



2004 Honorary Achievement Award

In appreciation of Len's conscientious efforts and valuable contributions which have made possible the unprecedented growth and progress of the Performance Warehouse Association and in recognition of his many years of dedication service to the performance industry.



Len Meyer

After earning his Bachelor of Business Administration degree in Marketing at the City College of New York, Len started his automotive publishing career during six years at LOOK Magazine as a Media Research Analyst, and left in 1969 to move to Los Angeles.

During the next three years he moved from Sr. Print Media Buyer at the advertising agency for Toyota to become Media Director at Kawasaki's ad agency. Len moved back into the publishing business in 1973 as the Los Angeles Sales Manager for a publisher of eight airline in-flight magazines.

In 1974 John and Elain Bond hired Len as the Western Region Manager at Road & Track magazine. After six years with CBS, Len and Lana Meyers formed Meyers Publishing. They launched Import Automotive Parts & Accessories in January 1980. Three years later at the 1983 SEMA Show, they premiered Specialty Automotive Magazine. Len began his long association with PWA in 1994 by producing the PWA Map & Directory. It continues to appear annually in the May/June issue of Specialty Auto Magazine. Len, as CEO of Meyers Publishing, continues to produce the leading trade magazines in both the Import market and the Specialty and Performance market.