

LOCAL WINNER : JOE SCHOTT WINS GOODGUYS TROPHY



# The Most Beautiful Street Rod

## Arizonan Joe Schott's 1932 Ford 3-Window Coupe lands Goodguys 2008 America's Most Beautiful Street Rod crown presented by Hushpower

Phoenix-based hot rodder Joe Schott, along with brothers Mike and Randy Way of All Ways Hot Rod shop, rolled into the Goodguys 22nd West Coast Nationals in Pleasanton, California, with their eye on one prize: the Goodguys 2008 America's Most Beautiful Street Rod presented by Hushpower. Thanks to their stunning blue three-window coupe, they got their wish, taking home the AMBSR honors at a special award ceremony Saturday night, August 23rd.

Four years ago, Schott, a hot rodder since age 18, commissioned the Way brothers to build his dream car, a '32 Ford three-window coupe. The project started with a rendering from Jimmy Smith (also of Phoenix) and a rare Dearborn Deuce coupe (one of only five ever made). A chassis from the late Boyd Coddington was then massaged and upgraded with inboard coil over suspension. Under the hood, the Ways installed a painted and polished LS-1 mated to a 4L60 transmission with cruise

control. All engine and chassis components were then meticulously polished and chromed taking the coupe to the "next level."

The body and paint duties were performed in-house by the All Ways team. The body was massaged and prepped along with subtly fabricated modifications and additions such as custom hood side "blisters" wrapped with stainless accents and stainless wire mesh. The entire grille insert was fitted with matching stainless wire mesh. The paint chosen for the coupe is an electrifying House of Kolor mix called "Oriental Blue."

The coupe's Camel leather interior was stitched by Phoenix-based Lux Interiors. Three on board cameras feed into an LED video screen in lieu of rearview and side view mirrors. A DVD player and surround sound stereo system are also featured. The polished billet wheels, 18s in front and 20s in back are one-off designs also from Coddington.

The coupe, which Schott calls "My Girl," has

only been shown twice since being finished. It was a top five finalist at the Goodguys 2008 Street Rod d'Élegance last spring in Del Mar, California, before taking home all the marbles in Pleasanton. It will be featured along with all other "Terrific 12" award winners at the season-ending Goodguys Southwest Nationals at Westworld of Scottsdale November 14-16.

The top five finalists were Al Oppio of Sparks NV ('41 Willys roadster), Steve Nowotny of Vacaville CA ('37 Ford), winner Joe Schott of Phoenix ('32 Ford 3 Window Coupe), Mitch Henderson of McKinney TX ('37 Ford roadster), and Don Smith of Mansfield TX ('32 Ford 3 Window Coupe).

The America's Most Beautiful Street Rod award Presented by Hushpower is presented annually at the Goodguys West Coast Nationals in Pleasanton, CA. Street Rods through 1948 are eligible. The award criteria calls for a superbly crafted street rod that exudes beauty and style. ■



Hot Cars - Cool Shows  
**GOODGUYS**  
Rod & Custom Association  
11<sup>th</sup>

# SOUTHWEST NATIONALS

NOV. 14, 15 & 16

WESTWORLD OF SCOTTSDALE  
SCOTTSDALE, AZ



### Featuring:

- Over 2,000 Hot Rods, Customs, Classics Muscle Cars & Trick Trucks thru '72
- Hundreds of Vendors/Exhibitors
- Swap Meet & Cars 4 Sale Corral
- Goodguys Pros Pick

See Goodguys Top 12 Winners of 2008!



CHECK ONLINE FOR MORE EVENTS, INFORMATION AND TICKETS







"Big Ten" at 2007 Goodguys Southwest Nationals

## TERRIFIC 12 AT SEASON-ENDING SOUTHWEST NATIONALS

For the first time in the history of both Goodguys and the Southwest Nationals, all "Terrific 12" award winners from around the nation will appear together at the season-ending 11th Southwest Nationals, November 14-16 at Westworld in Scottsdale. The cars will be parked together throughout the weekend in the "Champions Arena" on the upper paddock of Westworld. Check out this impressive lineup:

Street Rod of the Year – George Poteet, Memphis TN – 1932 Ford Tudor

Street Machine of the Year – Erv Woller, North Lake WI – 1969 Camaro

Hot Rod of the Year – Cale, Bridgett and Carlee Kern, Bedford IN – 1932 Ford Sedan

America's Most Beautiful Street Rod – Joe Schott, Phoenix AZ - 1932 Ford Coupe

Street Rod d'Elegance – Doug & Flo Hoppe, Sioux Center IA – 1935 Ford Coupe

West Coast Custom of the Year – JF Launier, Osoyoos BC – 1955 Chrysler Phantom Wagon

Custom Rod of the Year\*      Truck of the Year (early)\*

Truck of the Year (late)\*      Kustom of the Year\*

Muscle Car of the Year\*      Muscle Machine of the Year\*

\* Winners announced Thursday, October 30th on [www.good-guys.com](http://www.good-guys.com) ▼