

HOT WHEELS and the hot models who gave them sex appeal

Friday, May 1, 2009 11:52 AM EDT

GAYLORD -- Some of the most interesting people take to the roads each spring, criss-crossing the state to speak at libraries as a part of the Michigan Notable Books Author Tour.

On Wednesday, May 6, at 7 p.m. the Otsego County Library will host Margery Krevsky, owner and CEO of Productions Plus talent agency in Bingham Farms and author of a new book tracing the history of the auto shows and the alluring models who speak for the cars. The book, "Sirens of Chrome," was selected as a Michigan Notable Book for 2009.

In the mid-1970s, Krevsky managed J.L. Hudson's fashion bureau, producing hundreds of shows each year. In 1981, she went into business with a model who worked for her and rapidly became one of the major players in selecting, outfitting and training talent for auto shows across America.

Today, Krevsky represents 10 automobile companies and employs from 250 to 300 product specialists, with offices in Detroit, Chicago and Los Angeles. She is credited with transforming the auto show culture, providing training that gave her models the ability to speak knowledgeably about fuel systems and innovative designs, allowing them to entice customers with facts as well as glamour.

"Automobiles hold a special place in the hearts of Michiganders," states Otsego County Library Director Maureen Derenzy. "Margery Krevsky's behind-the-scenes knowledge and personal anecdotes will take us on a joyride through auto show history and remind us why in America, the car is king."

Michigan Notable Books is an annual program that selects 20 of the best books, either written by a Michigan resident or about the Great Lakes. The Notable Books program and tour are made possible thanks to the generous support of Cooley Law School, ProQuest, Meijer, the Library of Michigan, the Library of Michigan Foundation, Auto-Owners Insurance, the Michigan Center for the Book, the Michigan Humanities Council, the Steelcase Foundation, Paul and Marge Potter, and the National Archive Publishing Company. Program partners are Mittenlit.com, Schuler Books and Music and Borders. Media partners are City Pulse, WKAR, Queue Creative and Tom Gennara Photography.

The Library of Michigan is part of the Department of History, Arts and Libraries (HAL). For more information, visit www.michigan.gov/hal. For more information about the Notable Books program at the Otsego County Library, call 732-5841.