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COBBLE BEACH CONCOURS CELEBRATES THE NEXT GENERATION OF COLLECTORS WITH "30 UNDER 30" CLASS

Kemble, ON — The Cobble Beach Concours d'Elegance is thrilled to introduce a new feature for 2025: the "30 Under 30" class, designed to spotlight young automotive enthusiasts who are preserving the legacy of classic cars with passion, skill, and resourcefulness.

This exciting class is open to entrants 30 years of age or younger who have restored and maintained a vehicle that is at least 25 years old, all while spending less than \$30,000 USD in total acquisition and restoration costs — with a strong emphasis on authenticity and historical accuracy.

"The future of this hobby lies in the hands of the next generation," says Rob McLeese, Chair of the Cobble Beach Concours d'Elegance. "We created this class to honour the dedication, creativity, and resourcefulness of young restorers who are bringing vintage vehicles back to life, often on a shoestring budget."

Affordable Restoration. Timeless Dedication.

The "30 Under 30" class offers an inspiring counterpoint to the million-dollar restorations often associated with concours events. These young builders rely on sweat equity, community knowledge, and DIY passion to breathe new life into vehicles that might otherwise be overlooked or forgotten.

Whether it's a vintage pickup, a well-loved import, a forgotten domestic sedan, or a classic sports car rescued from a field, the 30 Under 30 class proves that great restorations don't have to come with a six (or seven) figure price tag.

Join Us September 12-14, 2025 - The 30 Under 30 display will be part of the full Cobble Beach Concours d'Elegance & Motoring Festival weekend — including the Friday's Tour d'Elegance (Participants' Tour), Saturday Cars & Coffee presented by Brackett Auto Group and Concours d'Lemons presented by Hagerty, and the main Concours d'Elegance event on Sunday, September 14.

More details and registration information available at: www.cobblebeachconcours.com