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## **Fact Sheet**

### ***Hot Rods and Cool Mods: Exhibition Overview***

#### **Past, Present and Future of the Customization Hobby**

From the automobile's earliest hours, buyers sought ways to personalize their cars – first through simple accessorizing, eventually through full-scale customization involving parts swapping, sheet metal, paint and interior modifications. The hot rod phenomenon of the post-World War Two era created a culture of its own, symbolizing the American thirst for speed, self-expression and the desire to be going somewhere else, preferably in a hurry. As this exhibition of Chrysler-based rods and mods reflects, the artform has progressed from fundamental conversions of ancient iron (“rat rods”) to sophisticated, electronically-upgraded interpretations of today's cars (“tuners”), each marking an era in the evolution of technology, trends, values and lifestyles. Hot Rods and Cool Mods salutes the Chrysler designs that have inspired enthusiast personalization, as well as the creativity of MOPAR® enthusiasts and the many ways they've enhanced their vehicles over the years. Whether rodded, customized, tuned, or blinged, these are cars with street credibility, loved for what they were – and what they've become.

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Additional information and news from the Walter P. Chrysler Museum is available on the Internet at [www.chryslerheritage.com](http://www.chryslerheritage.com)

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