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Canada's Prestigious Automotive Event Arrives: The 12th Annual Cobble Beach Concours D'elegance And Motoring Festival Is the Ultimate Premier Concours Destination

GEORGIAN BLUFFS, ON – With the automotive event of the year approaching fast, the Cobble Beach Concours d'Elegance - widely celebrated as the Canadian version of the prestigious Pebble Beach Concours - is thrilled to announce the return of a weekend full of events.

The journey begins on Friday, September 18, 2026, with our Tour d'Elegance, leaving Cobble Beach golf resort and showcasing our participants world-class vehicles.

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

Visit us in your own 80s and 90s threads and enjoy analog cars of the era that still bring so much joy at OBLIVION AVENUE presented by Hagerty and Car and Culture Show on 1st Ave West. For spectators and families looking to experience these world-class automotive displays, attendance to both events is completely free to the public.

This year, legendary automotive designer Peter Brock will serve as a keynote speaker for our seminar series 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.

All culminating to the heartbeat of the weekend; the Concours d'Elegance at Cobble Beach on Sunday, September 20th, 2026, where over 100 exquisite vintage, classic cars and exotics will be showcased against the breathtaking backdrop of Georgian Bay.

Drivers crossing borders and provinces, are collectively traveling over 3,000 kilometres 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 Greater Toronto Area, cementing the region as the premier automotive destination. The 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.

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

See you on the fairway!

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