



FLYER

August 2026

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President's Message

August Event

Website Upgrades

July Jelly Drive & Factory Tour

Orphan's Corner

Calendar of Events

President's Message

Dear Freewheelers,

Judging by July, we're in for a terrific second half of the year! Our sincere thanks go to Bill Hall for putting together a wonderful drive tour and visit to the Jelly Belly Factory. It was one of those perfect Freewheelers days—beautiful weather, great roads, colorful cars, and a tremendous turnout. A special thank you also goes to Glen Taber for once again arriving with doughnuts in hand, Richard Bae for faithfully keeping the coffee flowing, and Sueko Takahashi, who kept us all organized and moving along as she always seems to do.

Now let's do it again! On August 23rd, we'll head to Morgan Hill for the "Donna Reed" Drive Tour, and I hope many of you—especially our South Bay Freewheelers—will come out and join us for what promises to be another relaxed and enjoyable day together. If you've added something new to the garage—or finally finished that project you've been telling us about—this is the perfect time to bring it out and share it with the rest of us. We love seeing the old favorites, but it's always fun to discover something we haven't seen before.

Then, just two weeks later on September 5th, we'll head to Jack London Square to welcome back a Freewheelers favorite as we return to the historic USS Potomac for the first time in more than a decade. We'll spend two hours cruising San Francisco Bay aboard Franklin D. Roosevelt's presidential yacht—a wonderful opportunity for longtime members to revisit a favorite outing while giving newer members the chance to experience it for the first time. Watch your email in late August for ticketing and sign-up information before the September Flyer arrives, and be sure to read next month's issue for all the details.

Of course, August also means Monterey Car Week, and I know many of our members will be making the pilgrimage to the Monterey Peninsula to enjoy one of the automotive world's premier celebrations. Whether you're attending a concours, wandering through the auctions, admiring the latest concept cars, or simply soaking in the atmosphere, I hope you have a wonderful time. The calendar certainly doesn't slow down after that. September brings the always-popular Ironstone Concours in Murphys. In October, the Freewheelers will once again host our Benefit Car Show at the California Automobile Museum in Sacramento. November brings our annual New Member Lunch and Peter Anning's ever-popular Car Hop, and December will wrap up the year with our Holiday Party. There's something for everyone, so I encourage you to mark your calendars now and join us whenever you can.

Our events are really about both the cars and the people who bring them. Every classic has a story, and every owner does too. That's what makes getting together so enjoyable. Every time you attend a tour, a lunch, or a club event, you help make the Freewheelers the welcoming and active club we've all come to enjoy. Your participation keeps the ideas flowing and gives us every reason to keep planning new adventures together.

I also encourage you to take a few minutes to read the article elsewhere in this Flyer about our upcoming transition to ClubExpress. It's an important step for the club as we modernize many of our behind-the-scenes operations while making membership, event registration, and communications easier for everyone. We expect to begin rolling out the membership portion of the new system during this fall's annual membership renewal season, so keep an eye on future issues of the Flyer and your email for updates.

Before I close, I'd like to thank our Board of Directors and the many members who pitch in throughout the year. Whether you're organizing an event, helping with registration, bringing doughnuts, writing an article, or simply lending a hand when it's needed, your efforts make a difference. The Freewheelers Car Club has always been a volunteer-driven organization, and that's something worth celebrating.

I hope to see many of you in Morgan Hill, aboard the USS Potomac, and at the many events still to come before we close out another memorable year. Until then, keep the shiny side up! Warmly...

Eric Whitney

President, Freewheelers Car Club



2026 Board of Directors		Club Information	
President Eric Whitney, 415-902-5165 ewhitney@me.com	Newsletter Editor Marty Hanson, 916-202-2011 sac65tbird@aol.com	Freewheelers Web Site www.thefreewheelers.net	The Freewheelers Flyer is published monthly by the San Francisco Historical Automobile Society, c/o Jay Remick-Treasurer, 1588 Willow Oaks Drive, San Jose, CA 95125 Articles and/or photographs related to club events and/or vintage car happenings may be emailed to and used at the discretion of the Newsletter Editor. Submissions should reach the Newsletter Editor by the 20th of the month prior to publication. Contributors to this Issue: Eric, Whitney, Bill Hall, and Marty Hanson. Event photos courtesy of Eric Whitney, Bill Peachee, Bill Neill, and Marty Hanson. <i>Cover: Bob Inda's 1970 Ford Mustang Convertible</i>
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AUGUST EVENT



Join us for the 2026 “Donna Reed” Picnic Drive Tour – on Sunday, August 23rd! Jeff will have the Bermuda all polished up and ready to go!

We will gather at 9:30 a.m. at the parking lot at 990 Cochrane Park Plaza for some tire kicking, coffee, and donuts.

We will then depart for the drive tour at 11:00 and drive the very scenic drive around Uvas Dam (take all the dam pictures you want)! It’s about a 50-minute drive through beautiful country roads and meadows.

We will then proceed to Morgan Hill Community Park, off of West Edmonton Avenue. We can park in the nearby YMCA parking lot then walk into the park for lunch (please bring your own picnic lunch and drinks). This is a very pleasant and easy drive. Hope to see you there!!

At-a-Glance:

- What:* Donna Reed Picnic Drive Tour
- When:* Sunday, August 23, 2026, 9:30 a.m.
- Where:* Parking Lot at 990 Cochrane Plaza in Morgan Hill, CA 95037
- Fee:* \$5 Event Fee (coffee and donuts will be provided, bring your own lunch and chair/picnic blanket)
- RSVP:* Via the invitation email



Questions? Contact Ted Downer at 415-706-4288/tedsel@gmail.com

AUGUST EVENT

COMING ATTRACTIONS

A New Chapter for the Freewheelers Website

— by Eric Whitney

Over the next several months, the Freewheelers will begin moving our website and club management to a new platform called **ClubExpress**.



Our current website has been with us for nearly 15 years. During that time, the club has grown, and we've added separate systems to handle memberships, event registration, bookkeeping, Board business, email communications, and more. Those systems have worked well, but it's time to simplify things by bringing everything together in one place.

As we make this change, it's important to recognize one person who helped get us here. For many years, our membership database has been the engine behind much of what the club does. It was created many years ago by Tom Costales, the late husband of longtime club member Brian McCann. Tom generously shared his time and talents with the Freewheelers, building a system that has served us incredibly well. Although Tom is no longer with us, his work continues to benefit the club every day. That's the kind of generosity that has always made the Freewheelers special, and we're grateful to both Tom and Brian for being part of that legacy.

ClubExpress will combine many of the things we've been managing separately into one system, including membership renewals, event registration, bookkeeping, Board management, and club communications. It should make things easier for members and for the volunteers who keep the club running.

If you're a member of Great Autos, Lambda Car Club International (LCCI), or the Gay Classic Car Group (GCCG), you've probably already used **ClubExpress**, so you'll have a good idea of what to expect.

Like any change, there will be a learning curve. We'll probably hit a few bumps along the way, but that's nothing new. We're a club full of people who keep old cars running—figuring things out is kind of what we do.

Our goal is to begin rolling out the membership portion of **ClubExpress** this fall as we start our annual membership renewal season. We'll introduce additional features over time, so keep an eye on the Flyer for updates.

We're looking forward to getting this project underway, and we appreciate your patience as we make the transition together!

The 75th Annual Pebble Beach Concours d'Elegance, Sunday, August 16, 2026

The Pebble Beach Concours d'Elegance is the flagship of Pebble Beach Automotive Week. Begun in 1950 and now considered to be the world's premier celebration of the automobile, this is a can't-miss event for every car enthusiast.

Each year, the finest collector cars gather on the 18th fairway of Pebble Beach Golf Links to compete to be named Best of Show — the ultimate award for automobiles. Experts critique their elegance, technical merit, and history. And crowds come from all corners of the globe to cheer their favorites. Over the years, Pebble Beach Automotive Week has grown to include many additional Pebble Beach Automotive Experiences for participants and spectators alike, such as the Pebble Beach Tour d'Elegance presented by Rolex, Pebble Beach RetroAuto, Pebble Beach Classic Car Forum, and more!

The 30th Annual Ironstone Concours d'Elegance, Saturday, September 26, 2026

For 29 consecutive years the Ironstone Concours d'Elegance has been held on the 1100-acre estate of the Ironstone Vineyards Winery and Historic Museum in Murphys, California; in the heart of the famous 1849 California Gold Rush. The show features over 300 period-correct automobiles through 1973 including classic, vintage, antique and race cars, vintage trailers and commercial/military vehicles as well as agricultural engines and a display of modern exotic cars. Unique to Ironstone is the Pre-1920 race car rides on a dirt track, Amphicar rides in the lake and a race car engine start.

COMING ATTRACTIONS

JULY EVENT IN REVIEW

Freewheelers Frolic in Fairfield

—By Marty Hanson



A welcome cool breeze greeted Freewheelers as we gathered in Fairfield for our July Jelly Roll Drive Tour and Jelly Belly Factory Tour. And the nice weather prompted drivers to bring out their classics...from the 1950s through the 1980s!

First on Tours included Scott Mikkelson's and Todd Darling's 1977 Cadillac Eldorado Coupe (with less than 50K miles), Brian McCann's 1981 Chrysler Imperial Coupe, and Tom Ortiz's 2005 Chrysler Crossfire Limited Roadster...they don't call him "Tom Chrysler" for nothing!

Thanks to Glen Taber and President Eric Whitney, coffee and donuts were ready and waiting as folks arrived. After requisite tire-kicking and camaraderie, Vice President and Event Coordinator Bill Hall took to the truck bed of Eric's 1970 Ford F-100 pickup to gather and welcome attendees, and outline the day's schedule of events. Bill also had printed drive tour directions for everyone as well as Jelly Belly hats (for admission to the factory) and candy samples.



Scott & Todd's 1977 Cadillac Eldorado Coupe



Tom Ortiz's 2005 Chrysler Crossfire Roadster



Brian McCann's 1981 Chrysler Imperial Coupe

Once packed and ready, Bill took the lead on the drive tour through the lovely winding hillsides of the Fairfield-Suisun Green Valley area. Drivers for the most part kept together throughout the twists and turns, all arriving at the Jelly Belly Factory parking lot in good stead. Some folks opted to skip the drive tour and meet up directly at the factory, so our full contingent was ready and assembled in time for lunch.

Jelly Belly had our box lunches all set up on the tables in their cafeteria upon our arrival...sandwiches and chips, or salads as ordered, all with chilled bottled water in unique and collectible Jelly Belly metal bottles.

JULY EVENT IN REVIEW



Bill Neill had everyone gathered at the tables and don their Jelly Belly hats so he could coordinate a group picture before lunching commenced.

Following lunch, folks were able to take a self-guided tour through the Jelly Belly factory and/or visit the gift shop for memorabilia, t-shirts, snacks, and special deals on Jelly Belly Products. The factory tour included the product creation, molds, and machinery area, the product packing area, several inter-active kiosks, and of course a plethora of Jelly Belly creations...from artwork to outfits for our viewing pleasure!

Many thanks go to Bill Hall for putting together the drive tour and coordinating with Jelly Belly for the lunch and factory tour, and to Eric and Glen for providing coffee and donuts. It was jelly jam-packed and fun-filled day! 



JULY EVENT IN REVIEW



JULY EVENT IN REVIEW

Afeela...Nothing more than Afeela

— by Bill Hall

There's some debate about what truly makes a brand an orphan but taking a less structured definition led by a natural curiosity about cars can expose some really interesting vehicles that car buffs like us love. Some are flops because of design, market timing or poor production quality, others simply missed the market because of unpredictable or unlucky circumstances but a few were simply well-designed, brilliantly-engineered cars that just never found their footing with the public. We can all name brands that fall into each of these categories but this month let's take a novel and more liberal approach to what an orphan truly is and discover one that truly never was....

In 2021, the idea of a new ambitious brand with joint-venture partners Honda and Sony took root that aimed to blur the lines between consumer electronics and luxury transportation. Designed to serve as a rolling entertainment hub, the car featured Sony's gaming and audio expertise and boasted a sweeping, horizontal dynamic infotainment display packed with over 40 sensors including radar, ultrasonic and camera technology to support advanced autonomous driving capabilities. With a signature Media Bar embedded in the front fascia designed to display vehicle status, messaging and vibrant graphics to communicate with pedestrians it seemed like a techie's dream car. Engineered utilizing Honda's automotive manufacturing expertise and designed for compatibility with Tesla's widespread charging network it seemed like a great idea at the time.



With a base out-the-door price north of \$100,000 and a sedan body-style competing in an SUV-dominated market, the Afeela started out with several strikes against it. Never heard of it? Here's why. An EV designed with a 300-mile range and prices that topped out at \$120,000 suggested that Honda and Sony weren't listening to the consumer and may have seriously misjudged the market.

Designed to begin taking orders in 2025 with North American deliveries to begin in 2026, the car was intentionally badged ambiguously and looked like a combination smart phone, personal computer and video game on wheels. Personal taste aside, the design simply did not generate the interest Honda/Sony intended or anticipated even after spending hundreds of millions on design, development and marketing. Trial production was completed and showrooms were opened but with little performance information and no available models for true test drives, interest quickly faded and in March 2026 the entire project was killed. There's not a lot to say about an orphan that never went into production but the concept and the failure is fascinating. As auto enthusiasts we often wander down the path of what if only to realize any extension of life for these brands would most likely have just stalled their inevitable death. Afeela falls squarely into this category and given its brief, brief history never even made it to the land of what if.

Next month we'll explore the undisputed King of Orphans...Packard! Written by club enthusiasts on the brand, be sure to look for the September Newsletter and the fascinating look at the history and failure of Packard. Have an orphan brand you're keen on or have an interest in? Contact us to volunteer to assist in producing an article to share your passion or knowledge about it!

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CALENDAR OF EVENTS

AUGUST 2026

Sunday, August 16th - The 75th Annual Pebble Beach Concours d'Elegance, Pebble Beach

Sunday, August 23rd - the **Freewheelers** "Donna Reed" South Bay Drive Tour - see page 3 for more information.

SEPTEMBER 2026

Saturday, September 5th - the **Freewheelers** USS Potomac Tour in Oakland - details to follow.

Saturday, September 26th - The 30th Annual Ironstone Concours d'Elegance in Murphys.

OCTOBER 2026

Saturday, October 17th - 38th Annual San Francisco Old Car Picnic in Golden Gate Park.

Saturday, October 17th - Great Autos Casual Concours in Rancho Mirage.

Sunday, October 25th - **Freewheelers** Benefit Car Show at the California Auto Museum in Sacramento - details to follow.

NOVEMBER 2026

Saturday, November 14th - the **Freewheelers** 3rd Annual Car Hop & New Members Lunch - details to follow.

DECEMBER 2026

Sunday, December 13th - **Freewheelers** Annual Holiday Party in Concord - details to follow.

JANUARY 2027

Sunday, January 24th - **Freewheelers** Annual Business & Planning Meeting in Concord - details to follow.

MAY 2027

Thursday May 13th - Saturday May 15th: The 41st Annual West Coast Meet in San Luis Obispo - details to follow.

NOTE: Event dates and times subject to change.



Advertising in the Flyer

Type of Ad	Members: Non-Commercial	Non-Members: Non-Commercial	Members: Commercial	Non-Members: Commercial
Ad for car, equipment, etc.	3 issues for Free, then \$10/insertion	\$20 per insertion	n/a	n/a
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Quarter Page Size	n/a	n/a	\$60 per insertion, \$500/yr. (12 issues)	\$70 per insertion, \$600/year



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