

TROY



TRAFFIC JAM

AUGUST 4 2024

The 2024 Troy Traffic Jam – Cars, Anniversaries, and More!

TROY, MI – Legacy vehicles, your favorite classics, and high-end exotics will fill the 16th Annual Troy Traffic Jam on Sunday, August 4th from 10am-3pm at the Columbia Center on Big Beaver Road. Troy’s premier automotive festival is more than just a car show; be prepared to enjoy Tech Talks with leading designers, demonstrations from local robotics teams, and pedal car races for the youngest car enthusiasts. This year the Troy Traffic Jam is celebrating two notable automotive anniversaries: the GTO and the Mustang.

The GTO: 60 Years of the Muscle Car

60 years ago, Pontiac engineers dropped a larger engine in the existing Tempest LeMans to skirt regulations and appeal to younger buyers looking for horsepower. The GTO wasn’t just born, it was an instant hit and launched the “muscle car” era.

The 60th Anniversary of an Icon: The Mustang

On April 16th, 1964 the pony car craze began when the first Mustang was premiered at the New York World’s Fair. A marketing masterpiece, the Mustang was popular and affordable for young families and became an American driving icon.

In celebration of these milestones, the Troy Traffic Jam will have a special GTO Corral and Mustang Corral each containing 30 carefully curated classics representing the various generations of each vehicle. Don’t miss GTOs featured on TV and in muscle car magazines, historic Mustang racecars, and a Mustang that may have once been owned by the Ford Family!

The celebration continues into the Tech Talks tent. A panel of GTO designers and engineers will reflect upon the gutsy choices and highlights of the classic muscle car. Not to be outdone, a Mustang panel will also answer questions about design evolutions and

innovations over the years. In 2023 Tech Talks was a hub of discussion in the center of the show and 2024's lineup will bring together even more industry greats.

The Troy Traffic Jam will be jam-packed with at least 300 beloved vehicles from the garages of hobbyists to high-end collectors. Car enthusiasts will find meticulous restorations, rare models, and high-performance engines; kids will see how cars have evolved over the years; and everyone will find that "I wish I could have it" fan favorite, whatever your taste may be.

"We worked extra hard this year to bring you a unique assemblage of rare legacy vehicles," said Alan Kiriluk, Chairman at KIRCO (Presenting Sponsor) and member of the TTJ planning team. "You won't see these cars together anyplace else this summer." Organizer Jeff Nowicki, founder and owner of Nowicki Autosport & Design is passionate about blending classics with high-end exotics that highlight innovative designs. "Last year a Ferrari Monza became a fan favorite, this year you'll want to see the Daytona SP3," said Nowicki. "We continue to secure more vehicles for the show, so look for more announcements through the spring and summer."

Troy Traffic Jam is a fantastic family-friendly day. The award-winning robots from Troy area First Robotics teams will be back to demonstrate innovations in programming and inspire the next generation of engineers. Last year, organizer Mark Lieberman of Nostalgic Motoring Ltd. sponsored the inaugural kids pedal car race, exposing families to a popular European family tradition. "There's nothing like building something together as a family; a simple pedal car in your own garage could be a great place to start," says Lieberman. Families can participate as racers or simply cheer on the field.

The Troy Traffic Jam is free to spectators. Funds raised through sponsorships, car registrations, and a 50/50 raffle fuel education at the Troy Historic Village. Since the event's inception 16 years ago, Presenting Sponsor KIRCO and Proud Host Venue Columbia Center have been dedicated supporters and key partners in raising thousands of dollars towards field trips and hands-on programs at the Troy Historic Village. "We truly couldn't pull off such a blockbuster event without the support of our KIRCO and Columbia Center team" Jen Peters, Troy Historic Village Executive Director noted. "The resources they provide enable us to create meaningful education programs at the Village through a fantastic community event on Big Beaver—it's a win/win!"

Individuals interested in exhibiting their vehicle(s) can pre-register now at TroyTrafficJam.com. Pre-registration is \$25 per car and offers quick check-in and swag bag compliments of Traffic Jam sponsors. Registration on the day of the event will be \$30. All registration fees for the Troy Traffic Jam are tax deductible and support the educational programs at the Troy Historic Village.