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2021 LAS VEGAS CONCOURS d'ELEGANCE

Overview / What is Concours d'Elegance? _____

By definition, the *Concours d'Elegance* is a French term meaning a “competition of Elegance” where prestigious vehicles are displayed and judged.

Concours d'Elegance is the crème de la crème of automobile shows. It transcends basic motoring history... and instead, elevates truly outstanding and amazing vehicles to a captivating art form.

Concours d'Elegance History _____

The first Concours d'Elegance came to America at the Pebble Beach Golf Links in Monterey, California in 1950 as part of a local road racing event. This very first Pebble Beach concours still continues to this day, as a hallmark \$450 per person annual event considered the world's premier celebration of automotive excellence.

Now celebrating its 70th year here in the United States, the origins and rich history of these highly-anticipated annual events actually date back to Paris in the 17th century, where wealthy aristocrats paraded elegant carriages through city parks on weekends and holidays.

As carriages became horseless, and motorized vehicles gained in popularity, these gatherings became an impromptu showcase for the latest in automotive design, new technology and ultra-luxurious accoutrements. The oldest of these early formalized events is the 1929 Concorso d'Eleganza Villa d'Este that, now in its 90th year, still takes place annually on the shores of Lake Como in Italy.

Today, there are 40 such annual *Concours d'Elegance* events in luxurious locations worldwide. The first of these takes place in Florida in February and March in Boca Raton and Amelia Island respectively. Then on to other prestigious cities and locations – all throughout North America and Europe, Australia and even Nairobi, Kenya – concluding at the Hilton Head Island Motoring Festival in South Carolina in November.

Las Vegas Concours d'Elegance History _____

LVCE is the latest addition to the prestigious line-up of worldwide concours events... and is the first Concours d'Elegance held in this iconic venue.

The inaugural Las Vegas Concours d'Elegance debuted in October 2019 as the 40th addition to the elite roster of worldwide Concours exhibitions and competitions.

Founder Stuart Sobek introduced the world's most famous classic cars with an exciting array of art, beauty and innovations – from the elegant Helene Awards™ to a closing day Tour d'Elegance of automotive superstars on the iconic Las Vegas Boulevard Strip.

2,500 people milled among 140 automotive superstars on the lush 18th fairway of the upscale Dragon Ridge Country Club.

LVCE Current Info

Now in its second year, the 2021 Las Vegas Concours d'Elegance, scheduled for October 21-24, has announced an exciting new venue and two days of pre-show Concours d'Avant advance celebrations and upscale special events.

It includes a new show venue that blends 70-years of famed Concours elegance with one of today's most up-to-the-minute sports facilities – the Las Vegas Ballpark in Summerlin.

It will again bring more than 100 of the most famous magnificent collector cars to the entertainment capital of the world.

The LVCE team is already hard at work lining-up some of the most beautiful and rare automotive show-stoppers and signing up big name sponsors for this year's event. Starting with the new Concours d'Avant on October 21st, (French for "Before") you can expect an exciting array of special touches that are now a hallmark of the Las Vegas Concours d'Elegance.

New innovations, such as pre-show Concours d'Avant special events and exciting new venues, continue to ensure LVCE's rightful place in concours ranking as one of the leading shows in the world.

The innovative Las Vegas Concours d'Elegance is fast-becoming "The Future of Looking Back."

Ground-Breaking New Venue

The 2nd Annual Las Vegas Concours d'Elegance will be held at the recently completed \$150 million Las Vegas Ballpark stadium, owned by Howard Hughes Corporation. It features a lush grass infield for spectator viewing and the league's largest Daktronics LED video screen overhead – with nearly 4,000 square feet of visual display (measuring 31 x 126 feet) – for exciting close-up coverage of the world's most beautiful classic cars drawn from exclusive private collections and famous automotive museums.

Another unique feature is the "first ever" opportunity to see the beauty of these magnificent automobiles after dark... and "under the lights" of the Las Vegas Ballpark. One more innovation in the "Future of Looking Back™."

The Helene Awards

The LVCE Team set out to create a memorable image to symbolize their new concours and began researching the history of automotive design. In doing so, they came across a unique woman named Helene Rother.

in 1943, Rother became the first female automotive designer at General Motors. Extremely talented and clearly ahead of her time, she designed upscale interiors for automobiles that set an industry standard for moderately-priced models that rivaled the best luxury cars of the day. For many years, cars featuring her stylings boasted “interiors by Madame Helene Rother of Paris.”

The Sobek graphics team settled on Rother as the figurehead for the Las Vegas Concours d’Elegance. They first created a dramatic logo that captured her beauty and spirit and then extended her likeness to the beautiful gleaming “Helene Award” statuettes presented to winners of the LVCE Best-in-Show judging competitions.

An interesting result of the LVCE “Helene Award” is that it brought Helene Rother into the spotlight within the automotive world – and this year she will be inducted into the Automotive Hall of Fame in Detroit – thanks to Stuart Sobek.

Misc. Info

Opening day, October 21st, is also widely known as ‘Back to the Future Day’ and coincides nicely with the official Las Vegas Concours d’Elegance theme: “The Future of Looking Back™.”

The 2nd Annual Las Vegas Concours d’Elegance, presented by Towbin Motorcars of Las Vegas, also benefits Miracle Flights – that provides free air transportation to children and adults needing help in reaching specialized medical care – and introduces an adorable 12-year old “frequent flyer,” Madalyn Forrister, as the official Ambassador of the 2021 Las Vegas Concours.