

William “Red” Lewis, Founder of The Automobile Gallery & Event Center

July 15, 1942 – January 7, 2021

For Immediate Release

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Green Bay, WI - The Automobile Gallery & Event Center is saddened to announce the passing of our Founder and visionary William “Red” Lewis, who left this world peacefully at his home the morning of January 7th, 2021 at the age of 78.

With hard work and sheer determination as his only tools, Red Lewis started with nothing and became a true American success story. Among his many triumphs, Red built PDQ Manufacturing into the world’s largest touchless car wash manufacturer with clients in more than 30 countries. Along the way he gave generously and anonymously to countless charities and individuals. But, Red Lewis was just beginning.

Despite his many successes over 6 decades, Red’s ultimate dream was to create a lasting legacy for the community that would endure for generations. That dream came true when the doors to The Automobile Gallery & Event Center opened January 1st, 2016. “Of all his wonderful achievements, The Automobile Gallery is how my father most wanted to be remembered,” reflects daughter and Vice President of The Automobile Gallery Board of Directors, Becky Lewis. “He loved being at the Gallery and greeting visitors, especially children.”

Through careful planning and preparation, The Automobile Gallery Board of Directors is dedicated to keeping Red Lewis’ dream alive for generations to come. With a collection to that now numbers more than 120 vehicles spanning 113 years, The Automobile Gallery & Event Center is recognized as one of the finest attractions in the upper Midwest and one of the top automobile museums in the U.S.

Those wishing to honor the life and legacy of Red Lewis may direct donations to:

The Automobile Gallery & Event Center

400 South Adams St.

Green Bay, WI 54301

About The Automobile Gallery

The Automobile Gallery is a 501(c)3 non-profit organization dedicated to educate, inspire and share the passion of the automobile with our community and car enthusiasts throughout the United States.

The Automobile Gallery Board of Directors

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