



Published on *CKE Restaurants Investor Center* (<http://investor.ckr.com>) on 2/24/16 8:00 am EST

# HISTORY and Carl's Jr. Celebrate Popular Burger Chain's 75th Anniversary with Classic Car Restoration Series Integrations with Counting Cars and American Restoration

## Release Date:

Wednesday, February 24, 2016 8:00 am EST

## Terms:

[Carl's Jr.](#)

## Dateline City:

CARPINTERIA, Calif.

*75<sup>th</sup> anniversary campaign includes a large cup promotion sweepstakes for the chance to win a Carl's Jr.-themed 1975 Corvette Stingray restored on Counting Cars*

CARPINTERIA, Calif.--(BUSINESS WIRE)--[HISTORY®](#) and [Carl's Jr.®](#) today announced two HISTORY series integrations to celebrate Carl's Jr.'s upcoming 75<sup>th</sup> anniversary on July 17. Episodes from returning series *Counting Cars* and *American Restoration* will feature two different classic car restorations in a nod to the Carl's Jr. success story as well as the brand's enduring impact on American culture.

### **Counting Cars: Cool Cars and Premium Burgers**

Featured in the *Counting Cars*: Season 5 episode debuting March 8, Andy Puzder, chief executive officer of CKE Restaurants (parent company of Carl's Jr. and Hardee's®) stops by [Count's Kustoms](#) to commission a custom, Carl's Jr.-themed car rebuild to commemorate Carl's Jr.'s upcoming 75<sup>th</sup> anniversary. Later in the episode, Count's Kustoms' founder Danny Koker unveils a perfectly restored '75 Corvette Stingray, complete with racing-grade engine and emblazoned with the number "75".

Coinciding with the *Counting Cars* episode, HISTORY, Carl's Jr. and beverage partner Coca-Cola® will launch a special "Carl's Jr. 75<sup>th</sup> Anniversary Sweepstakes" that gives fans the chance to win the actual Carl's Jr.-themed 1975 Corvette Stingray depicted in-show. Other prizes include Carl's Jr. and Coca-Cola merchandise, as well as \$75 Carl's Jr. gift cards. The large cup promotion and sweepstakes starts today and runs through March 22.

### **American Restoration: A Classic Plymouth Kick Starts a Legend**

In addition to *Counting Cars*, Puzder also appears on an upcoming episode of *American Restoration*, where he works with series talent Bodie Stroud, chief executive officer and founder of [BS Industries](#), to restore a 1941 Plymouth Super Deluxe. It was in 1941 when Carl's Jr. founder Carl N. Karcher and his wife Margaret borrowed \$311 against their own Plymouth and used \$15 in savings to purchase a single hot dog cart in Los Angeles. From one hot dog cart, Carl's Jr. grew into the iconic, edgy brand known for premium quality charbroiled burgers worldwide.

Once fully restored by Bodie's *American Restoration* team, with input from Puzder himself, the souped-up Plymouth will travel on a 75<sup>th</sup> anniversary tour to select Carl's Jr. locations throughout the U.S. At the end of the tour, the Plymouth will be auctioned to raise funds for Carl's Jr.'s Stars for Heroes program supporting American military veterans. The *American Restoration* episode featuring Carl's Jr. is scheduled to premiere March 18 on HISTORY.

"We're proud to work with Carl's Jr. once again, especially during this milestone in the company's history," said David DeSocio, senior vice president of ad sales partnerships and marketing at A+E Networks. "HISTORY has an exceptional track record with creatively integrating brand partners into content across all platforms, and *Counting Cars* and *American Restoration* provide the perfect content and context to tell this true American success story."

"Pairing cool cars and premium burgers has always been a part of America's youthful, innovative culture and it's a great way to kick off Carl's Jr.'s 75<sup>th</sup> anniversary celebration," said Steve Lemley, senior vice president of field marketing and media at Carl's Jr. and Hardee's. "*Counting Cars* and *American Restoration*'s bold, creative style, focus on quality as well as their entrepreneurial spirit mirror the Carl's Jr. brand. We're thrilled to work with HISTORY as well as our long-time partner, Coca-Cola, to give Carl's Jr. fans a view into our unique backstory and a chance to win a one-of-a-kind classic '75 Corvette."

### **Carl's Jr. 75<sup>th</sup> Anniversary Sweepstakes: Logistics**

With the purchase of a large beverage at participating Carl's Jr. restaurants, guests will receive a unique entry code printed

on all large promotional cups. Upon retrieval, guests then log onto [www.carlsjr.com](http://www.carlsjr.com) via desktop, mobile phone, or tablet platforms to enter their unique entry code for their chance to win a 75<sup>th</sup> anniversary-themed 1975 Corvette Stingray or other prizes. Each entry also receives an instant-download coupon for a 75-cent small Coke®.

Follow Carl's Jr. on [Facebook](#), [Twitter](#), and [Instagram](#) for the latest product news and promotional offers. Download the Super Star® Rewards app from the [iTunes Store](#) and [Google Play](#) and check in to redeem Carl's Jr. products on the spot, save points for a high-value reward, check out the full menu, and use the store locator to find any Carl's Jr. in the U.S.

#### **About CKE Restaurants Holdings, Inc.**

CKE Restaurants Holdings, Inc. ("CKE") is a privately held company headquartered in Carpinteria, Calif. Through its subsidiaries, CKE owns and licenses Carl's Jr.® and Hardee's® quick-service restaurants. CKE operates Carl's Jr. and Hardee's as one brand under two names acknowledging the regional heritage of both banners. After opening its first restaurants in New York and New Jersey this spring and recent international openings in Canada, Colombia and Guatemala, CKE now has a total of 3,664 franchised or company-operated restaurants in 44 states and 37 foreign countries and U.S. territories. Known for its one-of-a-kind premium menu items such as 100 percent Angus Thickburgers®, Hand-Breaded Chicken Tenders™ and Fresh Baked Buns, as well as an award-winning marketing approach, the Carl's Jr./Hardee's brand continues to deliver substantial and consistent growth in the U.S. and overseas. The Carl's Jr./Hardee's system is now 92 percent franchised, with international restaurants representing 19 percent of the system. For more information about CKE, please visit [www.ckr.com](http://www.ckr.com) or its brand sites at [www.carlsjr.com](http://www.carlsjr.com) and [www.hardees.com](http://www.hardees.com)

#### **About HISTORY®**

HISTORY®, now reaching more than 96 million homes, is the leading destination for award-winning series and specials that connect viewers with history in an informative, immersive and entertaining manner across all platforms. The network's all-original programming slate features a roster of signature series including "Pawn Stars," "American Pickers," "Swamp People," "Alone" as well as the hit drama series "Vikings." The HISTORY website is located at [history.com](http://history.com). Follow us on Twitter at [twitter.com/history](https://twitter.com/history) and Facebook at [facebook.com/history](https://facebook.com/history). For more press information and photography, please visit us at <http://press.aenetworks.com>.

□

#### **Language:**

English

#### **Contact:**

On behalf of CKE Restaurant Holdings, Inc.

Coast Public Relations

Kate Franklin, 818-606-9784

[kate@coastprgroup.com](mailto:kate@coastprgroup.com)

or

On behalf of HISTORY

A+E Networks

Mead Rust, 212-551-1534

[Mead.Rust@aenetworks.com](mailto:Mead.Rust@aenetworks.com)

---

**Source URL:** <http://investor.ckr.com/press-release/carls-jr/history-and-carls-jr-celebrate-popular-burger-chains-75th-anniversary-classic>