



Photos © Copyright Brenda Priddy & Company

In August 2007, Brenda Priddy & Company, Arizona's world-renowned automotive spy photographers, put authentic field camouflage duct tape from the top-secret 2009 Jaguar XF Prototype up for auction on eBay, with the proceeds going to charity. Nine individual bidders entered 27 bids, closing at \$405. The winner received the camo duct tape, two "espionage" pens and a signed 12x18 enlargement, and as the bid exceeded a certain amount, they also won an "espionage" hat and a second 12x18. The winner specified a donation to the Tom Coughlin Jay Fund, for children with leukemia and other cancers.

After the overwhelming success of that first charity auction, Brenda created another. As before, the winning bid went directly to a charity: the winner picks the charity, and the auction goods are all theirs.

This auction presented an extremely rare and possibly one-of-a-kind "Crew" nameplate from the upcoming Dodge

Journey crossover. Priddy & Company caught their photos early: up until a week or two before last September's Frankfurt Auto Show, the production vehicle was to be called "Crew," and a badge had been produced. They have no idea whether other chrome "Crew" badges were produced before the vehicle was renamed Journey—but they could assure their bidders that they had seen only this one—they got their spyin' hands on it, and it's the one they put up for auction.

In the world of automobilia, this one is about as rare as it gets. Brand new and still adhered to clear plastic, this is a rare



piece of modern Dodge history; it's doubtful you'll ever see another—anywhere.

Brenda included these buzz words in the eBay listing: Dodge, Mopar, Chrysler, SUV, Crossover, Journey, Crew, Chrome, Badge, Spy, Camouflage, Espionage, Automobilia,

Collectible, Rare, Auto Show, Emblem, Press, Prototype, Test Car, Future Car ... and this auction was certainly all of the above.

In addition to the chrome name badge, the auction included rear camouflage from a Crew/Journey prototype, in like-new condition, with foam padding, mesh covers for the lights, clear plastic for the license plate and an industrial-strength zipper. Also included were a Dodge Rubik's Cube given to the media at the Journey's LA Auto Show introduction in

November, and a 12x18-inch signed photo of the test vehicle (with the cover blowing in the desert wind as engineers attempt to install it). The photo is for the winner's personal enjoyment, and not for publication anywhere. But you can see it here.

If the winning bid went over \$300, Priddy would add 2 hard-to-get limited edi-

# CREW

tion we-can't-tell-you-what-it-does-or-we'll-have-to-kill-you official Brenda Priddy & Company purple "espionage" pens. And if the bidding were to top \$500, the winner would also get an official company "espionage" hat. On top of all the goodies, Brenda pays all the eBay fees, and the winner paid just \$35 to offset US-only shipping (camouflage materials are quite durable and quite heavy).

With the proceeds going to charity, Brenda's advice is to "bid EXTRA high—it's for a good cause!" The winning bidder gets to make a donation directly to one of the following charitable organizations (in the amount of the winning bid—or more) by way of credit card or PayPal (the winner pays, and Brenda never touches a dime):

- Make A Wish Foundation
- American Heart Association
- March of Dimes
- American Cancer Society
- Fisher House
- Shriners Hospitals for Children

(Not enough choices? The winner could suggest another.)

The winner has the organization send proof of the donation, plus a copy of the e-mail confirmation they sent upon receiving the funds, and Brenda happily sends all the goodies.

It's that easy to participate, and the winner can safely expect to be the only one on their block with priceless camouflage from a Dodge crossover and a (possibly) one-of-a-kind chrome nameplate for a vehicle that will never be.

The manufacturers' test engineers try pretty hard to keep Priddy & Company's lenses from focusing on their biggest secrets. But our favorite spies do have their ways. And when the engineers realize so much of her hard work goes to charity ... really, what can they say?

This auction was scheduled to end on December 14, just as we went to press, but if you'd like to dig up the results, or check for future auctions, search item # 200180987808 or look up items from seller ID "brendapridycharityauctions." ■

