



SUPERCAR WEEK

ART & TECHNOLOGY OF SPEED & DESIGN

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To: ALL MEDIA – FOR IMMEDIATE RELEASE
From: Neil London, Executive Producer, Supercar Week Inc.
Subject: 10th Annual Supercar Week 2020 Article

THE TENTH ANNUAL SUPERCAR WEEK
JAN 4-12, 2020 - PALM BEACH, FLORIDA

Palm Beach is celebrating the 10th Annual SuperCar Week January 4-12, 2020 and the Palm Beach County Commissioners and the City of West Palm Beach have again issued official Proclamations proclaiming the second week of January as SuperCar Week.

Determined to make Palm Beach County the premier travel destination for auto enthusiasts around the world each January, the event is the largest South Florida event of its kind. The Supercar Week Sunday Grand Finale on the West Palm Beach Waterfront is a free public event and celebrates over a week of both public and private VIP Supercar Week auto enthusiast events.

SuperCar Week is a nine day series of auto related events held throughout Palm Beach County each January, that all lead up to the Grand Finale on the West Palm Beach Waterfront, the second Sunday of January each year, from 11:00 a to 5:00 p. Last year over 100,000 general public and 1000 VIPs attended SuperCar Week. "This year, with the additional marketing support of the city and the county, we are expecting over a 125,000 general public attendance." Said Neil London, Supercar Week President and Executive Producer.

SuperCar Week includes: A spectacular VIP Sponsor's Kick Off Event, this year held at Presenting Sponsor's EAU Palm Beach Resort and Spa Palm Beach, the SuperCar HorsePower exhibition, opening day of the International Polo Club Palm Beach season in Wellington, Florida, the Supercar Week Race Experience at Palm Beach International Raceway in Jupiter, this year with road course, autocross, mud bog action, music and entertainment and other events in Palm Beach Gardens, Boca Raton, Delray Beach, Palm Beach Island and West Palm Beach. Supercar Week Vice President Gina Palmer says "My favorite is the track event at Palm Beach International Raceway. Introducing new people to motorsports is so rewarding. Seeing the smiling faces of our friends, associates and sponsors, after having had some time on the track with either their vehicle or one of ours, with a professional driver giving them thrill-rides never ceases to amaze me. Women have been taking much more time on the track than ever before and celebrity women race car drivers like Jet Dragster Elaine Larsen and Larsen Motorsports comes out to inspire women to the excitement of motorsports. We've even curated a special art exhibition paying tribute to the top women in racing called Women in Wheels / Women in

Motorsports. Elaine Larsen is one of the most recent inductees it pays tribute to. Lyn St James was the first in 2012.

On Sunday, January 12, 2020, the one mile length of the Downtown West Palm Beach Waterfront District is laid out as an auto enthusiasts city-scape of vehicles including designated areas for local and regional dealers and brands such as: Lamborghini, McLaren, Porsche, Aston Martin, BMW, Mercedes Benz, Rolls Royce, Bentley, Ferrari, SuperCar Street for supercars, hypercars and exotics, Muscle Beach, Memory Lane for vintage and classics, Green Street for Electrics, Corvette Court, Viper Blvd., Mustang Manor, ArtCar Ave., the Race Village of race teams, race tracks and displays of race vehicles, the SuperJeep Village and it's National Jeep Builder's Competition Award and Trophy presentation filmed for MotorTrend TV and some of the world's most unique privately owned vehicle collections, representing over a hundred years of the world's most significant automobiles.

"This year is special, it's our tenth anniversary." said Tim Byrd, co-founder and Vice President of Supercar Week. "It's been extremely gratifying and rewarding to see that the entire state of Florida's car culture has recognized Supercar Week as a world class and significant car show on a landscape of so many other significant shows in the United States. Cars and people come in from all over the State of Florida and in fact from all over the country." Palm Beach is no stranger to great car shows either. The Boca Concours d'Elegance, Cavallino Classic, Barrett Jackson, The Palm Event and the largest monthly Cars and Coffee event in the world according to the Guinness Book of Records, all reside here.

But it's the people and relationships that have built a solid foundation around Supercar Week that has enabled it to not just last, but to grow each year. "Our first year in 2011, we only had 150 cars and 15,000 people showed up. It was amazing, since we only had three weeks to produce the first waterfront event. This year we'll have over 1500 vehicles and more than 50,000 attending." Said Thomas Clarke, Executive Vice President of Supercar Week. "A lot has to do with our group's, passion, dedication to excellence and our internal marketing motor. Let's just say, we're a finely tuned machine." Clarke said.

Join the Supercar Week team on the West Palm Beach Waterfront this Sunday, January 12, 2020 for one of the most incredible car shows in the world on the beautiful Downtown West Palm Beach Flagler Drive Waterfront. The new Supercar Week partnership with South Florida's Brightline Rail system makes it easy to come up to Supercar on the West Palm Beach Waterfront from Miami and Ft Lauderdale by high speed rail. Fly into West Palm Beach or cruise in by yacht or drive in on I-95 or the Florida Turnpike. Mom and dad bring the kids and kids, bring your mom and dad. You'll be glad you did. By land, air or sea... Vrooom ! It's Supercar Time !

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