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FOR IMMEDIATE RELEASE

***ATTENTION TO DETAILS* SELECTS ELITE TEAM FOR AIR FORCE ONE RESTORATION & DETAIL**

The SAM 970 and WWII B29 Bomber Among the Historic Aircraft Set for Detailing at Seattle's Museum of Flight

SEATTLE, WA July 19, 2011 – Renny and Diane Doyle of *Attention to Details*, a master-level detailing training facility located in Big Bear Lake, California, organized a handpicked team of thirty detailers who will gather in Seattle the week of July 25 – August 1 to restore two historic paragons in U.S. aviation history. The first presidential jet plane (Air Force One) known as SAM (Special Air Missions) 970 was a flying Oval Office for four U.S. Presidents including Eisenhower, Kennedy, Johnson, and Nixon. The Boeing 707-120 also entertained many international VIPs such as Nikita Khrushchev and Henry Kissinger. The team will also refurbish a rare WWII B29 Bomber known as T-Square 54, both of which are on exhibit in Seattle's Museum of Flight.



Doyle, who specializes in detailing high-end automobiles and private/corporate jets, restored the deteriorating exterior of Air Force One in 2003. Since then, he has selected the best thirty detailers out of over 250 of his graduates worldwide to contribute to the project he has

contracted to on a pro bono basis for the past several years. "It made my career due to the level of workmanship I delivered," Doyle says. "I wanted to offer that opportunity to the many small business owners we train, with hopes they receive the same level of success and recognition for excellence I did."

The Air Force One and B29 Bomber projects require 1,500 to 2,000 man-hours, equivalent to one man working for a full year in order to complete it. "To give you a perspective," Renny explains, "We will use over 2,000 microfiber towels, 1,000 terry cloth towels, some 2,000 feet of plastic sheeting, over 5,000 feet of extension cords, some 200 polishing pads, and gallons and gallons of cleaner, polishes, and paint protective sealers."

Furthermore, the team is donating their time and the materials to work on the project. The planes, still owned by the Air Force, will be located at Boeing Field where the work will be performed. Their preservation is important to our country's history. "This isn't just about the jet that replaced Eisenhower's Super-Constellation," Doyle explains. "It's about the B29 that flew thirty-seven bombing missions with the 875th Bomb Squadron, 498th Bomb Group in World War II. A plane just like it carried Chuck Yeager and the Bell X-1 rocket plane aloft for the first supersonic flight in 1947, and a modified version dropped the bombs on Japan."

Often thought of as blue-collar work, Doyle says the detailing industry is much more than a soapy sponge and water bucket. "I can assure you the team I have assigned does high precision work. They are made up of the best of the best in terms of workmanship and professionalism."

For more information about Seattle's Museum of Flight, visit their website at <http://www.museumofflight.org/>.

For more information about the 2011 Air Force One detailing project, contact Renny or Diane Doyle at 909-366-0909 or visit their website at www.detailingsuccess.com.



**For More Information contact:
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FOR IMMEDIATE RELEASE

IPSWICH DETAILER CHOSEN FOR ELITE AIR FORCE ONE DETAILING TEAM

Jim Goguen of Jim's Auto to Restore Historic Presidential Aircraft for Seattle's Museum of Flight

IPSWICH, MA July 20, 2011 – Jim Goguen of Jim's Auto joins a handpicked team of thirty detailers who will travel to Seattle the week of July 25 – August 1 to restore two historic paragons in U.S. aviation history. The first presidential jet plane (Air Force One) known as SAM (Special Air Missions) 970 was a flying Oval Office for four U.S. Presidents including Eisenhower, Kennedy, Johnson, and Nixon. The Boeing 707-120 also



entertained many international VIPs such as Nikita Khrushchev and Henry Kissinger. The team will also refurbish a rare WWII B29 Bomber known as T-Square 54, both of which are on exhibit in Seattle's Museum of Flight.

Renny Doyle, owner of *Attention to Details*, a master-level detailing training facility located in Big Bear, California, organized the pro bono event, selecting the best thirty detailers out of over two hundred fifty of his graduates worldwide. Doyle, who specializes in detailing high-end automobiles and private/corporate jets, restored the deteriorating exterior of Air Force One in 2003. "It made my career due to the level of workmanship I delivered," Doyle says. "I wanted to offer that opportunity to the many small business owners we train, with hopes they receive the same level of success and recognition for excellence I did. The detailing industry is often thought of as very blue collar, but those chosen for this project are the best of the best in terms of workmanship and professionalism."

Jim Goguen of Jim's Auto is no stranger to prestigious detailing jobs. He was a member of the 2007 Air Force One team; second in command on the 2008 jaunt; and will be one of five team leaders this year. Bestowed with double honors by the *Attention to Details* training program where he was named both a Certified Master Detailer and Doctorate of Detailing, Jim has the credentials to prove his expertise. "Automotive detailing is not just a job to us – it is a true passion."

Being selected for the 2011 Air Force One detailing team is not only an honor, but a salute to his yearlong 25th Anniversary celebration. Jim's Auto located at 5 Washington Street in Ipswich, MA has more than doubled in size and answered ongoing demands for additional products and services over the past 25 years. Today Jim's Auto is known as a car lover's toy store with everything you can imagine for the automotive aftermarket.

"That passion for detailing and taking action when our customers voiced their needs is the difference that spurred our growth over the past twenty-five years."

Visit Jim's Auto Installation & Detailing Center's website at <http://www.jimsauto.net> to receive monthly specials on automotive accessories and professional detailing services. "I am excited about being a part of an elite detailing team who will literally, polish history!"



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FOR IMMEDIATE RELEASE

BIG BEAR HIGH SCHOOL SENIOR PUTS A SHINE ON AIR FORCE ONE FOR SENIOR PROJECT 17-Year-Old Ryan Hester Doyle's Pluck & Grit Worthy of Elite Detailing Team at Seattle's Museum of Flight

BIG BEAR LAKE, CA August 12, 2011 – She is a 17-year-old senior at Big Bear High School; the only woman, and youngest member of an elite team of 40 of the best and most skilled detailers in the world, handpicked to put a new shine on the original Air Force One; and to help restore a rare WWII B29 Bomber to its original glory. Both planes are on exhibit at Seattle's Museum of Flight.

Ryan Hester Doyle looks like an average senior, but looks are definitely deceiving. This petite music and art lover, who started her own jazz band “for musicians our age who want to play at an advanced level”, strapped



herself into a 35-foot bucket lift armed with a case of Meguiars Pro Line paint polishes, several jugs of Rolite aluminum polish, and a 5-pound Flex XC 3401 Dual Action Orbital polisher, all for the love of aircraft - and as a senior career project. Let's just say the girl's got pluck *and* grit!

Exposed to Seattle's brutal elements for the past 3 years, the first presidential jet, a Boeing 707-120 known as SAM 970, is on display out on the tarmac at the museum's Boeing Field. The war-weary Super Bomber with its shrapnel-torn aluminum skin lives inside a restoration hangar, never having been cleaned or detailed since its abandonment on a desert airfield in Arizona.

“Both planes were in terrible shape,” says Ryan's father, Renny Doyle, owner of *Attention to Details*, a master-level detailing training facility in Big Bear Lake, and the coordinator and supervisor for the pro bono Air Force One detailing event. “Ryan has been detailing cars and airplanes all her life. She knew this was a tedious, time-consuming, dirty job; but she loves it and she is good enough to be a member of the team.”

Ryan plans to attend Georgetown University next fall, and aspires to become a career helicopter pilot for the U.S. military. “I love aircraft because of my Dad,” Ryan says. “Our senior project is supposed to be related in some way to our potential career or something we are interested in doing. Getting to detail Air Force One and the B29 Bomber was perfect.”

Ryan currently participates in the Young Eagles volunteer flying program at the Big Bear airport where she is learning to fly. “I have actually flown and landed (with supervision of course), a private plane!” she laughs.

Ryan contributed her share of elbow grease to the 9-day detailing project. “I got to work on the paint and the brightwork under the right wing, on some of the belly, various areas along the fuselage, and up on the nose of the plane,” she says, “I also had to clean the pads after they had been used to get the gunk off.” We did say she had pluck *and* grit!

For more information about Ryan Hester Doyle and the 2011 Air Force One detailing project, contact Renny or Diane Doyle at 909-366-0909 or visit their website at www.detailingsuccess.com.



**For More Information contact:
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FOR IMMEDIATE RELEASE

MIAMI BEACH DETAILER RESTORES SHINE TO AIR FORCE ONE & WWII B29 BOMBER

Avi Cohen of Luxury Royal Detailing Uses Exotic Automotive Detailing Skills on Historic Project at Seattle's Museum of Flight

MIAMI BEACH, FL August 15, 2011 – It's a good thing Avi Cohen, owner of Luxury Royal Detailing & Royal Car Care isn't afraid of heights, ladders, booms, harnesses, scissor lifts, and cherry pickers. Those are the job requirements for being a high-end detailer these days; especially if you are one of the best detailers in the world, handpicked by your mentor as an elite member of the 2011 Air Force One detailing team. The 9-day pro bono detailing project involved putting a new shine on the first presidential jet plane (Air Force One) known as



SAM (Special Air Missions) 970; and restoring a rare WWII B29 Bomber known as T-Square 54, the exact Super Bomber that flew 37 bombing missions over the Pacific, including Japan during WWII.

Both planes are on display at Seattle's Museum of Flight but the Boeing 707-120 lives out on the tarmac, exposed to Seattle's brutal weather, and hasn't been detailed in 3 years. The Super Bomber lives in a restoration hangar where her war-torn wings

are under repair. The B29 with its bare aluminum 'tube' hasn't been cleaned or polished since it was abandoned in an Arizona desert in the early 1950s.

Avi, known fondly as the Detailer, is no stranger to prestigious detailing jobs. His Luxury Royal Detailing business specializes in classic and exotic automobiles, yachts, and RVs. "Our clientele requires only the world's finest car care products and most cutting-edge detailing techniques," Avi says. "Air Force One and the Bomber are museum pieces. They too require the skills and techniques of the best in the business."

Avi the Detailer attended advanced detailing classes at Renny Doyle's *Attention to Details*, a master-level detailing training facility located in Big Bear Lake, California. Doyle organized the pro bono AFO event, selecting the best 40 detailers out of over 250 of his graduates worldwide. "The detailing industry is often thought of as very blue collar, but those chosen for this project are the best of the best in terms of workmanship and professionalism," Doyle says; but it is passion, according to Avi, that makes the difference. "Passion and the love for what you are doing is very important in your journey of becoming a world known master detailer and a paint correction perfectionist."

Etched by Seattle's acidic rains, which deposit contaminants on the brightwork, AFO's aluminum surface requires special skills. "Cleaning the paint isn't much different from cleaning a high-end car, but most of the AFO's body and fuselage, and the entire tube of the Bomber, are bare aluminum. Polishing that brightwork is not only hard, but very intense work, much different from maintaining luxurious and exotic cars."

Using a Flex XC 3401 Dual Action Orbital polisher, an industrial strength buffer whose orbital rather than circular buffer has a larger stroke length that spreads the polish over a larger area to produce a more consistent result than 40 individuals would, Avi worked on AFO's under-wing, the hull, and her belly. He used Meguiars Pro Line on the paint and Rolite on AFO's aluminum. He then used a heavy metal polish on the Bomber's brightwork.

"I have a military background, so I don't have a fear of heights," Avi explains. "I stacked a ladder on top of a ladder up on the B29's wing in order to reach the top of its tail because the angle wasn't right for the bucket lift and we were afraid we would crash into the plane." Avi continues, "It was an indescribable experience polishing such historic icons. It was hard and exciting and beautiful, like nothing I have ever done before."

Avi the Detailer has invented a High End Building Program with the use of an innovative drainage control system that allows him to install automotive detailing facilities inside upscale garage facilities like that at the Canyon Ranch Hotel & Spa at Miami Beach, without breaking local ordinances concerning water draining into the underground sewage system. He hopes to expand his high-end detailing services into similar luxury locations like Canyon Ranch, all over Miami Beach.

For more information about Avi Cohen's participation in the Air Force One project, contact him at 786-999-2623.