



SUPERCAR WEEK

ART & TECHNOLOGY OF SPEED & DESIGN

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To: All Media

SUPERCAR WEEK PALM BEACH AUTO ENTHUSIAST'S HEAVEN

It's Supercar Week in Palm Beach Florida, where Chamber of Commerce weather promises sunny and ocean breezy days. The nine days of Supercar Week starts this week with a swanky VIP Invite only event at host hotel and presenting sponsor, the TIDELINE Resort Palm Beach. T full week of events all lead up to the Grand Finale on the West Palm Beach waterfront where over 1000 cars will line the one mile waterfront and surrounding village green areas. The show is built like a cityscape of vehicles, with; Supercar Street, Muscle Beach, Artcar Avenue, Race Village, Memory Lane of vintage and classics, Green Street for Electrics, Corvette Court, Viper Blvd, Mustang Manor, Porsche Place, and this year for the first time, their Super Jeep Village of over 400 Jeeps and SuperJeeps in a National SuperJeep Challenge competition for builders.

The 9th Annual Supercar Week continues to be South Florida's premier auto enthusiast event. "This year, travelers are coming in from all over the world". Said, Neil London, President and Executive Producer. "The community supports this event big time." Why? Primarily because of the people who produce it. It's a community labor of love that started 9 years ago to help the City of West Palm Beach open their new \$30,000,000 Waterfront. From 150 cars and 10,000 people then, today the show attracts more than 70,000 with just over 1000 vehicles, mostly from individual owners and collectors, but all the big brands support Supercar Week's concept of driving economic impact through auto enthusiast tourism. And it's working. The Palm Beach County Film & Television Commission, Palm Beach Sports Commission and Discover the Palm Beaches all find extra-ordinary value in the nine day series of events. Events take place in Palm Beach, West Palm Beach, Wellington, Boca Raton, Delray Beach, Palm Beach Gardens and Jupiter. For the past 5 years, both Palm Beach County and the City of West Palm Beach issue official proclamations proclaiming the second week of January as Supercar Week.

It's "The Art & Technology of Speed & Design", Supercar Week's slogan. See the latest and greatest from Lamborghini, Porsche, McLaren, Aston Martin, BMW, Pagani, Mercedes Benz, Lotus, Rolls Royce, Bentley, Bugatti and cars you've never heard of. Race cars, race teams and famous race personalities like Elaine Larsen from LMSJets, Shane Lewis, champion in house driver and instructor for the Palm Beach Driving Club at Palm Beach International Raceway, one of Supercar Week's Presenting Sponsors. "We're extremely proud to have been a Presenting Sponsor to Supercar Week over the the past 4 years." Said, Lou Partenza, President and CEO of IRGSE that owns Palm Beach International Raceway. "We look to attract new people into the world of motorsports and the Supercar Week team reaches audiences that we want".

With all this incredible automotive car show hardware and "kick the tire" attitudes, it comes down to the people that have anchored this annual event in the Palm Beaches. A team that wants to educate the newcomers and share stories with the veterans. It's because of them that the best of the individual owners and collectors like Happy Hippy & Little Bird come down from Toronto, Team Salamone comes in from New York and esteemed collectors like Fred Burton, Tony Rienzi, Steve Wolf and Larry Wilson, who rarely take their prestigious vehicles out of their man caves and museums, come out to share them with the public. The top South Florida Supercar Culture is represented by such professionals as: Lamborghini Palm Beach, McLaren & Aston Martin Palm Beach, Hartmut Fehyl from Renntech

Mercedes, Sidney Vallon from Palm Beach Classics, Max & Lana & John from Cars & Coffee Palm Beach, Palm Beach International Raceway, Sebring International Raceway, Homestead Miami Speedway and often a visit from Circuit of the America's track reps from Austin Texas. A huge thank you to the Supercar Week team of Neil London, Tim Byrd, Thomas Clarke and Gina Palmer.

Lamborghini Palm Beach promises a special reveal on the waterfront Sunday January 13th and Supercar Week is also giving away a car to a needy family donated by Auto Sport Group from Delray Beach through Guardian ad Litem and Speak Up 4 Kids, in the name of and paying tribute to the great Burt Reynolds and his Film and Theatre Scholarship Program. A special auction conducted by Neil and Trisha Saffer will help raise much needed funds for the Palm Beach Food Bank. Special paintings will be created live by celebrity artist Dale Henry. RockStar artist Anya Nadal will paint a life size Lamborghini on the main stage and Supercar Week charter member and world famous artist, known as the Father of Digital Art, Laurence Gartel will appear live with works from his latest one man show and his latest artcars.

As celebrity broadcaster and Supercar Week Co-founder and partner Tim "The Byrdman" Byrd says, "Palm Beach, the best place to live, work and play." We totally agree.

See the complete Supercar Week nine day schedule at <http://supercarweek.com> and definitely grab the kids, or kids, grab mom and dad and join the excitement and fun at Supercar Week's Grand Finale on the West Palm Beach Waterfront. You'll be glad you did.

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