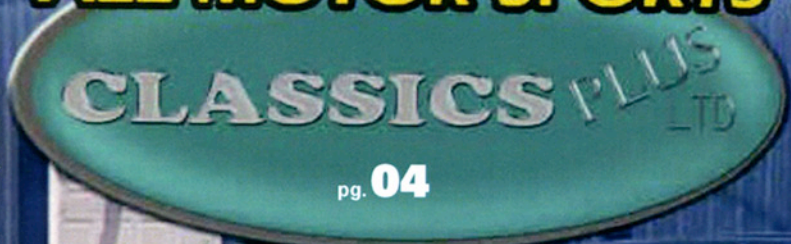


// JUNE 2016 //

# Wheels of THUNDER

ALL MOTOR SPORTS MAGAZINE™



Classics Plus, LTD. includes a three tiered generation of skilled hands and minds that restore and revive the character of classic cars

BACK TO THE FIFTIES WEEKEND PRE-EVENT



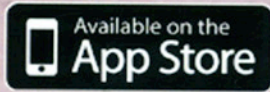
pg. 30

STREET MACHINES PRE-EVENT



pg. 32

FREE DIGITAL ISSUES  
TEXT WHEELS TO 42828



RETAIL PRICE \$5.95

WRITTEN By: Jenna Osterlund

# CLASSICS PLUS LTD

PHOTOGRAPHY Provided By: Classics Plus, LTD.



**In 1977**, Mike Freund's parents made every car loving kid's dream come true when they brought home a 1940 Chevy. Not long after in the summer of 1988, Mike returned the favor to Fond du Lac, Wisconsin, when he offered his award winning car restoration talent to the public by opening up Classics Plus, Ltd. One hundred and thirty restored cars later and counting, the passion is stronger than ever. Mike's shop includes a three tiered generation of skilled hands and minds that restore and revive the character of a classic that'll drive you right back in time.

**WOT //** What's new with Classics Plus this year?

**MIKE \\\** We now offer Tri Five Gasser Front Ends in various stages, and we've been staying busy building Tri Five Chevys and other makes and models.

**WOT //** What piqued your interest in car restoration before Classics Plus existed?

**MIKE \\\** My mom and dad purchased a 1940 Chevy in 1977 when I was ten years old. My dad and I tore the car down to a skeleton and started building it here and there. Three years went by and the car was still far from finished. The hype was dwindling away. Then one day, my dad's good friend drove in our driveway with a '55 Chevy two-door sedan and said it was for sale. My mom and dad instantly purchased the car and it became our family toy. After driving it for a summer, the car was somewhat disassembled and we started doing body work. I really enjoyed it. Between my dad and his good friends, I was getting quite a bonus in life. I was learning all kinds of things about cars and having the time of my life doing it. After the car was completed, we drove the wheels right off of it. I made a lot of memories and attended all kinds of car shows. We met a lot of great people with awesome cars over the years of driving it, and I knew this is exactly what I needed to do in life – restore cars!

**WOT //** What did your dad teach you about restoring cars?

I helped tear the car apart, did all the body work, pulled the motor, helped with the engine compartment and a little on the interior. I was only thirteen years old. I also helped reassemble the car – and really enjoyed riding in it.

**WOT //** What was the first car you completely restored?

**MIKE \\\** At the start of the business, we completely restored a 1956 Chevy Bel Air two-door hard top – top to bottom, front to back, and inside out.

**WOT //** What restoration project are you most proud of?

**MIKE \\\** My dad always said, "Any job worth doing is worth doing to the best of your ability," and "Do it right the first time."

**WOT //** What did you find to be your most valuable lesson?

**MIKE \\\** Do it right the first time, and NEVER cut corners to save a buck.

**WOT //** What was the first car you had a part in restoring? What did you do?

**MIKE \\\** My mom and dad's '55 Chevy Bel Air two-door sedan.





**MIKE \** I am proud of them all. I don't really have a favorite. They're all cool in their own way. When you have a passion for cars it's tough to just like one.

**WOT //** Why did you decide to open up a business with your talent?

**MIKE \** I have an unexplainable passion for cars and I love showing off my work. So I decided there's no cooler way to earn a living than to build old cars.

**WOT //** How has Classic Plus, Ltd., evolved since it opened?

**MIKE \** We started the business in a building we rented and now we own a building, have employees, and have done several award winning cars and have several cars featured in magazines.

**WOT //** Who works at your business?

**MIKE \** My dad, my son, and a part-time employee. We don't have specific roles but we all do everything. Each of us have our own talent and it flows together.

**WOT //** How do you collaborate with your customers?

**MIKE \** I am an honest, God fearing person, who treats people like I want to be treated. And by living that way and running a shop that way, everything just flows. Communication with customers and employees keeps the stride moving forward.

**WOT //** What process does a customer go through when wanting to restore their car?

**MIKE \** Customers come in with their cars, we discuss what they're looking to have done, they sign a contract, set up an appointment to bring their project in, we get a down payment, and start the project!

**WOT //** How customized can customers request a project to be?

**MIKE \** The sky is the limit. We tackle anything.

**WOT //** Do you restore from the ground up? What all is your shop capable of doing?

**MIKE \** We do cars from the ground up. Every part of the car gets attention. We will do stock builds all the way to modifieds, hot rods, and customs.

**WOT //** What does Classics Plus do differently from other restoration places?

**MIKE \** We go from A to Z and never cut corners. We are super hon-

est with customers. We always stay in contact with our customers and invite them to stop in anytime to see the progress.

**WOT //** What is the most challenging aspect of your business?

**MIKE \** The most challenging part is trying to get customers to understand that we are not a body shop. We are a restoration shop and there's a big difference. Time, money, and quality with the finished product is important. We do everything from A to Z without missing a step.

**WOT //** What is your favorite part about restoring cars?

**MIKE \** Taking a car at times most people would quit on it and turning it into an awesome, detailed masterpiece.

**WOT //** What awards are you most proud of?

**MIKE \** I am proud of all the awards we have won, but my all-time favorite is when people thank me for bringing my cars out for them to look at and enjoy. It's great when the little kids give you the thumbs up - that is the coolest. I truly am not a competitive person, only with myself. I always strive day to day to get better and better. I'm never satisfied.

**WOT //** What advice would you give to someone wanting to enter their car into a competition?

Continue - page 8





**MIKE \** Don't. it will take all the fun out of owning the car. Once you get hooked on that trophy winning world, you will never drive the car the same ever again.

**WOT //** What does the future hold for Classics Plus?

**MIKE \** I would love to build strictly Tri Fives. Buy them, build them, and sell them, along with doing customers' cars.

Summer is just around the corner, and if you're wanting to take your car out and show that deep character only a vintage holds, take it into Mike's Fond du Lac shop at 601 Lakeshore Drive and watch your classic go back in time. Classic Plus team's passion, eagerness, and inherited and refined talent vividly reflect in their masterpieces. To check out some stunning work of Classics Plus, check out [www.classicsplusltd.com](http://www.classicsplusltd.com) or stop in!



