

1999 IAMA Lifetime Achievement Recipient Leon Mandel

Announcement of the designee and presentation of the award at the Buick-SEMA Awards Banquet were made by the 1998 recipient, David E Davis, Jr, Editor/Publications Director, Automobile Magazine.

In making the presentation, Mr Davis reviewed Mr Mandel's career in automotive media, from an enthusiast writing for the privilege of being involved, to becoming head of AutoWeek--one of the premier publications in the field, as well as author of numerous books. Included in his comments were a few quips aimed towards his old employee, as Leon Mandel, had, at one time, worked for David E Davis, Jr. Davis closed with sincere congratulations for an honor well-deserved.

As Mr Mandel made his way to the podium, he received a standing ovation from the crowd of over 180 members of the automotive world, including Keith Crain of Crain Communications, owner of AutoWeek magazine. Mandel's acceptance speech offered a few insights to the world of a used-car salesman, a look at the life of a writer when he's writing biographies of drivers living in the fast lane, and a few humorous comments aimed towards Mr Davis. His sharing of these intimate escapades regaled the audience and, for many, brought an opportunity to relive them. In closing, Leon Mandel expressed his heartfelt appreciation for this special honor bestowed by his peers. He left the stage to a second standing ovation.