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LATHAM HONORS U.S. MILITARY AT MIAMI INTERNATIONAL BOAT SHOW

Vets and Active Duty Military Invited to See POW Dragster

In a nod to its "Made in the USA" branding and the unyielding patriotism of its owners, Latham Marine is honoring the American military by exhibiting a one-of-a-kind 1955 Chevy Dragster commemorating POWs during the Miami International Boat Show in its booth, H-80. The company is also extending an invitation to area veterans and active-duty military personnel to stop by and see this truly unique tribute vehicle.

For over 36 years, Bob and Kathy Latham have built a reputation and a business on providing boaters with solutions to their high-performance parts and equipment needs. As their business and status grew in the marine and other markets, it was a natural progression to also serve the defense and military markets. So, when the couple—whose fathers were both WWII veterans, encountered Max Loffgren and his POW Race Car at the Reno Air Show several years ago, it was also natural for them to become benefactors for the project, pledging their moral, financial and technical support.

The POW Race Car is a rolling tribute to the military and was created, built and raced by Loffgren, an Army veteran, who lovingly restored the vehicle and had it hand-painted with every name of the 3,578 American POWs and those still listed as missing-in-action from the Viet Nam War, from 1952-75.

www.neverforgotteninc.org

Loffgren, a retired firefighter who served in Viet Nam in the Americal Division from 1969-70, impressed the Lathams with his dedication, detailed work and devotion to help veterans. He and Bob Latham are in the process of developing several components for the commemorative car and trailer, so the vehicles will soon sport some additional Latham products and technology.

Latham Marine sponsored the cross-country trip from California for Loffgren to bring the car to the Miami International Boat Show to raise awareness for the POW Network. The company invites all active-duty military and veterans to stop by booth H-80 at the Miami Beach Convention Center February 11 -15, to meet Loffgren and to share his passion about his cause and his car. Kathy Latham is certain that each visitor will be moved as she was by this one-of-a-kind tribute to all who served in the name of freedom. "We are thrilled to bring this one-of-a-kind car to the East Coast and to bring it to various events, raising awareness and hopefully, some funds for Max's continued efforts," said Kathy Latham, "Our military deserves respect and support and Latham Marine is proud to provide that in many ways, but Max and his POW car really bring home the 'Never Forgotten' message."

Loffgren campaigns the car at events and racing circuits, but more to educate than to win; he hopes it will eventually be retired to the Smithsonian Institute. "The car speaks for itself. People understand it," he says. "This car honors those guys and their families and what they did for their country. It's a history lesson."

Latham Marine is making a limited number of show tickets available at no charge to those who present military ID at Will Call, on a first-come, first-serve basis. "The Miami International Boat Show is pleased to welcome our veterans and military and to support the patriotic efforts of our exhibitors at the show," said Cathy Rick-Joule, VP of Southern Shows.

Interested veterans can get more details by emailing te@prpower.biz.

Car specs: 1955 Chevy 2-door BelAire with 427 Chevy bored 1100 HP motor.

Littlefield Supercharger 8-71, Dart Merlin Heads, Two Holley 850+ cfm, Harland Sharp Roller Rockers, Manley Rods, Cola 4340 non-twist crank, Venola Pistons and rings, Isky Roller Lifters, Joe Hunt Magneto, Pro Moser Gears, and much more. Best time is 9.00 at 160 mph.

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