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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92052197
Party	Plaintiff Terri Yenko Gould, Executor
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Attachments	13. Yenko thread (Oct 09).pdf ( 3 pages )(975412 bytes ) 14. Jeff Leonard in Sports Car Market.pdf ( 2 pages )(433948 bytes ) 15. Yenko the man.pdf ( 1 page )(540836 bytes )



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**Yenko Revived?**

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**5th Gen Camaro SS LS LT General Discussions** Come discuss anything and everything related to the 5th generation Camaro.

Thread Tools

10-23-2009, 09:43 PM #1

**garagelologic**  
It's slow...



Drives: 2010 Shelby GT500  
Join Date: Jul 2008  
Location: Tennessee  
Posts: 958

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**Yenko Revived?**

<http://www.autoquote.com/auto-news/2...html#more-8440>

Quote:

Westminster, Calif. – (October 14, 2009) As the 45th Anniversary of the Yenko legacy draws near, General Marketing Capital Incorporated (GMCI) announced today its ownership of the classic trademark and its plans to revitalize the brand.

To jump start this effort, Yenko owner, enthusiast and GMCI CEO Jeff Leonard, is consulting with several notable limited production vehicle companies in the automotive industry on possible new Yenko project cars as well as upcoming Yenko product lines.

GMCI will also launch a brand-new online home for the Yenko brand in the upcoming weeks, where owners and enthusiasts can find information about upcoming cars and products, access historical information about the brand, register to be a part of the site's forums and much more.

"The muscle car era has made a huge comeback this year and we expect this trend to grow," said Leonard. "The Yenko name is very much a part of that magnificent history and we plan to resurge its magic and its historical significance. Through GMCI's efforts, Don Yenko's name will be kept alive with the highest degree of integrity and respect."

Growing up in Detroit in the shadow of the famous Woodward Avenue during the muscle era heyday, Leonard always had a keen interest in Detroit muscle culture. As a muscle car enthusiast and owner of an original 1968 Yenko Camaro, Leonard shares the enthusiasm and excitement of many towards owning a unique piece of Yenko history.

Originally, the 60s era Yenko car was a special order vehicle, available only through Don Yenko Chevrolet in Canonsburg, PA. Don Yenko used the Central Office Production Order (COPO) program, a program GM used for fleet vehicles like police cars, taxi cabs, etc. to special order the most powerful vehicles available.

Yenko modified his first vehicle, the Chevrolet Corvair, in 1965 for the Sports Car Club of America racing team. Yenko later went on to build the Yenko Super Camaro, Yenko Deuce, Yenko Chevelle, Yenko Super Nova, Yenko Vega Stinger and the Yenko Camaro Turbo Z among the fastest SCCA racing cars ever produced.

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Shelby GT500: Not since Mr. Ed has a horse spoken so clearly.

*Last edited by garagelagic; 10-23-2009 at 10:04 PM.*

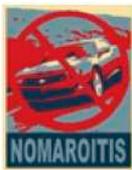


10-23-2009, 10:08 PM

#2

### Zabo

I was \*\*\*\*\* from Cam5 :D



Drives: his mom's car for now.  
Join Date: Sep 2008  
Location: Kalamazoo, MI  
Posts: 3,794

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Eh.. still no way in hell I'll be able to afford one. ;\_;

Friggin win though, either way.

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[My Cache of Zany Projects](#)

[Join: THE DISCIPLES OF MAXIMUM BOB!](#)

10-23-2009, 10:25 PM

#3

## Mr. Brownstone



Drives: 2004 F-250 Diesel  
Super Crew  
Join Date: Jul 2009  
Location: Maryville, TN  
Posts: 141



QUOTE

How is this even remotely considered a Yenko? Just because a guy who owns a very popular "Classic" Camaro aftermarket supplier out of California is a Yenko enthusiast wants to build these cars, does that make them a Yenko. Guess what, I'm a Yenko enthusiast. If I build a camaro, would that make it a Yenko?

Come on Folks, Yenko died in 1987 with Don Yenko. If you fall victim to a marketing scheme, then that's on you.

10-23-2009, 11:52 PM

#4

## Sir Nuke

Master of All Things



Drives: '10' Camaro RS, '08' Caddy STS  
Join Date: Jul 2009  
Location: South Texas  
Posts: 1,248



QUOTE

as brownstone CORRECTLY stated.....if Don Yenko didn't build it, its not a Yenko.....someone is just using his name to put some parts together, thus its NOT a real Yenko.

2LT/RS, **Inferno Orange**, **IO Interior Pkg**, Automatic, Polished Wheels, Arctic White Rally Stripes

NKNQD0

**1100**, ordered (07/16/09), **2000**, Order accepted by GM (07/17/09), **3000**, Order accepted by production control (07/18/09), **3300**, Order scheduled for production TPW 8-17-09 (08/10/09), **3400**, Order broadcast (08/18/09), **3800**, Order produced (2G1FC1EV8A9139417) (08/22/09), **4000**, Available to ship (08/26/09), **4200**, Shipped (08/31/09), **5000**, Delivered to the dealer (09/11/09), **6000**, Delivered to the OWNER!!! (09/13/09).

10-24-2009, 12:16 AM

#5

## garagelologic

It's slow...



Drives: 2010 Shelby GT500  
Join Date: Jul 2008  
Location: Tennessee  
Posts: 958

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QUOTE

I agree. Just buying the rights to the name and sticking it on some special edition Camaro will never make that car a real Yenko.

Shelby GT500: Not since Mr. Ed has a horse spoken so clearly.

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## **GM Woes Won't Disrupt Pontiac Parts Supplies**

**Noted Catalog Supplier Classic Industries Receiving Numerous Calls from Worried Hobbyists**



HUNTINGTON BEACH, CALIFORNIA (April 28, 2009) – While auto enthusiasts lament the problems within GM and most recently, the loss of Pontiac, Classic Industries, the leader in GM restoration parts and accessories, has assured customers that the demise of one of GM's most popular brands will have no affect on its supply of Classic GM, GMC or Pontiac Firebird restoration parts.

Since rumors of GM's most recent Pontiac division closure became public, Classic Industries has received countless calls and emails from worried customers expressing concern regarding the future supply of parts for collectible GM and GMC vehicles, including the iconic Firebird muscle car. Classic Industries' call center personnel are now reassuring hobbyists that there is no need to worry and that the company will continue reproducing and distributing original GM parts and accessories.

"This is a sad day for General Motors and for Pontiac," said Classic Industries CEO, Jeff Leonard. "But GM's decision will have no affect on our supply of classic GM and Pontiac parts. Nearly all of our GM-licensed restoration parts are sourced outside GM. Firebird fans need not worry. There will be no interruption of Pontiac restoration parts made and marketed by Classic Industries."

Classic Industries offers a wide-range of GM-licensed parts and accessories for Chevrolet Camaro, Impala and

Nova, plus Pontiac Firebird and GM pickup models from the 1940's through 2008. The CI Pontiac Firebird catalog, for example, boasts more than 900 pages. All Classic Industries parts meet or exceed OEM-specifications.

The closure of Pontiac has also raised the possibility that Classic Industries could also gain access to original GM tooling. While this is a possibility in any restructuring, Leonard said, he hoped that GM would retain use of the tooling, as well as the employees that operated them. It is after all, Leonard noted, "a legendary American brand."

Over the years, most Detroit OEMs, including GM and Pontiac, have outsourced many – if not all – older restoration parts.

Classic Industries is the recognized leader in GM restoration for classic Camaro, Firebird, Nova, Impala and GM pickup trucks from the 1940's through the 2008 year range. With 30 years of experience, Classic Industries is the largest distributor of reproduction and original GM parts and accessories in the world. In addition, Classic Industries also offers many popular brands GM enthusiasts rely on, such as OER, Air Ride, B&M, Chris Alston's Chassisworks, Edelbrock, officially licensed Yenke products and many more. Visit Classic Industries on the web at [www.classicindustries.com](http://www.classicindustries.com) for more.

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## DON YENKO the man

( Page Last Updated 08/16/2009 )



The standard Don Yenko publicity photo.

Who was Don Yenko? Well, he was an adventurer, a dreamer, a guy that really liked to get things done and have fun while he was doing it.

Don was born on May 27, 1927 in Monongahela Pennsylvania of Frank & Martha Yenko. He helped his mom & dad at their Chevrolet dealership in Bentleyville for years and as a young boy found his love for flying. He graduated Bentleyville High School and went on to graduate Pennsylvania State University. He served as a meteorologist in the USAF and came back home to Canonsburg, where his dad had opened Yenko Chevrolet on Pike Street.

He loved Corvettes and racing them. The dealership became a center for high performance Corvettes in the 50's and Don was in the midst of it. In the 60's he road raced the early model Corvair and by the middle of the decade decided to create some competition using the all new redesigned for 1965 Corvair.

The Stinger was born in late 1965, early 1966 and was an unqualified success. He next took on Chevrolet's new Camaro and succeeded with that. Later on the Nova, Chevelle, Vega, and Citation all fell under the touch of Don. The last few years of his life found him playing with Porsches and Hondas.

Everyone who met Don noted the fun he had with them, whether it was him playing jazz piano, riding dirt bikes, flying, driving, or whatever... He died while on a business trip flying his Cessna 210M from Clarksburg to Charleston West Virginia on March 5, 1987. He will always be missed by his many friends, family, and hordes of high performance automobile lovers the world over...



42786



*Charlie*

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