



## About the Author

**M**argery Krevsky co-founded Productions Plus in 1981, and the agency rapidly became one of the major players in selecting, outfitting and training talent for auto shows across America. Instead of bending to the prevailing demand for women in ball gowns and short shorts, Krevsky took bold steps with outfitting talent in sophisticated business attire for Pontiac, then Nissan and Toyota. Other automakers soon sought out her skills. At her insistence, models became trained as “product information specialists” so they could entice customers with facts, not just glamour. Her knowledge of the fashion and talent industries – along with the behind-the-scenes insights and personal anecdotes – make *Sirens of Chrome* all the more engaging. She is CEO and President of Productions Plus, an international company, with offices in Detroit, Chicago and Los Angeles.

“ The idea for *Sirens of Chrome* sparked as I traveled for many years to auto shows across the country. As I heard about the beginnings, lore, and personalities of this cultural icon it fueled a quest to learn more. After relating many of the stories ‘from the road’ and finding photos to match I realized there was not a book that focused on the total historical scope of the shows. I found people loved car star stories and the photos were fascinating — each with its own saga and place in the automotive business. As a person who is part of the automotive business I thought someone should write it down. The result is this book.” — MARGERY KREVSKY

## Sample Interview Questions

- \* What began your fascination with auto shows?
- \* Where did you get all the amazing historical photos and sketches that are in your book?
- \* Has anyone famous worked as an auto show model?
- \* How many years have you personally been involved with auto shows?
- \* Where was the first auto show and what was it like?
- \* Your book mentions Alice Burke and Nell Richardson who are the automotive counterparts to Amelia Erhart. What’s their story?
- \* Have you personally met any of the auto industry magnates?
- \* How do men or women get placed to work the auto shows?
- \* What gave you the idea to write a book about the history of auto shows?
- \* How many auto shows have you been to?
- \* What’s the most exciting thing you’ve seen at an auto show?
- \* This book focuses mainly on American auto shows I understand there are auto shows around the world. Where are they and how are they different from American shows?
- \* Who are the biggest celebrities you’ve seen at an auto show? Have you worked with any of them?
- \* Being an auto show model seems glamorous and fun. Is there a reality check here?
- \* I understand you personally have a vintage collection of auto show gowns and wardrobe. Have you exhibited it anywhere?
- \* What can I expect to learn from an auto show talent?
- \* Why are auto show talent so important to the auto industry?
- \* Do you need to be glamorous to work the auto shows?