

SWEDE TO DREAM CRUISE

**Summer Dreamin' on a
Cold, Winter Day!**



The Plan: Swede Cruises in the World's Largest 1-Day Automotive Event

In the fast-paced world we live in, many have grown nostalgic for a simpler, less-connected time. My 1962 Chevy C-10 is literally a rolling visual image of this nostalgia. It has dings and dents, reflecting its past life on a Wyoming farm complete with just the right amount of rust interrupting a remarkably-beautiful green patina. In short, unlike the highly restored models at car shows, Swede looks like a real farm truck.

As I've grown Pickup Truck +SUV Talk, Swede has become a cherished character, with a fan base that loves seeing both the old and the new. After reading a collection of glowing comments on Swede, I hatched a plan to share this truck with more people in real life. Where best to do this? How about one of the world's biggest displays of car culture? The Woodward Dream Cruise. Like Swede, this revered event has a grass roots history and pulls our heart strings to remember the heydays of the 50's and 60's, when "Motor City steel" roamed Woodward Avenue, America's first highway. This heralded event that started in 1995 as a fundraiser with a small group of volunteers today attracts 40,000 classic vehicles and draws over 1.5 million viewers from around the globe. The 16-mile-long parade is now a world stage.

Imagine rolling down the windows and cruising in a Wyoming and now Nebraska farm truck turning heads with both the out-of-state license plates and a retro style. That's my dream!



The only issue is old Swede isn't ready for this journey and ***needs your help!***

Highlights

Modify C-10

Finish engine rebuild, upgrade tires, shocks, lighting, seat, etc...

Tow truck to Michigan

Load truck on trailer and tow with long-term Silverado review truck



Cruise Woodward

Join the celebration of car culture

ROI

Produce videos, posts from Pickup Truck +SUV Talk and place story in other relevant outlets.



Swede's Dreams List

Must Have

Powertrain Swap Done
Tires and Wheels
Shocks
Trailer for towing
Windshield
Seat
Lights
Other Expenses

Also Need

Front Bumper to Match Rear
New or Restored Wood in Bed
Appropriate Add Ons
(winch, radio, etc...)

Sponsors

Pickup Truck +SUV Talk is excited to bring a small group of authentic sponsors along for the drive from Nebraska to Detroit and back home to Nebraska. Tim will put Swede on a trailer pulled by a 2023 Chevy Silverado 3.0L Duramax Diesel and make the 2,500 mile round-trip journey to Detroit ahead of time to ensure that all will be in place by the start of the WDC. Costs will include upfits to Swede and a few aftermarket add-ons for the Silverado, as well as travel and other expenses. Among the expenses will be fuel, hotels, meals, airfare, and other.

ROI for sponsors: PUTT YouTube videos prior to departure when upfitting the vehicle/s, during the drive and return trip and during the WDC. Badging displayed in back window, Podcast and website posts with direct links to sponsor websites.

Additional Podcasts, Radio Shows and Other Media Coverage:

- Consumer Guide Car Stuff
- GT Garage Talk
- AutoBlog Podcasts
- Conversations with Big Rich (Klein)--?
- Dave Stall's Car Radio Show (You Auto Know)
- Mike Marris (In Wheel Time Car Talk)
- Drivetime Radio (NY Vinnie Richichi)
- Cruise Control Radio (Fred Staab and Les Jackson)
- Other: Additional media coverage will come from a number of sources including radio broadcasts and other media.

What is Pickup Truck +SUV Talk?

Established in September 2016, Pickup Truck +SUV Talk is focused on covering the truck and SUV market in both a traditional review fashion and long-form features, with a unique way of putting the consumer first. For example, our reviews and stories cover simple, everyday elements that many outlets often overlook. Is the dipstick easy to reach? Are the third-row seats usable? How do you charge an EV in the winter? Through focusing on some of these more mundane and useful features, we have grown into a respected media outlet providing valuable information-- without the fluff!

Our success and ever-growing enthusiast following have led us to incorporate a new dimension to our work, as we begin to add reviews of items associated with lifestyle and off-road markets. We choose vehicle components, lifestyle products, gear and services that are authentic and important to our readers. As we select a small collection of sponsors, we will let each tell a bit of their story through words and videos, but we will keep our mission clear—to review them and be relatable and geared to consumers.

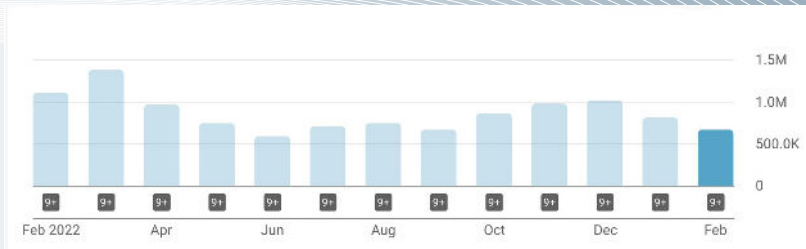


Website: Pickuptrucktalk.com

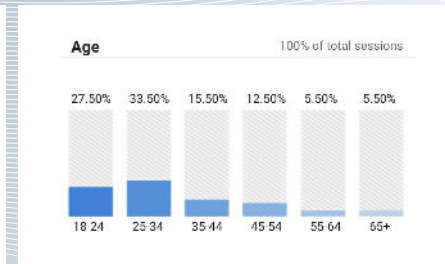
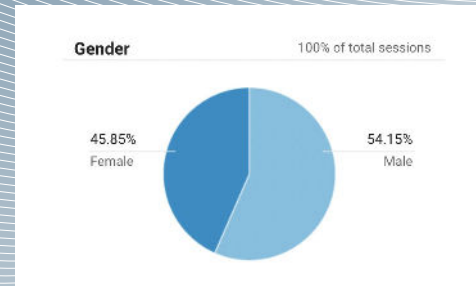
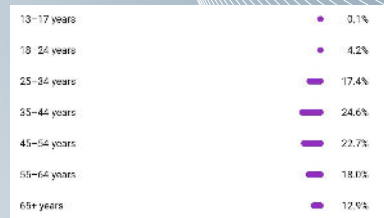
YouTube: [Youtube.com/c/pickuptrucktalk](https://www.youtube.com/c/pickuptrucktalk)

Reach/Demographics

YouTube Views



Website



Woodward Dream Cruise

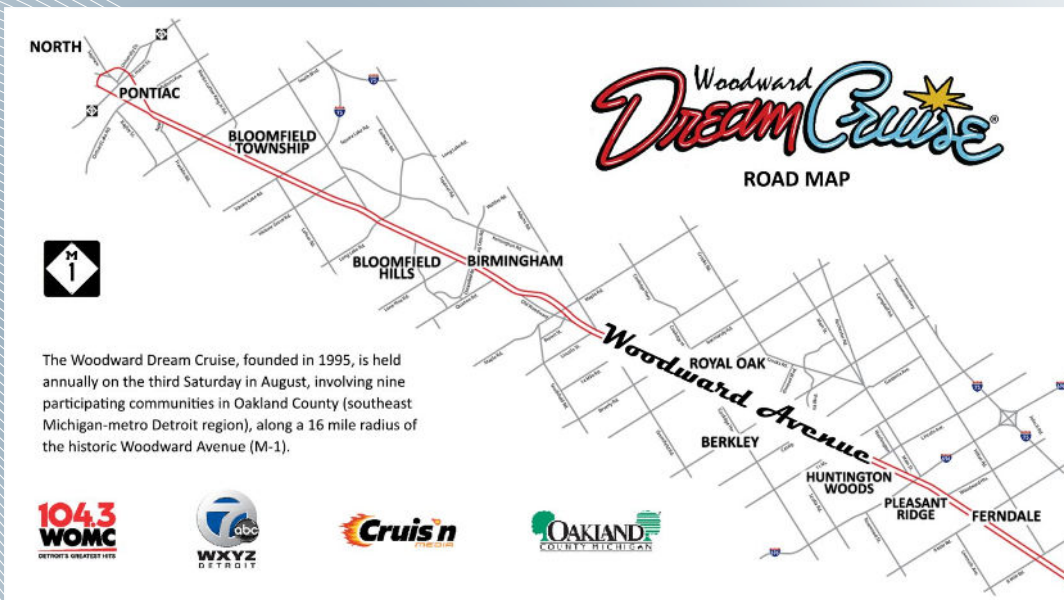
Quick Facts

Saturday, August 19th, 2023

World's largest 1-day automotive event

Estimated 1.5 Million People

40k+ classic vehicles



What's in a name?

In order to explain the name, we have to start with the previous owners: Eugene and Willie Willadsen. They lived on a small farm along the Wyoming and Nebraska border south of Lyman, NE. The pickup was the around-the-farm truck doing simple tasks like fixing fence as well as doubling as the first vehicle most of the grandkids learned to drive on. Notice all the dents and dings? Yup, the grandkids had some “learning curves” using the pickup.

What does this have to do with the name Swede? Well, Eugene was never really called by his name. The family story is when he was a baby an aunt said, “I don't care what your name is, you'll always be my little Swede.” The name stuck even though they weren't Swedish.

For many years, the “little green pickup,” as family members called it, sat in a barn stall. He would be moved here and there to rearrange or clean out a stall, but a faulty brake system and a newer pickup kept him in the barn until after Swede's passing.

On Christmas, 2016, Swede's only son gave the truck to my family. Since then, he has become a part of our family and we have used him for trips to the family farm, hunting trips and just driving around town.

Finally, Esterdahl is a Swedish name. With Swede owning it and my family heritage from Sweden, calling the pickup Swede was the obvious and perfect choice.

