



SUPERCAR WEEK

ART & TECHNOLOGY OF SPEED & DESIGN

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Date: November 12, 2017

To: ALL MEDIA

From: Neil London, President & Executive Producer, Supercar Week Inc.

Subject: Supercar Week Article 1

SuperCar Week Palm Beach January 2018 – Making Tracks

SuperCar Week Performance & Luxury The Art & Technology of Speed & Design



The 8th Annual SuperCar Week is January 6-14th and their Grand Finale on the West Palm Beach Waterfront, is Sunday, January 14, 2018. It's a significant. A nine day series of free to the public and VIP auto enthusiast events held throughout Palm Beach County each year that all lead up to the big event on the \$30,000,000 West Palm Beach Waterfront.

Starting with their Palm Beach Preview, SuperCar HorsePower Show, Sunday, December 31st, opening day of the high goal polo season at the International Polo Club in Wellington, the #1 Polo Club in the World, the official week kicks off Saturday afternoon, January 6th Cars & Coffee event at Lamborghini Palm Beach and rally to the TIDELINE Resort for their VIP Kick-Off evening event, Sunday, January 7th rally to SuperCar HorsePower Show 2 at the International Polo Club in Wellington. At SuperCar Week's Race Experience & Family Festival, Friday January 12th, at Presenting Sponsor's, Palm Beach International Raceway, you can drive your car or one of theirs on the road course track. The week is filled with daily open to the public and VIP events throughout Palm Beach County in: Boca Raton, Delray Beach, Wellington, Jupiter, Palm Beach Gardens, Palm Beach Island and West Palm Beach. "Our mission is to define Palm Beach County as a significant auto enthusiasts and motorsports travel destination." Say's Neil London, President and Executive Producer of SuperCar Week.

"All the major supercar and luxury brands are represented but 90% of the exhibition are individually owned or car club member's vehicles." Said Tom Clarke, Supercar Week, Executive Vice President. "This year we'll probably have over 100,000 on the waterfront alone and likely over 125,000 spectators for the week." As their show has grown over the past eight years they realized that part of it's significance is it's geographical easy access by highway, rail, air and waterways. "The yachts and superboats that pull up to the waterfront docks are as incredible as the supercars and to see all the families and children's faces, make it something special." Said

Tim Byrd "The Byrdman" celebrity media personality, Sr. Vice President and co-founder of SuperCar Week.

SuperCar Week's Sunday January 14th, Grand Finale is curated and laid out as a cityscape of vehicles. There's SuperCar Street, ArtCar Village, Muscle Beach, Corvette Court, Viper Blvd, Memory Lane with vintage and classics, Marine Village with Off Shore Powerboats on display and a Green Street area for Electric Vehicles. It's a huge community event filling up the one mile length of the waterfront with the best of the South Florida car collectors, enthusiasts music and entertainment.

SuperCar Week is making tracks in a big way this year. Palm Beach International Raceway has been a Presenting Sponsor for the past 8 years, and Sebring International Raceway has been a supporting sponsor for the past 7 years. This and last year, Miami Homestead Speedway joined the show and one of the most exciting and newsworthy highlights of this year's Supercar Week is that Circuit Of The Americas (COTA) will be again be a featured sponsor and display on the WPB Waterfront, Sunday, January 14th. "Palm Beach International Raceway (PBIR) is excited and welcoming to the growth of Motorsport venues as additional sponsors to SuperCar Week including COTA, Miami Homestead Speedway, and Sebring International Raceway. PBIR welcomes SuperCar Week enthusiasts to the racetrack for festivities on Friday, Jan 12th for a celebration of PBIR and SuperCar Week's Partnership." Said Lou Partenza, President & CEO IRG Sports & Entertainment. "Circuit of the Americas, COTA will again be a valued Supercar Week Sponsor in 2018 for their second year. We value the Palm Beach market, it's resident auto enthusiasts and vacationers and hope to see many of them join us for our events throughout the year." Said AJ Rizzo, COTA, Director of Sales. "We had a great time last year. The events were top notch and we look forward to bringing a larger COTA presence to Supercar Week this year. We were also happy to host Supercar Week's key executives at our F1 US Grand Prix Week in October, where aside from the F1 racing action, we also had concerts by Justin Timberlake and Stevie Wonder". Said Jimmy Glodich, COTA, Premium Sales Consultant.

"It's incredible having PBIR, Sebring, Homestead and COTA in the show. Supercar Week has been developing a travel package based on auto enthusiasm and motorsports to stimulate reciprocal tourism and economic impact between Palm Beach, Austin and San Antonio, Texas. Throughout the year, each destination has a lot to offer each other and travel to and from Palm Beach has never been easier nor more economical. The Palm Beach Sports Commission, Palm Beach Film & Television Commission and Discover the Palm Beaches have been key allies to help make this initiative possible." Said London.

Whether you like, speed, design, luxury lifestyle or just want to enjoy a finely crafted and curated series of enjoyable events in the beautiful Palm Beaches, SuperCar Week and Palm Beach assure you Chamber of Commerce weather and the most influential auto minded people to meet. duPont Registry will be there.

SuperCar Week's Presenting Sponsors are: The City of West Palm Beach, Palm Beach International Raceway and The TIDELINE Ocean Resort & Spa Palm Beach.

To make hotel reservations, become a sponsor or register your special vehicle. Goto <http://supercarweek.com>

For further information call: 954-296-5204 or email info@supercarweek.com