

# SCCA Trans American Sedan Championship

## *Early History*

W.R.C. Shedenhelm contributed a five page article to the March 1966 issue of *Sports Car Graphic*. The title of the article was "Sedan Racing in 1966". Shedenhelm stated:

"For 1966, the SCCA has approved a series of at least eight professional races to count towards an SCCA Manufacturers' Championship."

*Sports Car Graphic*, March 1966. W.R. C. Shedenhelm

There are two significant aspects of this seemingly innocuous statement. First, the series of races is to be a manufacturers' championship- not a drivers' championship. This clever angle by the SCCA would draw the automobile manufacturers into supporting the series. The second significant aspect of the statement is the reference to a sedan racing series. Initially, while the SCCA did refer to the series as the "Trans American Sedan Championship", the SCCA did not promote the Trans American name.

In July 1966, *Sports Car Graphic* reported:

"Starting like a turtle, but building up like a locomotive, SCCA Sedan Category looks very promising. As predicted, factory support is rolling in.

*Sports Car Graphic*, July 1966. Editorial.

It is worth noting that in July of 1966, SCG is still referring to the series as the Sedan Championship, not as the Trans Am series.

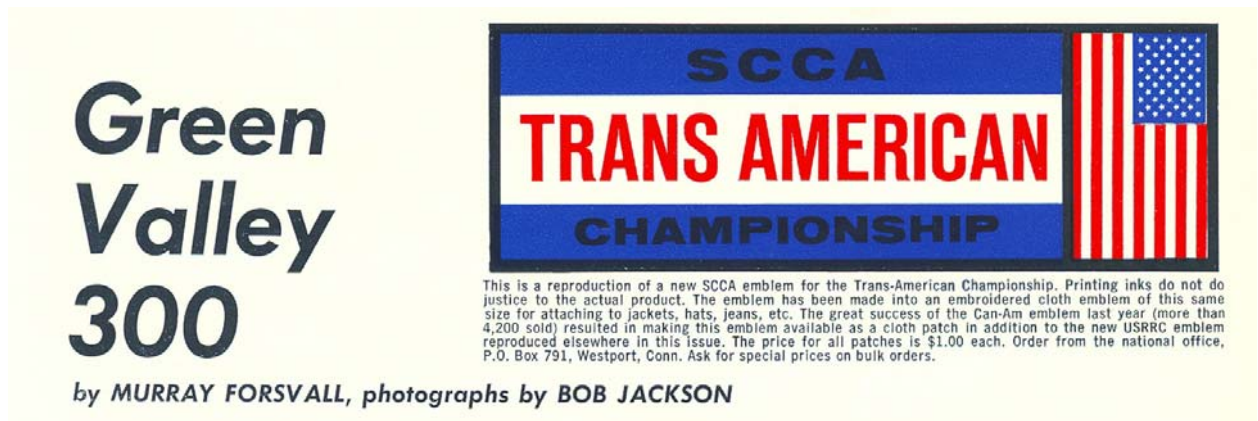
At the end of the 1966 racing season, *Car & Driver* published a "Racing Annual". C&D contended that:

"Nevertheless, track promoters across the country are vociferous in their support of this year's Trans American series. Why? Because it is potentially the most popular kind of racing the Sports Car Club of America ever latched onto."

*Car & Driver Racing Annual*. December 1966.

The two significant aspects of this simple statement are that: 1) the press is catching on to the name Trans American, and; 2) There is a recognition (albeit outside of the SCCA) that the Sedan Championship could be a hit. In 1967, the SCCA began to realize what they had.

In 1966, the SCCA was new to professional racing. SCCA initiated both the Can Am and the Trans American Sedan racing series in 1966. The SCCA had some confidence in their new Cam Am series. Big name teams committed to the Can Am series right away. More spectators attended Can Am events than attended Sedan races. The Trans American series had its skeptics. The Cam Am logo is an example of where the SCCA focused its marketing efforts. The SCCA created a Can Am logo that was used for decals, patches, and other marketing materials. The Trans American series did not have an analogous logo. Midway through the second season of the Trans American Sedan Championship, the SCCA realized that they had a hit on their hands. In the SCCA magazine *Sports Car*, in a side bar to its coverage of a T/A event, the SCCA announced that they had created a logo for the T/A series.



**Green  
Valley  
300**

by **MURRAY FORSVALL**, photographs by **BOB JACKSON**

This is a reproduction of a new SCCA emblem for the Trans-American Championship. Printing inks do not do justice to the actual product. The emblem has been made into an embroidered cloth emblem of this same size for attaching to jackets, hats, jeans, etc. The great success of the Can-Am emblem last year (more than 4,200 sold) resulted in making this emblem available as a cloth patch in addition to the new USRRC emblem reproduced elsewhere in this issue. The price for all patches is \$1.00 each. Order from the national office, P.O. Box 791, Westport, Conn. Ask for special prices on bulk orders.

*Sports Car*, June 1967.