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2017 – The Greenbrier Concours d’Elegance

FACTS

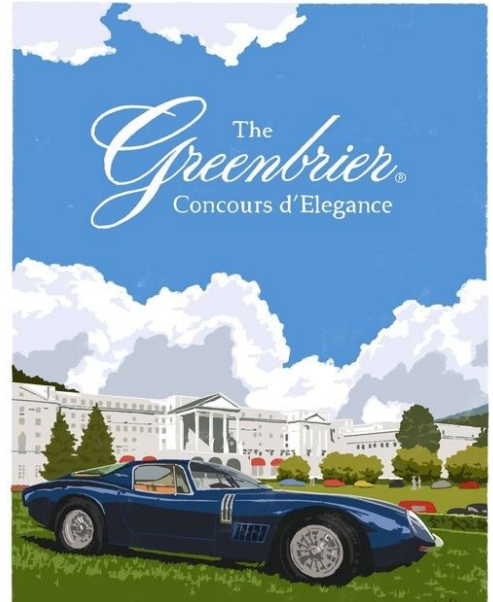
Official Name: The Greenbrier Concours d’Elegance

Dates: September 21-24, 2017

Location: The Greenbrier & The Greenbrier Sporting Club

Major Events: President’s Club, Car Club Day, Automobilia, Classic Car Auction, Retrograde, Concours d’Elegance

Website: <http://www.greenbrier.com/concours>



VERBIAGE

The inaugural Greenbrier Concours d’Elegance will be held at The Greenbrier and The Greenbrier Sporting Club September 21-24, 2017. Classic car owners and collectors, the top names in the automotive industry and automobile enthusiasts will gather at The Greenbrier, for this experiential multi-day event. The Greenbrier experience began in 1778 and today offers a luxurious lifestyle to discerning respite and adventure-seekers from around the world. Patrons and participants will marvel at “the love of the car” while enjoying the amenities, activities and opulent southern hospitality of The Greenbrier. Breathtaking vistas of the Alleghany Mountains, vintage cars, music, ambiance and motoring will all be part of this inaugural event.

FEATURED EVENTS

President’s Club

Unique to The Greenbrier Concours is The President’s Club. It’s a showcase area located in the iconic circular entrance for those Concours attendees who are driving their classic, vintage or exotic cars to The Greenbrier Concours d’Elegance. Only 50 of the finest vehicles will be hand-picked for this display area, which will be open Thursday through Sunday. President’s Club members will enjoy multiple private receptions, two tickets to the Charitable Gala and two tickets to the Concours d’Elegance. Automobile owners wishing to participate must submit an application and if approved, will be subject to a \$1,250 entry fee. The President’s Club badge includes parking for three days and is the most prestigious badge of the event!

Club Day

Car Clubs from throughout North America will display their cars on the Concours Showfield and will be segmented by country of origin and also by club. Each Car Club will be supplied with a dedicated area surrounded by their club cars and members. Each Club will select one member car to be positioned in the Concours car area. To participate, Car Clubs must meet eligibility requirements. Entry fee is \$50.00 per car (includes two Car Club Showfield badges). Patron tickets (for entrance to the Showfield on September 23, 2017) are available online for \$35.00 per person.

Car Club Charitable Gala

The conclusion of Car Club day will feature the Charitable Gala, which will benefit Neighbors Loving Neighbors, formed to help those impacted by the floods that caused so much damage across West Virginia on June 23, 2016. Television racing personalities David Hobbs and Steve Matchett will be the featured guests at the event. Tickets for the Charitable Gala are \$125 with profits going directly to Neighbors Loving Neighbors.

Automobile Auction

Rare and exotic cars will be up for bid at the Automobile Auction at The Greenbrier's Indoor Tennis Center beginning at 6:00pm on Friday, September 22, 2017. Buyers and sellers are required to meet eligibility requirements and must register through the designated auction company.

Retrograde Car Displays

Retrograde is unique to The Greenbrier Concours d'Elegance and is the venue for vintage car and replica recreations.

Summit Driving Tour

Explore the mountains and back roads of West Virginia, including The Greenbrier Sporting Club, with an exclusive driving tour. This exclusive four-hour experience begins with a two-hour drive and concludes with a catered lunch at The Summit. Test the power and precision of the automobile while enjoying picturesque scenery you won't find anywhere else in the world. Availability is limited to 44 participants for \$200.00 per entry. Participants must register online.

Automobilia

Automobilia features artists, books and other automotive memorabilia for the collector and auto aficionado to purchase. Vendors will display their merchandise at different locations throughout the event, making it easy for car enthusiasts to take home their favorite souvenir.

The Concours d'Elegance

On Sunday, September 24, approximately 100 of the finest collector cars in the world will gather on the famed grounds of The Greenbrier for the inaugural Concours d'Elegance. The one-of-a-kind cars will be judged by some of the top experts in the world to crown a champion.

Automotive Celebrities

Television and racing personalities David Hobbs and Steve Matchett are two of the automotive celebrities attending the inaugural event. They will be on hand for the Charitable Gala as well as other appearances throughout the weekend.

ADDITIONAL INFORMATION

The Greenbrier – Life as few know it.

The Greenbrier is a unique and spectacular luxury mountain resort situated in the Allegheny Mountains in White Sulphur Springs, West Virginia. It is best known as America's Resort and is synonymous with world-class, authentic, southern hospitality. The Greenbrier experience, beginning in 1778, offers a luxurious respite to discerning guests from around the world.

About The Greenbrier Sporting Club

Spread across The Greenbrier's lush 11,000-acre estate, you'll discover The Greenbrier Sporting Club—the only private equity club and residential community to call America's Resort home. The Greenbrier Sporting Club offers real estate opportunities unrivaled anywhere else in the world, with existing amenities being enjoyed by over 400 members and their families in the lap of luxury with the purchase of a private equity club membership.

About Neighbors Loving Neighbors

Originally founded as a canned food drive in conjunction with The Greenbrier Classic, Neighbors Loving Neighbors transformed into a relief organization, providing assistance to those who were impacted by the floods of June 23, 2016, which destroyed homes and lives across West Virginia. Since that tragic day, Neighbors Loving Neighbors teamed with other relief organizations to repair or rebuild more than 350 homes, and the work continues today across West Virginia.

FREQUENTLY ASKED QUESTIONS

I am a classic car owner, how can I show my car?

Car owners have three opportunities to display their cars. The first is to register to be members of the President's Club and display their car in the iconic front circle at The Greenbrier. The second opportunity comes on Club Day, which requires pre-registration and approval online. Finally, car enthusiasts could display their car in the Concours d'Elegance with pre-registration and approval.

If I'm not staying at The Greenbrier and not showing a car, can I still come to the event?

Yes, you may purchase patron badges based on the events you wish to attend. Advanced Badge purchases can be made on our website: greenbrier.com/concours or by calling 877-935-0426. Badges go on sale April 1, 2017.

Where can I buy badges?

Advanced Badge purchases can be made with a credit or debit card on our website: greenbrier.com/concours. Badges go on sale April 1, 2017. Day-of Badges will be available including a special "day of" service fee.

Where should I stay?

Overnight packages at The Greenbrier may be purchased beginning April 1, 2017.

How can I get a media credential to cover the event?

Accredited members of the media on assignment may secure media credentials by contacting Erik Hastings at erik_hastings@greenbrier.com.

What happens if it rains?

All events for The Greenbrier Concours d'Elegance will take place rain or shine.

GLOSSARY OF FREQUENTLY USED TERMINOLOGY

Automobilia – Automobilia features artists, books and other automotive memorabilia for the collector and auto aficionado to purchase. Vendors will display their merchandise at different locations throughout the course of the event, making it simply for the car enthusiasts to get their hands on their favorite souvenir.

Automobile Auction – Rare and exotic cars will be up for bid at the Automobile Auction at the Indoor Tennis Center on Friday, Sept. 22.

Badges – All patrons, participants, sponsors, media and vendors will be required to display a badge indicating their access to particular functions throughout the event.

Club Day – Car Clubs from throughout North America will display their cars on the Concours Showfield, at The Greenbrier golf club on Saturday. Cars will be segmented by country of origin and also by club. Car Clubs will have a designated area surrounded by their club members. Clubs will select one member car to be positioned in the Concours showfield on Sunday.

Concours – A concours is an exhibition or contest, especially a parade of vintage or classic motor vehicles in which prizes are awarded for those in the best original or restored condition.

Concours d'Elegance – The term Concours d'Elégance dates back to 17th-century French aristocracy, who paraded horse-drawn carriages in the parks of Paris during Summer weekends and holidays. The carriages eventually became horseless, and the gatherings became a competition among automobile owners to be judged on the appearance of their prized vehicles.

Participants – Participants are those who display their cars at the event, whether at Club Day or the Concours d'Elegance.

Patrons – Patrons are those who come to enjoy the event but are not participants, sponsors, vendors or media.

President's Club – Unique to The Greenbrier Concours is The President's Club. It's a showcase area located in the iconic circular entrance for those Concours attendees who are driving their classic, vintage or exotic cars to The Greenbrier Concours d'Elégance. Only 50 of the finest vehicles will be hand-picked for this display area, which will be on display Thursday through Sunday. President's Club members will enjoy a private reception on the Virginia Lawn on Friday.

Retrograde Car Displays – Retrograde is unique to The Greenbrier Concours. It's the place for vintage car and replica recreations.

Sponsors – Sponsors are those supporting the event through financial contributions.

Vendors – Vendors will be those selling the automobilia throughout the event.

EVENT SCHEDULE

Thursday, September 21, 2017

- 1 p.m. – 7 p.m. Auction Car Preview (Auction Area)
- 5 p.m. “Unofficial” Opening Happy Hour (Location Slammin’ Sammy’s)
- 10 p.m. Champagne Toast in the Casino Club

Friday, September 22, 2017

- 9 a.m. Opening Ceremony (A champagne toast and opening remarks on the front lawn welcoming Presidents’ Club patrons and their guests.)
- 9:30 a.m. – 1:30 p.m. Summit Driving Tour & Lunch
- 10 a.m. – 2 p.m. Automobilia Display
- 10 a.m. – 5 p.m. Retrograde Exhibit
- 4 p.m. – 6 p.m. Presidents’ Club Reception (On the Virginia lawn)
- 6 p.m. – 11 p.m. Automobile Auction
- 10 p.m. Champagne Toast in the Casino Club

Saturday, September 23, 2017

- 9 a.m. – 3 p.m. Car Club Display
- 9 a.m. – 5 p.m. Manufacturer & Sponsor Ride & Drives
- 9 a.m. – 3 p.m. Automobilia Display
- 9 a.m. – 5 p.m. Retrograde Exhibit
- 7 p.m. – 10 p.m. Charitable Gala (Chesapeake Ballroom)

Sunday, September 24, 2017

- 9 a.m. – 3 p.m. Automobilia Display
- 9 a.m. – 5 p.m. Retrograde Exhibit
- 10 a.m. – 5 p.m. Concours d’Elegance
- 5:30 p.m. – 7 p.m. President’s Club Farewell Party (North Parlor)

LINKS, PHOTOS & VIDEOS

www.greenbrier.com/concours

<https://youtu.be/wlZ-EJ05EcY>

<https://youtu.be/JCC3FdgG6k4>

Facebook: <http://www.facebook.com/thegreenbrier>

Twitter: @The_Greenbrier

Instagram: The_Greenbrier

YouTube: <http://www.youtube.com/user/thegreenbrier>

CONTACTS

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Retrograde Vendor Inquiries

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Overnight Accommodation Inquiries

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