



**FOR IMMEDIATE RELEASE**

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**DETROIT TOURS TO EXPLORE CITY'S RICH AUTO HISTORY**  
**Detroit Bumpers & Brew Tours Offered During Detroit Auto Show on January 18 & 25**

Detroit MI, January 4, 2014 – Motor City Brew Tours and Show Me Detroit Tours are partnering to present four *Detroit Bumpers & Brew Tours* on Saturday, Jan. 18 and 25, during the 2014 North American International Auto Show. Tours start in Midtown at 10 a.m. and at 2:30 p.m.

The 3.5 hour bus tours will look at Detroit's earliest automotive history including the Ford Piquette Plant, the Packard Plant, architect Albert Kahn's work, and the historic auto baron homes of Indian Village – as well as offering an up-to-the-minute recap of Downtown and Midtown development today. The tour will conclude with a Michigan craft beer sampling and light lunch at the Traffic Jam & Snug Restaurant in Midtown.

According to Kim Rusinow and Pat Haller, Show Me Detroit Tours co-founders, interest is higher than ever in seeing and understanding Detroit's rich history, as well as its current challenges and successes. It's a tale of two cities as greater Downtown continues to attract new residents, workers, visitors and investors while nearby neighborhoods seek a 21<sup>st</sup> century transformation.

Steve Johnson, Motor City Brew Tours founder, noted that the tours will make a brief stop to view a video presentation at the Ford Piquette Plant – the city's most authentic automotive site and the birthplace of Henry Ford's iconic Model T. Ticket sales will support restoration efforts at the Piquette Plant – with \$5 donated for every tour ticket purchased.

The \$49.99 tour ticket price includes expert historical commentary, guided bus transportation, admission at the Ford Piquette Plant, a light lunch with 4-8 oz. beer samples at the Traffic Jam & Snug. Tickets must be purchased in advance online. Tour guests must be 21 years of age. Both tour companies offer gift certificates for gift-giving.

The tours will start and end in front of the Traffic Jam & Snug Restaurant at Canfield and Second Avenue (511 West Canfield, Detroit, MI 48201).

**For more information or to purchase tour tickets online, visit or call:**

[www.MotorCityBrewTours.com](http://www.MotorCityBrewTours.com) – (248) 850-2563  
[www.ShowMeDetroitTours.com](http://www.ShowMeDetroitTours.com) – (313) 444-2120

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## **DETROIT BUMPERS & BREW TOURS – JANUARY 18 AND 25, 2014**

### **Background Information and Tour Highlights:**

**Downtown and Midtown Detroit Today** – New retail stores and restaurants are opening all over Downtown and Midtown to meet the needs of new employees and residents, as well as visitors. Residential occupancy is at a record high 99% while investment in both areas is robust. There are almost daily announcements of new investment and incoming companies and employees.

**Ford Piquette Plant** – This 1904 building in Midtown Detroit is the birthplace of the Model T and may be the most significant auto-heritage site in the world. The three-story New England mill-style structure was the second production facility built for the Ford Motor Company and where Henry Ford and his team built the first 12,000 Model Ts. The plant is located in the Milwaukee Junction area, which was the emerging auto industry's central location after the turn of the last century.

**Former Packard Automotive Plant** – Designed by architect Albert Kahn, the 3.5 million square foot plant opened in 1903 and produced over 1.5-million Packard cars during its more than 50 years of operation. At its peak, the Packard Motor Car Company had 25,000+ workers skilled in 80 trades on the 40 acre site. The plant closed in 1956 and stands today as one of Detroit's iconic ruins as well as the largest abandoned industrial complex in the world.

**Architect Albert Kahn** – The prolific architect produced many of Detroit's iconic structures including the Fisher and General Motors buildings and the Detroit Athletic Club. In 1939, his firm was constructing 19% of all architect-designed industrial facilities in the US, and contracting more than \$1-million of work a week. He is best known for his industrial design work including Ford's Highland Park and River Rouge plants, the Packard Plant and the Willow Run Bomber Plant – which produced one bomber every 24 hours in 1942. He built over 2,000 projects in his lifetime including 521 factories in Russia alone.

**Historic Indian Village** – This prestigious east side neighborhood of 352 residences attracted many of the industrialists, financiers and professionals who led Detroit's transformation from a manufacturing center for stoves, rail cars, ships, pharmaceuticals and tobacco into what became known as the Motor City. Able to afford grand homes, they commissioned Detroit's foremost architects to design mansions which complied with the developer's vision of "a first class residential area on a generous scale."

**Traffic Jam & Snug Restaurant, Brewery and Dairy (TJ's)** – TJ's is one of the Midtown's favorite eateries and produces its own beer and cheese selections in-house. The popular restaurant opened in 1965, and after a decade-long legal battle became the state's first brewpub in 1992. Prior to that, Michigan law prohibited brewpubs.

### **About MotorCityBrewTours.com (248) 850-2563**

Motor City Brew Tours offers guided bus, bike and walking tours to Michigan breweries and beer festivals. They have taken 5,000 people to Michigan breweries since 2009. The themed brewery bus and walking tours are part education and part social hour for guests who enjoy learning about Michigan's craft beers and the brewing industry. The company also hosts guided bike tours in Downtown Detroit with prohibition, brewery, auto and theater history themes.

### **About ShowMeDetroitTours.com (313) 444-2120**

Co-founders Kim Rusinow and Pat Haller specialize in creating authentic sightseeing experiences in Downtown Detroit for both visitors (55% international) and hometown tourists. Van and bus tours explore Detroit's top attractions, local favorites and hidden gems. The company offers daily van tours (at 10am and 2pm by reservation) from Downtown Detroit. Group and private tour services offer creative itineraries, expert local guides, language interpreters and top-tier transportation options.