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PRESS RELEASE
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La Jolla Concours d'Elegance Celebrates 10 Years, Showcasing European Race History Featuring Marques, Bentley and Ferrari
AUTOMOBILE ENTRY REGISTRATION IS NOW OPEN UNTIL MARCH 1ST, 2014



LA JOLLA, Calif. (January 20, 2014) – Named as one of the TOP 3 most anticipated car shows of the year by the prestigious British automotive magazine, *Octane*, La Jolla Concours d'Elegance has become a must-have "Save The Date" for automobile aficionados internationally. With La Jolla Cove as a breath-taking backdrop, this elite automotive inspired event transforms the sleepy, coastal community into a weekend playground with a remarkable automobile showcase, fabulous shopping, five-star accommodations and unforgettable culinary experiences.

The weekend of April 11th – April 13th will mark the 10th Anniversary of La Jolla Concours d'Elegance. Some of the world's most exquisite automobile displays celebrating the exhilarating history of European Racing featuring the marques of Bentley and Ferrari, are set to be showcased.

SCHEDULE OF EVENTS *Friday, April 11th - Sunday, April 13th, 2014 at La Jolla Cove*
Friday, April 11, 2014 - Rolls-Royce Motor Cars Contemporary Classic Cocktail Party

Intimate soiree with spectacular display of extraordinary automobiles, culinary bites and selection of sophisticated cocktails, wines and champagnes.

7 pm – 10 pm | La Valencia Hotel | \$150 per person | RSVP by March 28th, 2014 to lajollaconcours@mcfarlanepromotions.com or call 619-233-5008

Saturday, April 12, 2014 – La Jolla Concours d'Elegance Motor Tour Presented by Ferrari & Maserati of San Diego

San Diego Scenic Tour that begins at the San Diego Automotive Museum and concludes at the triple five-star resort, The Grand Del Mar. Includes scenic tour, catered lunch, reception and awards ceremony. Limited to first 75 entries.

7:30 am – 3:30 pm | \$150 per car (includes 2 people per vehicle)

Saturday, April 12, 2014 – Bentley Saturday Evening VIP Reception

Exclusive reception for automobile registrants and sponsors to include culinary delights from ten local world-class restaurants. Limited tickets for additional attendees will be available.

6:00 pm – 9:00 pm | Ellen Browning Scripps Park (La Jolla Cove) | \$100 per person

Sunday, April 13, 2014 - La Jolla Concours d'Elegance and La Jolla Motor Car Classic at the Concours

150+ spectacular exemplary vehicles showcased, wine and craft beer garden (NEW), VIP lounge and VIP hospitality suites. Special homage to the Parisian roots of the first motoring event through modern day. The La Jolla Motor Classic, which displays a variety of vehicles is FREE to the public and will span the streets of the La Jolla Village roadways surrounding the Ellen Browning Scripps Park. Children under 14 years of age are free.

9:00 am – 4:00 pm | Ellen Browning Scripps Park (La Jolla Cove) | \$40 general admission in advance | \$50 general admission day of event | VIP Tickets \$125

Ultimate VIP Package \$275 per person | VIP access to the Concours AND Friday and Saturday VIP Parties

"The Jewel", as La Jolla is fondly called, will be abuzz with all the glamour and luxury reminiscent of the days when the quaint community was the private getaway for Hollywood's elite. Each unique event throughout the weekend will encompass the culture that surrounds the vintage car community's passion being the ultimate in annual venues to see and be seen.

The 10th Annual La Jolla Concours d'Elegance will be the weekend that everyone has been eagerly anticipating. Each year this collection of automobiles continues to provide its audience with the most stunning and magnificent display of vehicles in the world and 2014 will exceed all expectations. The theme for this year's Concours will be "Celebrating European Race History".

"It's exciting to see the exquisite preservation and restoration of these incredible automobiles," said La Jolla Concours d'Elegance Chairman, G. Michael Dorvillier. "We are grateful for the success and growth of the event over the last decade and treasure the uncompromising quality of automobiles and motorcycles that the participants bring to our show field."

Registrations for the elite competition for motorcycles and automobiles are due by March 1st, 2014 for consideration.

Tickets to the La Jolla Concours d'Elegance are \$40 in advance and \$50 on the day of the event. Upgrade the weekend experience with a VIP Ticket for \$125, which includes one entry plus access to the exclusive VIP lounge and hospitality suites with complimentary food & beverages and one commemorative poster. In addition to these options, elite businesses and individuals will have the option to purchase a hospitality tent located in the center of the Concours action, which will provide a private lounge area along the ocean where guests can all mingle together with an array of complimentary beverages and food.

Attendees will once again see the return of the La Jolla Motor Car Classic at the Concours as an extension of the La Jolla Concours d'Elegance, expanding the show from the Ellen Browning Scripps Park onto the surrounding La Jolla Village roadways. This event is free and open to the

public and will provide event attendees with a unique display of over 150 cars along with a stage providing a variety of entertainment and a children's automotive area.

Additional La Jolla Concours d'Elegance highlights include Honorary Chief Judge Ed Gilbertson, a former Head Judge of Pebble Beach Concours d'Elegance, as well as Dr. Cy Conrad the La Jolla Concours d'Elegance Chief Judge and a past judge of Pebble Beach Concours d'Elegance. Keith Martin, Editor and Publisher of [Sports Car Market Magazine](#) will also be in attendance returning for his fourth year as Emcee of the La Jolla Concours d'Elegance.

The La Jolla Concours d'Elegance has made large strides turning this coastal community event into an international automobile showcase and this is in a large part due to G. Michael Dorvillier, Principle of LPL Financial as he has taken on the role of the distinguished Chairman of this event for the last three years. Under his leadership and guidance he has taken this Concours to a new level producing an excellent Concours with serious judging and prestigious reputation. G. Michael Dorvillier is committed to the Concours for the next two years as Chairman and will continue to astonish car enthusiasts, sponsors and attendees with new surprises, one-of-a-kind experiences and incredible automobiles.

Amidst the celebration, funds raised at the 10th Annual La Jolla Concours d'Elegance will benefit local 501c3 non-profits, the Monarch School Project, which educates students who have been impacted by homelessness and the La Jolla Historical Society, which preserves the history of La Jolla. For more information on the Concours, to obtain a registration form, receive sponsorship information or purchase tickets to the variety of events over the weekend please visit LaJollaConcours.com or call 619-233-5008.

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