Mile district. The intersection of the I-10 and Fairfax is about the closest way to get there via freeway. From there, take Fairfax north until you get to Wilshire. It's on the southeast corner.

- **Parking Rates:** \$2 per 30 minutes; \$8 maximum with paid admission for up to four hours; \$12 maximum all others. Disabled parking is available.
- **Prices:** Adults \$10; seniors (62 and over), \$5; students with I.D., \$5; active military with I.D., \$5; children (5-12 years), \$3; children under 5, free.
- **Hours:** Tuesday through Sunday 10 a.m. – 6 p.m. Closed Mondays.
- The museum is closed on Thanksgiving, Christmas and New Year's Day.



A 1932 Ford classic hot rod.



This *Speed Racer* model was used for the movie released a few years ago.



One of the many classic cars on display is a 1939 Packard.



With this 1974 Fascination, what were they thinking?



The museum's gift shop.