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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 \$500 per person annual event considered the world's premier celebration of automotive excellence.

Now celebrating its 71st 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 92nd 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 40<sup>th</sup> 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 18<sup>th</sup> fairway of the upscale DragonRidge Country Club.

## **LVCE Current Info**

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

It included a new show venue that blended 71-years of famed Concours elegance with one of today's most up-to-the-minute sports facilities – the Las Vegas Ballpark in Summerlin.

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

The LVCE team lined-up some of the most beautiful and rare automotive show-stoppers and signed big name sponsors for this year's event.

Starting with the new *Concours d'Avant* (French for “Before”) kick-off event – at the Carroll Shelby Heritage Museum on October 21<sup>st</sup> – there was an exciting array of special touches that are now a hallmark of the *Las Vegas Concours d'Elegance*.

New innovations, such as the 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.

One could travel the world to experience all of these amazing vintage classics in their respective automotive museums and private collections... or you can see them all... in one place... and at one time.

While Las Vegas is regarded as the entertainment capital of the world, for three exciting days in October, the Las Vegas Concours d'Elegance made our town the epicenter of the automotive world... past, present and future.

This is just some of what has earned Sobek and the Las Vegas Concours d'Elegance the title of “The Future of Looking Back.”

## **Ground-Breaking New Venue**

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The 2<sup>nd</sup> Annual *Las Vegas Concours d'Elegance* was 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.

In addition to close-up viewing down on the field, spectators also experienced an overall panorama from the grandstand and an exciting Concours ‘first’ – the opportunity to see the beauty of these magnificent automobiles after dark and under the lights of the Las Vegas Ballpark.

This is just some of what has earned Sobek and the Las Vegas Concours d’Elegance the title of “The Future of Looking Back™.”

## **The Helene Awards**

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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 on July 21, 2021, she was inducted into the *Automotive Hall of Fame* in Dearborn, Michigan – along with a small group of industry luminaries that included Jay Leno and the Chairman and CEO of Hyundai Motor Company. Thanks to Stuart Sobek and the Las Vegas Concours Helene Awards.

## **Additional Information**

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By coincidence, October 21st (the day of *the Concours d’Avant* kick-off) is also widely known as “*Back to the Future Day*” – as that date was dialed in by Marty and Doc in “*Back to the Future II*” – and now, Marty and Doc once again dialed in this October 21<sup>st</sup> for their famous DeLorean DMC-12 Time Machine to re-appear at the *Concours d’Avant* kick-off event at the Carroll Shelby Heritage Museum located just off the famed Las Vegas Strip.