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The Cobble Beach Concours d'Elegance & Motoring Festival Returns with Exciting New Experiences for 2026

GEORGIAN BLUFFS, ON – The Cobble Beach Concours d'Elegance is thrilled to announce the return of a weekend full of events from September 18th to 20th, 2026.

Friday, September 18, 2026, marks the return of the Tour d'Elegance, where participants will embark from Cobble Beach Golf Resort for a scenic 113-kilometre driving tour through the breathtaking landscapes of the Bruce Peninsula. The route will take participants through Owen Sound and Oliphant, with a special lunch stop in Wiarton (Bluewater Park).

Saturday's Cars & Coffee, from 9:00 a.m. to 1:30 p.m., completely free to the public, will transform Downtown Owen Sound on 2nd Ave East into a display of vehicles from all over Ontario.

New for 2026, OBLIVION AVENUE presented by Hagerty replaces the former Concours d'Lemons and celebrates the charm, character, and nostalgia of 1980s and 1990s automotive culture. Visitors are encouraged to arrive in their favourite '80s and '90s attire and enjoy a showcase of analog vehicles from the era that continue to inspire passion and joy among enthusiasts. Located on 1st Avenue West, this new Car and Culture Show offers a unique, family-friendly experience celebrating automotive history in a fun and approachable way. Attendance is completely free for spectators.

This year, legendary automotive designer Peter Brock will serve as a keynote speaker for our Automotive Seminars at The Roxy Theatre in Downtown Owen Sound. To historic Corvette fans, he's the guy who penned the lines of the original '59 Sting Ray Racer and by extension the 1963 production Corvette. To Cobra fans, Brock's the guy who took the brick-like Shelby Cobra roadster and turned it into the slippery Cobra Daytona Coupe – the first American car to beat out the European regulars and grab the FIA's GT World Championship.

Net proceeds from this event support Sunnybrook and the Brightshores Health System Owen Sound Foundations. To date, Cobble Beach Concours d'Elegance has raised over \$1,460,000 for its charities!

Rising to the heartbeat of the weekend; the Concours d'Elegance at Cobble Beach on Sunday, September 20th, 2026, showcases over 120 exquisite vintage, classic cars, exotics and supercars will be showcased against the breathtaking backdrop of Georgian Bay.

Some participants crossing borders and provinces, are collectively traveling over 6,000 kilometers to be here. This year, 30 vehicles are arriving from across the United States, alongside a dedicated enthusiast making an incredible journey from Newfoundland, who will join a passionate contingent of drivers from Ottawa, Windsor, Niagara and the Greater Toronto Area, cementing the region as the premier automotive destination. Vehicles selected for this year will not be eligible to attend again until 2030.

Remarkably, several attendees have made this journey for 12 consecutive years, returning every September since the event's inception to catch up with old friends and welcome newcomers into the fold. This event truly belongs to the multi-generational families who pass down a love of restoration, and the lifelong friends who reunite sharing these unforgettable memories.

Those wishing to experience the full-scale of the festivities can also find tickets to Sunday's Concours by visiting our website www.cobblebeachconcours.com

See you on the fairway!

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