

Yenko Gets Jumpstart at 45

As the 45th anniversary of the Yenko legacy draws near, General Marketing Capital Inc. has announced its ownership of the classic trademark and plans to revitalize the brand.

To jumpstart the effort **Jeff Leonard**, Yenko owner, enthusiast and GMCI CEO, is consulting with several limited-production vehicle companies in the automotive industry on possible new Yenko project cars, as well as upcoming Yenko product lines, according to a press release.

GMCI will also launch a new online home for the Yenko brand 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 more, according to the release.

"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 re-surge 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."

Originally, the '60s-era Yenko car was a special-order vehicle available only through **Don Yenko Chevrolet** in Canonsburg, Pa. 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.

GMCI, headquartered in Westminster, Calif., is involved in direct marketing and trademark resources for the automotive industry. ☺

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