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“FROM GRIT TO GIGABYTES”: COBBLE BEACH CONCOURS PRESENTS A CROSS-GENERATIONAL F1 SEMINAR

KEMBLE, ONTARIO, CANADA — The 11th annual Cobble Beach Concours d'Elegance returns to the shores of Georgian Bay on September 14, unveiling one of Canada's most impressive collections of vintage and rare automobiles. From September 12th to 14th, the Cobble Beach Golf Resort Community & surrounding area will transform into a celebration of automotive excellence, complete with vendors, artists, a Cars & Coffee presented by Brackett Auto Group, a Tour d'Elegance (Participant tour), a live auction, 50/50 raffle, and a prestigious awards ceremony to cap off the weekend.

But this event is more than just a visual feast for car enthusiasts. The Cobble Beach Concours d'Elegance is proud to offer complimentary automotive seminars on Saturday, September 13th, open to both event attendees and the general public.

The Cobble Beach Concours d'Elegance is proud to present a special automotive seminar on Saturday, September 13, entitled: **“From Grit to Gigabytes: The Early and Digital Eras of F1.”**

This one-of-a-kind session will explore 75 years of Formula One racing history—from its analog beginnings to its cutting-edge, tech-driven present—through the stories and perspectives of four individuals uniquely positioned to speak to the sport's past, present, and future.

Moderated by motorsport legend Lyn St. James, —former Indy 500 Rookie of the Year and pioneering racer with over five decades of international competition—this seminar will offer a powerful dialogue that crosses generations, disciplines, and eras of F1 innovation.

FEATURED PANELISTS:

Luigi Chinetti Jr.:

The son of the man who brought Ferrari to North America and founder of the North American Racing Team (NART), Luigi Jr. is a former Le Mans driver, Daytona class winner, and designer of several bespoke Ferraris. He'll open a rare window into the early days of Ferrari and Formula One, sharing never-before-seen photos and untold stories from Enzo Ferrari's inner circle.

Joann Villeneuve:

Widow of beloved Canadian F1 legend Gilles Villeneuve and mother of World Champion Jacques Villeneuve, Joann will share her deeply personal insight into the emotional toll of life in the paddock during the 1970s and early '80s. Her reflections on Gilles' triumphs, challenges, and betrayals offer a human portrait of one of racing's most revered drivers.

Leah Penny:

A Carleton University Mechanical Engineering student and recent intern with Red Bull Powertrains in the UK, Leah brings a modern engineering perspective to the panel. She'll walk the audience through today's data-heavy world of Formula One—from real-time simulation tools to AI-supported strategy models—highlighting how F1 has evolved from carburetors to code.

“This seminar is more than just a discussion of cars—it's a story of innovation, passion, and human experience,” says Rob McLeese, Chair of the Cobble Beach Concours d'Elegance. “We're thrilled to welcome this powerhouse panel and offer attendees a rare opportunity to experience the past and future of motorsport in one sitting.”

Automotive Seminar #1: From Grit to Gigabytes: The Early and Digital Eras of F1

Date: Saturday, September 13, 2025

Time: 1:00 PM

Location: Roxy Theatre, Owen Sound

Admission: Free (limited seating)

Reserve Your Seat: www.cobblebeachconcours.com/events#Seminars

ABOUT THE COBBLE BEACH CONCOURS D'ELEGANCE:

The Cobble Beach Concours d'Elegance is Canada's premiere automotive Concours event, showcasing rare and exceptional vehicles along the stunning shores of Georgian Bay. The annual event draws collectors and enthusiasts from across North America, celebrating the finest examples of automotive design and engineering.