



# SUPERCAR WEEK

ART & TECHNOLOGY OF SPEED & DESIGN

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For Immediate Release:

## DESTINATION SUPERCAR WEEK PALM BEACH

SuperCar Week producers, Neil London, Tim Byrd, Thomas Clarke and Gina Palmer's mission is to define Palm Beach as a significant auto enthusiast's travel destination each January.

Looking at the nine days of SuperCar Week and their Grand Finale, SuperCar SuperShow Sunday on the new \$30 Million Dollar West Palm Beach Flagler Drive Waterfront that drew over 50,000 spectators, over 600 vehicles and a thousand VIPs, no wonder why Palm Beach County and the City of West Palm Beach issue official Proclamations, proclaiming the second week of January as SuperCar Week.

"It's significant, and has tremendous economic impact" says Neil London, President and Executive Producer. "Our team is community and South Florida minded." Presenting Sponsors, Palm Beach International Raceway the City of West Palm Beach and the TIDELINE Ocean Resort & Spa support the series of events and although 85% of the vehicles are registered by individual owners, enthusiasts, collectors and car clubs, all the world's greatest luxury brands, both new and vintage are all there; Lamborghini, Aston Martin, Mercedes Benz, Rolls Royce, Bentley, Porsche, Audi, BMW, Tesla, Jaguar, Land Rover, McLaren and Ferrari.

The SuperCar Week series of public and VIP invite events included: Cars & Coffee event at Lamborghini Palm Beach, a VIP Kick Off Party at the TIDELINE Ocean Resort & Spa, the annual SuperCar HorsePower Show, opening day of the high goal polo season at the International Polo Club in Wellington, boutique events at EAU Palm Beach, Excell Auto Group in Boca Raton, Downtown at the Gardens in Palm Beach Gardens, SALT7 in Delray Beach, where this year SuperCar Week and charity beneficiary "Wheels from the Heart", gave away a car to a deserving single mom. SuperCar Week team VP Gina Palmer produced this year's track event at Palm Beach International Raceway in Jupiter and brought in the HPDE/ Hooked on Driving professionals for road course action and to give ride and drive thrill rides to spectators and the VIP Pavilion was turned into a dining/entertainment "Carbaret" while B-Side Jones entertained the public on the paddock stage with DJ Mr. Palm Beach. "It was our most exciting track event ever." Said Gina Palmer, VP of SuperCar Week. "We developed this year's track family festival event with Palm Beach International Raceway's President Darren Thompson and track Sponsorship Director, Jackie Rae.

A special Friday night VIP cocktail party was held at the Meat Market on Palm Beach Island and on Saturday Night, before the Sunday West Palm Beach Waterfront Grand Finale, a special VIP Cocktail party was held to celebrate the Grand Opening of the new McLaren Palm Beach showroom opening.

Sunday's SuperCar SuperShow was built-out as a cityscape of vehicles; SuperCar Street Muscle Beach, Memory Lane, Corvette Court, Viper Blvd, Porsche Place, ArtCar Avenue, Green Street for electric vehicles, BIZSPEED Blvd and a Marine Village of Off Shore Powerboats (with matching supercars), courtesy of Gino Gargiulo, Larry Goldman of Extreme Powerboats and Bill Mazzoni of BTM

Marine. "It's a terrific show" said Thomas Clarke, Executive Vice President of SuperCar Week, in charge of getting all the vehicles into place. "It's an incredible challenge to position more than 500 vehicles in less than 3 hours, but from sunrise till 10 am we get it done. Powerboats included."

McLarens and Lamborghinis and all the world's luxury brands showcased their latest and greatest, but supercar means more to the folks at SuperCar Week than just those great cars from Italy. "For us, it's about significance" said London. The Black Pearl, noted as the fastest 0-60mph car on the planet at 1.2 seconds highlighted the Green Street area along with the latest from Tesla. The RENNtech Mercedes SL 65 V12 Laurence Gartel ArtCar that was unveiled during Art Basel and the ArtCar of the Grammy's at a private Fisher Island VIP event was also featured along with the specially designed Lamborghiini's and McLarens from Team Salamone and HapyHipi, who featured their new green carbon fiber McLaren P1. Johnny Bohmer Racing brought out their BADDGT, Guinness Book of Records fastest standing mile vehicle at 283.232 mph.

SuperCar Week is making tracks in a big way this year. Palm Beach International Raceway has been a Presenting Sponsor for the past 6 years, and Sebring International Raceway has also been a sponsor for the past 5 years. This year, Miami Homestead Speedway has joined the show and due to the show's growth and success and it reaching both national and international audiences, one of the most exciting and newsworthy highlights of this year's Supercar Week was that Circuit Of The Americas (COTA) was a featured sponsor and display on the WPB Waterfront.. "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 Palm Beach International Raceway for Supercar Week's annual festivities for a celebration of PBIR and SuperCar Week's Partnership." Said Daren Thompson, President of Palm Beach International Raceway. "COTA is proud to be a sponsor of SuperCar Week and values the South Florida, Palm Beach market and it's many motorsports and auto enthusiast residents and vacationers. We hope to see many of them here at COTA this season." Said AJ Rizzo, COTA, Director of Sales.

It's wonderful to have PBIR, Sebring, Homestead and COTA in the Show." Says Gina Palmer, Supercar Week, Vice President. "Neil 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.

Celebrating it's 7<sup>th</sup> Anniversary, Supercar Week continues to produce fun filled family events that are free to the public. "We've grown 500% over the 6 years" said Tim Byrd, SuperCar Week, Sr. Vice President. "every year, more industry and individual auto enthusiasts join us. We look at ourselves as curators, facilitators and collaborators, where the individuals and companies involved help us make each of the nine days bigger and better each year."

Vehicles and featured sponsors come from all over the state of Florida. Sebring International Raceway and Miami Homestead Speedway bring their official pace cars and stimulate individual vehicle and race teams from South Central Florida to register and BMX Tricksters and Fireball Run come in from Orlando to entertain the crowd. A special thank you to duPont Registry, who joined us three years ago as an official sponsor. It looks like SuperCar Week has become a significant state-wide auto enthusiast event and has also gained national and international auto enthusiast attention.

"It's all so spectacular for 7 hours. Tens of thousands walk up and down the West Palm Beach, Flagler Drive Waterfront. Ladies and Gentlemen and children of all ages. Even the toughest of gearheads soften when they see the faces of the children taking in all the color, art, speed and design in front of them. Success is a double edged sword, says London. With Supercar Week's growth each year, our costs increase. We're still looking for that title sponsor to help us handle the growth, increase our media distribution and to allow us to take SuperCar Week to the next level." Tim Byrd "The Byrdman" celebrity broadcaster, Master of Ceremonies, voice of and Senior Vice President and Co-Founder of SuperCar

Week says, "it's the largest event of it's kind in South Florida and we all know Palm Beach is the greatest place to live, work and play."

Mark your calendar for next year's SuperCar Week January 6<sup>nd</sup> thru the 14<sup>th</sup>, 2018. In the meantime become a friend of SuperCar Week. <http://supercarweek.com> or Like and Share <https://facebook.com/supercarweek> .

Special hotel accommodation rates will again be provided by SuperCar Week's Host Hotels, TIDELINE Ocean Resort & Spa, EAU Palm Beach Resort & Spa from Friday January 5<sup>th</sup> through Monday January 15<sup>th</sup> 2018 <http://tidelineresort.com> & <http://eaupalmbeach.com>

Visit <http://supercarweek.com> for the full nine day schedule and to purchase Sunday January 14<sup>th</sup> West Palm Beach Waterfront Grand Finale VIP Tickets.

For more information please see <http://supercarweek.com> email [info@supercarweek.com](mailto:info@supercarweek.com) or call 954-296-5204

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