

About JOHN M. CLOR

Veteran automotive journalist, author and marketer John M. Clor has owned, worked on, raced and written about cars and trucks for nearly four decades – and has long been a regular columnist for a number of magazines specializing in the Ford Mustang. John has been a member of the Automotive Press Association since 1989, with his work appearing in a wide range of both consumer and industry publications. Additionally, his marketing communications efforts for the likes of Ford, General Motors, Mazda and several automotive suppliers over the years have given him comprehensive insight into the auto industry that few journalists or analysts have been able to attain. His current published column, “Ford Performance Corner” is the top-read monthly feature in Mustang Times magazine, the official publication of the Mustang Club of America.

A native Detroiter, Clor paid his journalism dues with a 15-year editing career at The Detroit News before joining the staff of AutoWeek magazine, where he spent more than six years editing and writing road tests and penning auto features as Deputy Managing Editor. John then jumped into the corporate automotive public relations world in 1995, when he became the Communications Manager for the Special Vehicle Team, Ford’s high-profile, high performance vehicle group. There, he helped developed media programs, dealer training, content for its consumer-facing web site, plus various marketing materials, including an award-winning customer newsletter, SVT News. Intrigued by the explosive growth of the Internet, John returned to automotive journalism in 1999 for a three-year stint as Detroit Editor for the Edmunds.com consumer web site.

Clor’s broad-based automotive knowledge and engaging personality have earned him recurring guest spots on radio and TV, including CBS, CNN, PBS, The History Channel, A&E, Tech TV, SpeedVision, The Velocity Channel, AmeriCarna, ABC Radio News, NPR, Michigan Public Radio, WJR-AM, WTVN-AM, Public Reality Radio, and many other national and local media outlets. John has appeared in several Mustang videos, including Marketing the Mustang: An American Icon and Mustang: The First 50 Years, and even feature films, such as Demon on Wheels and A Faster Horse. As a freelancer, Clor founded his own “Cars in Context” communications firm, specializing in custom automotive writing, editing, research and consulting to a variety of outlets, including the Los Angeles Times and the Chicago Tribune as well as cable TV’s Modern Marvels and Mad Men. He even hosts his own Cars In Context TV talk show on local cable access.

After returning to Ford in 2002 and managing its SVT and Shelby GT500 website for more than a half-decade, John penned and published a hardcover history book titled The Mustang Dynasty, whose 2007 and 2009 print runs both sold out. His newest book, Mustang 2015, covers the development story behind Ford’s sixth-generation pony car. Today, John manages a club outreach marketing program for Ford Performance, and oversees all enthusiast content appearing on the www.FordPerformance.com web site as an Account Director for PCGCampbell, a Dearborn-based marketing communications agency. Still active in several car clubs and touring shows across the country as a guest speaker, Clor is an Iacocca Award winner for his contributions to the car hobby, director of the SVT Owners Association while serving as editor of its critically acclaimed SVT Enthusiast club magazine, and is the proud owner of two ’70s-era Mustangs – one of which he calls “a long-term project.”

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