

The Spirit of the Mascot.

In the classic era of the automobile, custom coach-built cars featured one of a kind hood ornaments called Mascots. Gracing the radiators of Packards, Duesenbergs, Pierce-Arrows, Franklins, Cadillacs, Lincolns and other rare and prestigious marques, Mascots symbolized the owner's desire to personalize a car that may have been designed and built exclusively for him. Mascots became synonymous with the excitement of owning a coach-built automobile.

If you've ever been to a Concours d'Elegance, you've had the chance to view coach-built, show cars, and prototypes in great detail. You can walk around the car and experience it from all angles. Inspect the interior, under the hood, inside the trunk, and talk with the owner, or a collection curator who shares the unique story that goes along with each car. You get to see the special design touches that make each of these cars a rolling work of art. For those who share a passion for the world's most collectible cars, it's truly an exhilarating experience.

We've created Mascot magazine to bring our readers the Concours d'Elegance experience in print. Four times a year Mascot will bring you five feature stories. The first feature will be a show story. It may be a Concours d'Elegance or a gathering of a celebrated marque. Features two through five will be of very rare and noteworthy cars, presented chronologically. Mascot will feature cars that are worthy of the 18 pages or so that we will use to tell their stories. We want you to see these cars as only Mascot will present them, hear from the owners and share each car's unique story.

We want each issue of Mascot to be your own personal Concours d'Elegance.

It's our desire to make our readers feel like they are there with each car in person, to share in the beauty of the design of these automobiles. To this end we will feature photography presented like no other publication. So we invite you to join us as we begin the journey of bringing our readers the World's Most Collectible Automobiles.

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