



# RODEO DRIVE

CONCOURS D'ELEGANCE

**FOR IMMEDIATE RELEASE**

June 19, 2016

**THE 23<sup>rd</sup> ANNUAL RODEO DRIVE CONCOURS D'ELEGANCE  
CELEBRATED "THE FAST LANE" WITH MORE THAN  
\$100MM WORTH OF COLLECTOR CARS ON RODEO DRIVE**

***TENS OF THOUSANDS OF SPECTATORS ATTENDED FATHER'S DAY EVENT***

***1969 Lamborghini Miura S Awarded Best of Show***

BEVERLY HILLS, Calif. – Today, the Rodeo Drive Committee and the City of Beverly Hills welcomed tens of thousands of Southern California residents, as well as tourists from around the world, to celebrate Father's Day at the 23<sup>rd</sup> Annual Rodeo Drive Concours d'Elegance. This year's event celebrated "The Fast Lane" and featured rare and coveted Supercars.

The Rodeo Drive Concours d'Elegance included a handpicked selection of nearly 100 high-performance sports and collector cars valued at more than \$100MM. There were limited-edition vehicles from Bugatti, McLaren, Maserati, Ferrari and many others. Highlights of the featured exhibited vehicles included a 1959 Ferrari 250GT LWB California Spider, 1932 Bugatti Type 55 and a 1958 Packard "Rita Hayworth" Sportster Kustom. The Best of Show Award went to a 1969 Lamborghini Miura S. The award ceremony was co-hosted by Mike Brewer from Discovery Channel's "Wheeler Dealers" and Dave Kunz, ABC7 Automotive Specialist.

On the 200 block of Rodeo Drive, the Auto Gallery – Maserati featured the Quattroporte GTS, Ghibli S Q4, GranTurismo Convertible and Levante SUV. The Auto Gallery –

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McLaren highlighted the 2016 McLaren 570S and the 2016 Pagani Huayra. Beverly Hills Porsche displayed the 2016 Porsche 911 Turbo S, 2016 Porsche Cayman GTS and the 2017 Porsche 911 Carrera S Cabriolet, while Auctions America showcased a 1966 Ferrari 330 GTC and a 1978 Ferrari 512BB.

The 300 block of Rodeo Drive featured the 2017 Alfa Romeo Giulia Quadrifoglio, as well as the 2016 Alfa Romeo 4C Spider. The Petersen Automotive Museum highlighted the 1957 Jaguar XKSS, once owned by Steve McQueen, along with a 1994 Bugatti EB 110. Gooding & Company previewed their upcoming Pebble Beach Auction with a 1968 Ferrari GTS, as well as a 2011 Porsche 911 GT2 RS on the 400 block of Rodeo Drive. Also showcased there was Ferrari Beverly Hills, who presented the Ferrari 488 Spider, along with the Ferrari California T HS.

New to the event this year was the Yoobi Bus, a mobile design studio featuring Yoobi's colorful school supplies where kids were able to create automotive themed art projects. This year also featured expanded Food Truck faire with special Rodeo Drive/Father's Day items, including The Rodeo Drive Big Daddy Burrito from Hang 10 Tacos and The Father's Day on Rodeo Drive Sundae from The Pudding Truck. Downtown Dogs, Coolhaus, Grilled Fraiche, Sprinkles and other LA-based food options were also featured.

The Rodeo Drive Concours d'Elegance is the largest single-day Concours in North America, drawing approximately 30,000 spectators each year. The event attracts connoisseurs, collectors, tourist and locals who have the opportunity to admire a curated collection of impressive automobiles, all while shopping along one of the world's most legendary destinations.

In addition to the generous support from the City of Beverly Hills, sponsors for the 23<sup>rd</sup> Annual Rodeo Drive Concours d'Elegance, included: The Auto Gallery – Maserati, The Auto Gallery – McLaren, Alfa Romeo, Ferrari Beverly Hills, Beverly Hills Porsche, Quintessentially, Gooding & Company, Gearys Beverly Hills, Auctions America, Al & Ed's Autosound, Westime, Beverly Wilshire, A Four Seasons Hotel and *The Beverly Hills Courier*.

For more information about the event, please visit, [www.rodeodrive-bh.com](http://www.rodeodrive-bh.com) and follow us @RodeoDrive on Instagram. #OnlyOnRodeo

**About Rodeo Drive**

Rodeo Drive, internationally recognized as the intersection of fashion and entertainment, is an exceptional destination for both Southern California residents, as well as visitors from around the globe. The more than 100 distinguished retailers all help create an unparalleled atmosphere only found on the three blocks of this famed drive. In addition to the Rodeo Drive Concours d'Elegance, Rodeo Drive also hosts distinguished events throughout the year, including the Rodeo Drive Walk of Style® and the Beverly Hills Holiday Lighting Ceremony. For more information about Rodeo Drive, please visit [www.rodeodrive-bh.com](http://www.rodeodrive-bh.com) and follow us @RodeoDrive on Instagram, as well as @RodeoDriveBH on Twitter and Facebook. #OnlyOnRodeo

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