



NEWS

2008 PEBBLE BEACH CONCOURS d'ELEGANCE® TO FEATURE LANCIA, LAMBORGHINI AND GENERAL MOTORS CENTENNIAL

Events of Pebble Beach Automotive Week Culminate with Aug. 17 Show

FOR IMMEDIATE RELEASE

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PEBBLE BEACH, Calif. (December 5, 2007) – The 58th annual Pebble Beach Concours d'Elegance, Sunday, Aug. 17, 2008 at The Lodge at Pebble Beach™, will showcase the historic Italian marque Lancia, Italian super sports car Lamborghini and the General Motors centennial. The full field of 175 collector cars will also include several special classes.

“Fantastic styling, an impressive race history and innovative engineering are earmarks of Lancia’s more than 100 years of automotive manufacturing,” says Sandra Kasky Button, chairman of the Pebble Beach Concours. “Lamborghini, the ‘bad boy’ from Italy, is less than half the age of Lancia, but the brand has captured the heart of auto connoisseurs worldwide and has ‘A-plus’ collectability.

“And then there’s GM, the world’s largest auto company. Their history, achievements and multitude of vehicles built during the last century are legendary, so we can only focus on a few highlights. In particular, we’re concentrating on the engineering, styling and forward-thinking of the GM Motorama road show, the striking, high-powered Cadillac V-16, the GM Woodies and GM-powered sports cars.”

- **Lancia**, founded in 1906, is known as one of the most distinctive, innovative marques in automotive history. Among numerous accomplishments, Lancia was the first company to produce V-4 and V-6 engines. Superlative prewar and postwar examples of the marque will be featured at Pebble Beach.
- The salute to **General Motors’** 100th year will include cars from the GM **Motorama** road show, which transported GM prototypes and concept vehicles across the United States for public exhibit from 1949 to 1961. Another highlight will be a special class for the **Cadillac V-16**, one of the premier automobiles of the prewar era, though only 4,386 “Sweet 16s” were manufactured from 1930 to 1940. The Concours’ GM spotlight will also shine on **GM Woodies** and **GM-powered sports cars**.

- **Lamborghini**, founded in 1963 and acclaimed as the manufacturer of some of the fastest, most expensive Italian super (sports) cars in the world will also be featured. The focus at Pebble Beach will be on concept cars, prototypes and cars with custom coachwork.

Calendar of 2008 Pebble Beach Automotive Weekend

The Pebble Beach Concours d'Elegance has long been the climax of the annual Pebble Beach Automotive Week. Related events include:

Aug. 4-13: Pebble Beach Motoring Classic, with 30 classic cars driving from Seattle to Pebble Beach.

Aug. 14: Pebble Beach Tour d'Elegance™ presented by Rolex, with more than 100 Concours vehicles tracing portions of 17-Mile Drive and Highway 1 into Carmel.

Aug. 15-17: Pebble Beach RetroAuto™, exhibiting rare automotive collectibles, memorabilia and luxury goods.

Aug. 16 & 17: Pebble Beach Auction presented by Gooding & Company, which last year garnered more than \$60 million in sales, breaking many auction records.

Additional information is available at **www.pebblebeachconcours.net**.

First conducted in 1950, the Pebble Beach Concours d'Elegance® (www.pebblebeachconcours.net) has grown into the world's premier celebration of the automobile. Only the most beautiful and rare cars are invited to appear on the famed 18th fairway of Pebble Beach Golf Links®, and connoisseurs of art and style flock to see these masterpieces. Charitable donations raised by the Pebble Beach Concours d'Elegance® now total over \$10 million. Related events include the Pebble Beach Tour d'Elegance™ presented by Rolex, Pebble Beach RetroAuto™, and the Pebble Beach® Auction presented by Gooding & Company.

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d'Elegance®, Pebble Beach Resorts® annually hosts the AT&T Pebble Beach National Pro-Am, The Wal-Mart First Tee Open at Pebble Beach and the Callaway Golf Pebble Beach Invitational. Pebble Beach Golf Links® has hosted four U.S. Opens, four U.S. Amateurs, one PGA Championship, and will host its fifth U.S. Open in 2010. For reservations or more information please call, (800) 654-9300 or visit the Website at (www.pebblebeach.com)

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