



NEWS

ITALIAN AUTOMAKER LANCIA IS READY FOR ITS FIRST CLOSE-UP AT 58th ANNUAL PEBBLE BEACH CONCOURS d'ELEGANCE®

*With 17 vehicles participating, Lancia,
a first-time featured marque at Pebble Beach,
is set to exhibit its acclaimed automotive innovations*

FOR IMMEDIATE RELEASE

Contact: PCGCampbell – Kelsey Durkin (310) 224-4947 (kdurkin@pcgcampbell.com)

PEBBLE BEACH, Calif. (July 17, 2008) – Lancia, the Italian auto manufacturer known for its elegant originality and innovative spirit, will be celebrated as a featured marque at the 2008 Pebble Beach Concours d'Elegance on Sunday, Aug. 17. Seventeen significant Lancia vehicles will be on display, ranging from a rarely seen 1953 Lancia Aurelia B20 Rally Car to one of the oldest Lancias on record, a 1908 12 hp Alpha. Lancia will be highlighted at the Concours along with Lamborghini and the centennial of General Motors.

“The Lancia history is quite remarkable,” says Sandra Kasky Button, Chairman of the Pebble Beach Concours. “Lancia emerged as one of the most progressive, spirited car companies at the turn of the 20th century, producing their first car exactly 100 years ago. Their racing heritage includes wins in Formula One, rallying and sports cars.”

In addition to producing the first narrow-angle V-4 and V-6 production engines, Lancia is recognized for numerous additional engineering advances that outdistanced other pre-war auto manufacturers. Founded in Turin, Italy by Vincenzo Lancia, the first Lancia, a 12 hp Alpha, debuted in 1908, and an example will be brought to the Concours by Milano, Italy car collector Corrado Lopresto, a 2005 Pebble Beach winner.

“Big, majestic and not very sporty, the Alpha’s attraction is quality and reliability with advanced comfort,” says Lopresto, whose ’08 Alpha is one of just 108 that were built.

The Lancia Lambda, which debuted in 1922 sporting a groundbreaking single-body frame and independent front suspension, will be represented at the Concours.

Other notable Lancias coming to Pebble Beach include: the D24, one of Lancia's most innovative vehicles and the subject of the poster for the 2008 Pebble Beach Tour d'Elegance presented by Rolex; a 1953 Lancia Aurelia B20 coupe – one of six designed for competition (it won the 1953 Liège-Rome-Liège Rally); and the original Lancia Stratos HF Prototype Bertone Coupe, which made its world debut at the 1971 Turin Auto Show..

“It's truly a remarkable achievement for Lancia to be a featured marque at this year's Concours,” says Francesco Gandolfi, Pebble Beach Concours Chief Class Judge. “This is the first time since I became involved in collectible cars in 1971 that I've seen Lancia being honored at a major event...and I don't know when, and if, I will see the same again.”

First conducted in 1950, the Pebble Beach Concours d'Elegance® (pebblebeachconcours.com) has grown to become 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.

Pebble Beach®, Pebble Beach Golf Links®, Pebble Beach Concours d'Elegance®, Pebble Beach Tour d'Elegance™, and Pebble Beach RetroAuto™ are trademarks, service marks and trade dress of Pebble Beach Company. All rights reserved.

About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts®, including *The Lodge at Pebble Beach*™, *The Inn at Spanish Bay*™ and *Casa Palmero*®. The company also operates four renowned golf courses: *Pebble Beach Golf Links*®, *Spyglass Hill*® Golf Course, *The Links at Spanish Bay*™ and *Del Monte*™ Golf Course. Its other famed properties include the scenic *17-Mile Drive*® and *The Spa at Pebble Beach*™, and it annually hosts premier events such as the *Pebble Beach Concours d'Elegance*®, the *AT&T Pebble Beach National Pro-Am*, the *Callaway Golf Pebble Beach Invitational* and the *Walmart First Tee Open at Pebble Beach*. Site of the 2010 U.S. Open, Pebble Beach Golf Links® has hosted four U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments.

###