



COBBLE BEACH
Concours d'Elegance



MEDIA KIT
2023

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INTRODUCTION



Georgian Bay has become a destination for automotive enthusiasts all over the world. Heralded as a celebration of the world's finest cars, this prestigious international event has found a worthy home in Canada. Location has always been paramount for the most elite Concours' around the world – from the esteemed Concorso d'Eleganza Villa d'Este in Lake Como, Italy to the Pebble Beach Concours d'Elegance in Monterey, California. Cobble Beach Golf Resort Community, outside of Owen Sound, Ontario, offers stunning coastlines on par with this tradition of excellence.

Dating back to 17th century French high-society as a parade of horse drawn carriages, the event has transformed into the most venerated display of antique and classic automobiles in the world. Over one hundred of North America's most esteemed automobiles are displayed across the lush fairways including a roster of renowned car collectors and judges, and an impressive list of exhibits. The Cobble Beach Concours d'Elegance has become the pinnacle collector car event in Canada. The event exhibits over one hundred years of automotive beauty and innovation against the spectacular backdrop of Georgian Bay.

2023 marks the 9th year for the Cobble Beach Concours d'Elegance, having grown over the years to includes three receptions, a Participants' Tour which highlights the local scenery and history, 2 complimentary seminars, our 5th Annual Cars & Coffee, as well as the second iteration of Concours d'Lemons, presented by Hagerty Insurance.

For more information on the Cobble Beach Concours d'Elegance please visit the website at www.cobblebeachconcours.com.

For photos of the Cobble Beach Concours d'Elegance, please contact Allie Marsh, Event Coordinator at concours2@cobblebeach.com or 416.366.4820 x 234



COBBLE BEACH CONCOURS D'ELEGANCE PRESENTED BY PORSCHE GEARING UP FOR 9TH YEAR

Kemle, ON (July 18, 2023)—The quintessential Canadian Concours d'Elegance is returning to Cobble Beach Golf Resort Community September 15-17, 2023, for its 9th year.

The shores of Georgian Bay and the lush fairways of Cobble Beach Golf Resort will once again be the canvas on which to present over 100 beautiful and rarely seen works of automotive art. Only the most elegant and authentic vehicles are invited to participate in the Sunday Cobble Beach Concours d'Elegance.

Over the past eight years, Cobble Beach has raised over \$864,000 for the Owen Sound Regional Hospital Foundation and the Sunnybrook Foundation. Net proceeds from the Sunday Cobble Beach Concours d'Elegance will be donated to Sunnybrook for the construction of the Garry Hurvitz Brain Sciences Centre, where researchers and clinicians work towards revolutionizing treatments for dementia, stroke, mood and anxiety disorders.

"It is our great honour to have the opportunity to raise money for two amazing facilities close to our hearts," said Rob McLeese, founder and show chair of the Cobble Beach Concours d'Elegance. "We could not do this without the generous donations from our partners who provide items for our raffle and live auction, as well as the patrons attending our event. We are grateful to the community for making this event possible."

The 9th annual Cobble Beach Concours d'Elegance features a wide range of events over the course of 3 days. Engines start on Friday with the Participants' Tour showcasing the beautiful Bruce Grey Simcoe County roads by taking Participants on a 100+ km drive over to the historic town of Meaford, Ontario. Familiar Saturday events return with the 5th annual Cars & Coffee, now located in downtown Owen Sound's River District. Returning for its 2nd installment to the Saturday lineup is the Concours d'Lemons presented by Hagerty, also taking place in downtown Owen Sound's River District. Other highlights for Saturday include two (2) automotive seminars at the Roxy Theatre in Owen Sound, the Collector's Dinner (for participants and invited guests) and a live auction benefitting the Sunnybrook Foundation.

What is a Concours d'Elegance? Derived from the French term meaning a competition of elegance, the Concours d'Elegance has a historic story dating back to 17th Century French society. An event that began with horse-drawn carriages being paraded through the parks of Paris, France has evolved into a display of antique and classic cars for both competition and celebration. The **2023 Cobble Beach Concours d'Elegance presented by Porsche** will be held on the 18th fairway of Cobble Beach Golf Resort & Community overlooking the beautiful waters of Georgian Bay. Tickets are now available along with information regarding all other events at www.cobblebeachconcours.com.

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PORSCHE CANADA RETURNS AS PRESENTING SPONSOR OF 2023 COBBLE BEACH CONCOURS D'ELEGANCE

Kemble, ON – (July 25, 2023) – The Cobble Beach Concours d'Elegance is proud to announce that Porsche Canada is returning as presenting sponsor for 2023. For the first time, this partnership will bring Porsche's Classic Restoration Competition to Cobble Beach on Saturday, September 16. As well, on Saturday, Porsche Canada will present at 2pm one of 2 seminars held at the Roxy Theatre in downtown Owen Sound. If you can't make it Saturday, be sure to attend on Sunday, September 17, as the Concours d'Elegance presented by Porsche will include the Porsche Classic Restoration Competition cars in an unjudged class, which includes a celebration of 75 Years of Porsche and 60 Years of the 911 Porsche. The concours judging team looks forward to evaluating these lovingly restored vintage automobiles.

Now in its 9th year, the Cobble Beach Concours d'Elegance presented by Porsche is the most prestigious classic-car show in Canada. Hailed by media and the public, the Cobble Beach Concours d'Elegance presented by Porsche presents the highest class of judges and participants in North America, as well as a wide collection of elegant and rarely seen automobiles unmatched in Canada. Over 100 hand selected vehicles from collections across Canada and the United States will take their place on the beautiful cobble stone shores of Georgian Bay, delicately placed on the 18th fairway of the Cobble Beach Golf Resort Community, just 10 minutes north of Owen Sound, Ontario.

In an effort to keep the latest iteration of the show fresh and new, this year's Concours will see new and different classes such as "Custom Hot Rods pre 1972" and an "American Motorcycles pre 1980", something rarely seen. "We take great care in attracting the best vehicles possible to our show. But we want people to know this is an inclusive event that appeals to history-buffs, lovers of the automobile, families and design lovers alike," says Rob McLeese, founder and show chair of the Cobble Beach Concours d'Elegance presented by Porsche. "As an avid Porsche fan and a Porsche owner, I couldn't be more thrilled to have Porsche Canada on board again as our presenting sponsor. Their cars are spectacular and are a part of an automotive history we would like to showcase, Concours style," adds McLeese.

"We are proud to be a sponsor for a third year at a momentous time for the brand surrounding its 75th anniversary as well as the 60 Years of 911," said John Cappella, President and CEO, Porsche Cars Canada, Ltd. "We have chosen the 2023 Cobble Beach Concours d'Elegance as the venue to host the Porsche Classic Restoration Competition. Through this challenge, Porsche Centre teams from across the country have the opportunity to display their abilities while working with some of the brand's most iconic classic models."

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5TH ANNUAL CARS & COFFEE, NOW IN THE OWEN SOUND RIVER DISTRICT

Kemble, ON – (Aug 1, 2023) – The Cobble Beach Concours d'Elegance presented by Porsche is pleased to announce the return of Cars & Coffee, relocated to the Owen Sound River District. The event will occur on Saturday September 16, 2023, from 9:00 a.m. to 1:30 p.m. Cars & Coffee is a gathering of 100+ prized classic vehicles adorning 2nd Ave East in the City's core. Vehicles from all over Ontario will gather to celebrate the spirit of driving—making this event the highlight of any motoring enthusiast's year. All vintage, exotic and classic vehicles 25 years and older are invited to participate in this event. Registration is available at www.cobblebeachconcours.com/cars-coffee.

“We wanted to create this event so we could recognize and appreciate the incredible vehicles that may not fit the requirements for the Sunday Concours but should be celebrated none the less,” said Rob McLeese, founder and show chair of the Cobble Beach Concours d'Elegance presented by Porsche. “Cars & Coffee also allows the community to truly become part of this amazing weekend.” Saturday offers a few other activities if one car show isn't enough, including (free) automotive seminars and a fun addition to the weekend festivities, Concours d'Lemons.

Proceeds from Cars & Coffee are in support of the Owen Sound Regional Hospital Foundation. The hospital provides a wide range of services from emergency, ambulatory care, oncology, pediatrics, critical care, and surgery. The funds raised will go directly towards the purchase of the necessary equipment for the hospital.

Those wishing to see more cars can also take to the streets of Grey Bruce County a day earlier as the Concours Participants' Tour will make its way from Cobble Beach to the historic town of Meaford, Ontario through Owen Sound on Friday morning. Leaving Cobble Beach at 10:30 a.m., some Concours vehicles will be on parade through the town's streets by 10:45 a.m.

“The City of Owen Sound and the River District are thrilled to welcome and work in partnership with Cobble Beach Concours d'Elegance to host both Cars and Coffee and Concours d'Lemons. We look forward to a fun-filled day showing off the beauty and unique offerings of the automotive world alongside the beauty and culture of the River District.” said Mayor Ian Boddy.

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WHERE THE CARS ARE THE STARS – ART DECO BEAUTIES, MOTORAMA CONCEPTS AND RALLY LEGENDS AT
THE COBBLE BEACH CONCOURS D'ELEGANCE PRESENTED BY PORSCHE

Kemble, ON – (August 8, 2023) – The Cars are the Stars at the 9th annual Cobble Beach Concours d'Elegance presented by Porsche, as they take to the stage and to the green, at Cobble Beach Golf Resort Community. A long-held tradition stemming from the 17th century when cars would parade through the parks of Paris, France, evolving into what we now know as a competition of elegance (Concours d'Elegance) displaying not only antique but classic automobiles as well, for both competition and celebration.

With 18 classes in total for judging purposes, a panel of 48 judges will take to the 18th fairway to begin scoring each of the 4 or 8 hand selected vehicles in each class, to choose the best in class. Vehicles are chosen by a committee of automotive experts, studying each vehicle closely, paying attention to the finer details, right down to the correct bolts used for that car's time period. First, second and third place is awarded within each class, and each class winner is eligible for one of either the Best of Show, the Most Outstanding Pre or Post War awards.

Two classes this year will hold some of the world's most luxurious, rare and prestigious automobiles, the AACA Pre-War American Full Classics and the AACA Pre-War European Full Classics, featuring some of the era's most jaw-dropping automobiles: a 1929 Duesenberg Model J Roadster and a 1930 Duesenberg Model J Dual Cowl Phaeton. Among the rarest of the American Full Classics, a 1940 Packard Darrin Convertible Victoria and a 1936 Packard Twelve All-Weather Town Car.

From across the Atlantic, you can expect some classic French masterpieces like the extremely-rare-to-see 1927 Bugatti Type 39/35B and a 1938 Peugeot 402 Darl'Mat Special Sports Roadster known as 1 of 30 left to exist. The United Kingdom is also represented with a stunning example of a 1935 Swallow SS One Airline Coupe, an early model before the manufacturer was renamed Jaguar. And for European rally fans, we have two of the rarest, rally homologation sports cars, a 1972 Lancia Stratos and a 1986 Ford RS200S.

This year's Cobble Beach Concours d'Elegance also offers a rare opportunity to see some of the most futuristic and innovative concepts of the 1950s from GM's Motorama, including the 1951 GM LeSabre concept, the 1956 Pontiac Club de Mer and the one-off factory custom, Bill Mitchell's 1956 Buick Century X, featuring 225 unique options.

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WHERE THE CARS ARE THE STARS – A HISTORY OF MOTORING AND INNOVATION – AT
THE COBBLE BEACH CONCOURS D'ELEGANCE PRESENTED BY PORSCHE

Kemble, ON – (August 15, 2023) – The Cars are the Stars at the 9th annual Cobble Beach Concours d'Elegance presented by Porsche, as they take to the stage and to the green, at Cobble Beach Golf Resort Community. A long-held tradition stemming from the 17th century when cars would parade through the parks of Paris, France, evolving into what we now know as a competition of elegance (Concours d'Elegance) displaying not only antiques but classic automobiles as well, for both competition and celebration.

With 18 classes in total for judging purposes, a panel of 48 judges will take to the 18th fairway to begin scoring each of the 4 or 8 hand selected vehicles in each class, to choose the best in that class. Vehicles are chosen by a committee of automotive experts, studying each vehicle closely, paying attention to the finer details, right down to the correct bolts used for that car's time period. First, second and third place is awarded within each class, and each class winner is eligible for one of either the Best of Show, the Most Outstanding Pre or Post War awards.

This year, Cobble Beach Concours d'Elegance will be hosting some very important automotive anniversaries. Porsche is celebrating 75 Years, as well as 60 Years of the Porsche 911. The show field will feature some great examples of early Porsches, such as a 1955 356 Pre-A and a 1959 356A Super Convertible D. The show field also features some stunning examples of the 911 within the Classic Porsche class. A very special and rare 1966 Porsche 906 Carrera 6 will also be featured among the rare Porsches. This specific 906 boasts a very successful racing career, including its most famous win at the 1966 Targa Florio in Italy. Porsche Canada will also be finishing their Porsche Canada dealer Restoration Challenge at this year's Cobble Beach Concours d'Elegance, with the 10 dealer-restored classic Porsches from across Canada being showcased on the 18th fairway on Sunday.

General Motors is also celebrating two large anniversaries, 120 Years of Buick and 70 Years of Corvette. The 120 Years of Buick celebration features an early Canadian car that eventually led to the formation of General Motors of Canada, a 1908 McLaughlin Buick Model F. The Buick anniversary celebration also features some famous models such as the 1951 LeSabre concept, 1954 Skylark, 1956 Buick Century X, a 1970 GSX and the legendary 1987 Buick GNX. Buick is also bringing the Wildcat EV concept, the stunning coupe that previews the future of Buick design. The 70 Years of Corvette anniversary will feature 17 rare Corvettes throughout the show field, featuring a Corvette model representing every generation of Corvette, as well as the new Corvette C8 Z06 and the future of Corvette performance, the Corvette E-Ray.

Lamborghini, An Italian sports car legend is also celebrating its 60th anniversary this year at the 2023 Cobble Beach Concours d'Elegance. This storied exotic automaker will feature some beautiful examples representing their history of motoring and performance, including two very rare 1965 Lamborghini 350GTs, a beautiful Countach LP400 S and some modern Lamborghini exotics to show off the automaker's latest exotic supercar offerings.

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CALLING ALL VOLUNTEERS FOR THE 9TH COBBLE BEACH CONCOURS D'ELEGANCE

Kemble, ON (August 22, 2023) – The Cobble Beach Concours d'Elegance presented by Porsche invites you to join the action and get involved by volunteering at this prestigious automotive event.

Taking place between September 15 to 17, 2023, the Cobble Beach Concours d'Elegance presented by Porsche is looking for energetic and enthusiastic volunteers to help with an assortment of different jobs during the week leading up to the event and over the event weekend. As part of our volunteer team, you will receive several benefits including 1 (one) General Admission ticket for Sunday, September 17th, a Cobble Beach Concours d'Elegance limited edition golf polo t-shirt and 1 (one) meal voucher, valid for Sunday, September 17th. Volunteers will also have the opportunity to see the rare and elegant automobiles and motorcycles while being an important part of this extraordinary community event which supports both the Owen Sound Regional Hospital Foundation and the Sunnybrook Hospital Foundation.

“Volunteering at the Cobble Beach Concours d'Elegance is a great opportunity to get involved in a world-class event happening right in our own backyard,” said Rob McLeese, Founder and Show Chair of the Cobble Beach Concours d'Elegance. Volunteers are required to commit to a minimum 4-hour shift, depending on the position and the given day. There is a range of jobs available, including parking assistant, registration, class host, people's choice awards and food and beverage assignments, just to name a few. A volunteer orientation meeting will be held on Monday, September 4th at the Cobble Beach Golf Resort and attendance is strongly advised. To register to become a volunteer please visit www.cobblebeachconcours.com/volunteers.

Being an automotive enthusiast, however, is not a prerequisite to enjoy this event. If you are looking for hands-on knowledge of golf course operations, spend 4-6 hours with us and see what goes on, on property. Are you a high school student in need of volunteer hours for the '23/'24 school year? Looking for a career in events? Come and spend some time with us to see how a large-scale event operates from the inside out.

Proceeds from the Concours d'Elegance presented by Porsche will benefit two hospitals, the Sunnybrook Foundation and the Owen Sound Hospital. Funds raised will help build the new home of Sunnybrook's Garry Hurvitz Brain Sciences Centre, the only facility in Canada where treatment of the three most common brain disorders — dementia, stroke, and mood and anxiety disorders – takes place, while the Owen Sound Regional Hospital will use the generated funds to support the purchase of a new MRI machine.

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CONCOURS PARTICIPANTS' TOUR GOES TO MEAFORD, ONTARIO FOR THE SCARECROW INVASION

Kemble, ON (August 29, 2023) – The Cobble Beach Concours d'Elegance presented by Porsche takes participants on a tour of beautiful Bruce Grey Simcoe counties as part of its annual automotive weekend festivities in Kemble, Ontario.

Over 100 beautiful and rarely seen works of automotive art will converge at Cobble Beach Golf Resort on Sunday, September 17th, inviting thousands of people from all over Canada and the United States to gather and appreciate the craftsmanship of these automobiles, as well as to hear the riveting stories of the people who have owned them over the course of their histories. Only the most elegant, original, and authentic vehicles are invited to participate in the Sunday Concours d'Elegance, and in doing so, are invited to take their vehicles for a drive around Bruce Grey Simcoe counties before parking them on the 18th fairway, Sunday morning.

On Friday, September 15th, the streets of nearby Owen Sound will become part of the parade route for these Supercars, Muscle Cars, European Sports Cars and Vintage Motorcycles as the Participants' Tour makes its way south from Cobble Beach Golf Resort through the town of Owen Sound, at approximately 10:45 a.m. on their way to the historic town of Meaford, Ontario.

The public is invited to view the tour as it passes by, as some of these cars are rarely seen outside of Concours events. With assistance from Owen Sound Police and the Ontario Provincial Police, there will be delays on this route during the above times. Traffic delays are expected, especially when the parade will be driving through downtown Owen Sound between 10:15 a.m. and 11:00 a.m. The Concours d'Elegance sincerely thanks everyone for their patience and consideration and hopes to see local community and car enthusiasts on the tour route and at the 9th Cobble Beach Concours d'Elegance presented by Porsche.

Those wishing to see more cars can also attend the Cars & Coffee event taking place in the Owen Sound River District on Saturday, September 16th from 9:00 a.m. through 1:30 p.m. Guests will see over 100 vehicles aged 25 years or older on display. Also, in its second year is the Concours d'Lemons event presented by Hagerty, which also takes place in Owen Sound River District from 11:00 a.m. to 4:30 p.m. Topping off Saturday afternoon will be two complimentary automotive seminars, one at 2:00pm presented by Porsche Cars Canada titled "60 Years of Porsche 911", and a second seminar at 3:15pm presented by Global Buick Design titled "Decades of Design & Innovation". Both will be happening at the Roxy Theatre in downtown Owen Sound. Pre-registration is required for the seminars; however attendance is free. Cars & Coffee and Concours d'Lemons are both free to attend, but for those who wish to show their vehicle(s), there is a requested minimum \$20 donation to the Owen Sound Regional Hospital Foundation upon registration for the event(s).

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COBBLE BEACH CONCOURS D'ELEGANCE PRESENTED BY PORSCHE OFFERS EDUCATIONAL SEMINARS TOO

Kemble, ON – (September 5, 2023) – The 9th Cobble Beach Concours d'Elegance presented by Porsche will take to the shores of Georgian Bay this September, unveiling one of the most impressive collections of vintage automobiles on display in Canada. From September 15th to 17th the Cobble Beach Golf Resort Community will be turned into an automotive showcase like no other, including vendors, artists, a cars and coffee showcase, a participants' tour, live auction, raffle prizes and an awards ceremony finale to wrap it all up.

This is more than just an opportunity to view some of the rarest, most pristine vehicles in North America. The Cobble Beach Concours d'Elegance presented by Porsche also offers two (2) complimentary automotive seminars on Saturday, September 16th for both the public and attendees of the event to enjoy. Inside the Roxy Theater in Owen Sound, automotive manufacturer experts will offer a behind the scenes look at two of the Concours marquees featured over the 3-day automotive weekend.

The first seminar will begin at 2:00 p.m. and will be presented by Porsche Cars Canada. Aptly titled "60 Years of History", Porsche celebrates the 60th anniversary of the 911. Seminar participants will get to hear experts go through some of the history that helped shape this iconic rear-engine sports car for the past six decades.

The second seminar, beginning at 3:15 p.m., will be presented by Global Buick Design, titled "Decades of Design & Innovation". The seminar will be exploring 12 decades of design and innovation from one of North America's preeminent vehicle brands. From the dreaming minds of designers, to pioneering the first concept car, Buick has been at the forefront of styling throughout its history.

Those interested in joining these seminars can register for free at <https://www.cobblebeachconcours.com/events#Seminars>

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COBBLE BEACH TRANSFORMS INTO AUTOMOTIVE WEEKEND PARADISE

Kemble, ON (September 12, 2023) – On September 15 to 17, the Cobble Beach Golf Resort Community will transform into an automotive oasis by welcoming some of the world's finest vehicles along with tours, seminars, and receptions.

The 9th annual Cobble Beach Concours d'Elegance presented by Porsche features a wide range of events that take place over the course of three days. Events begin on Friday with a Participants' Tour, which will see many of the classic vehicles take part in a 100 km tour to historic Meaford, Ontario, by way of beautiful Grey County roads, closing out the day with a cocktail reception to welcome Concours Judges and Cobble Beach Members.

Highlights of Saturday's events include the return of Cars & Coffee presented by Brackett Auto Group which promises over 150 classic automobiles in downtown Owen Sound's River District. Vehicles will be on display, Saturday, September 16, from 9:00 a.m. through 1:30 p.m. Next stop will be the Concours d'Lemons presented by Hagerty taking place across the river in the River District of Owen Sound on 1st Ave West, in front of the Tom Thomson Gallery. Opening to the public at 11:00 a.m. and finishing off the day by 4:30 p.m. This is the place to see the rare, the ugly and sometimes rusted-out misfits of the automotive world.

The Cobble Beach Concours d'Elegance presented by Porsche also offers two complimentary automotive seminars on Saturday afternoon at the Roxy Theatre. The first seminar, "60 Years of History" will be presented by Porsche Canada and includes a discussion about "the history that helped shape this iconic rear-engine sports car for the past six decades". The second seminar, "Decades of Design & Innovation" presented by Global Buick Design will "explore 12 decades of design and innovation from one of North America's oldest founding vehicle brands". Closing out the day will be the Collector Dinner Saturday night, including a live auction benefitting the Sunnybrook Foundation.

The main event, the Cobble Beach Concours d'Elegance presented by Porsche, is held on Sunday, September 17, 2023, and has grown to be Canada's most prestigious automotive event. This incredible display of automotive history draws vehicles and their owners from all over Canada and the United States, including nine provinces and 12 states, not to mention garnering public attendance from across this nation as well. This year over 110 vehicles will vie for the coveted Best in Show award, presented later in the afternoon during Sunday's awards ceremony.

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SCHEDULE OF EVENTS

FRIDAY SEPTEMBER 15, 2023

Participants' Tour (10:30am depart Cobble Beach)

The Cobble Beach Concours d'Elegance will host a Participants' Tour of the Grey Bruce area taking Participants on a 100 + km drive over to historical Meaford, Ontario. The tour Participants will depart at 10:30 am from the Cobble Beach Golf Resort & Community cutting through the local countryside and we encourage the region to come out and line the streets to see these magnificent machines driving across country.

Welcome Reception Hosted By Reid's Heritage Homes (5:00pm-7:00pm) **By Invitation Only.**

This cocktail reception is a chance for Judges, Residents of Cobble Beach and Cobble Beach Members to meet and celebrate their shared love for antique and classic automobiles. The reception will be held on the shores of Georgian Bay at the Cobble Beach Creekside Patio.

SATURDAY SEPTEMBER 16, 2023

Cars & Coffee presented by Brackett Auto Group (9:00am-1:30pm)

Cars & Coffee will take place Saturday, September 16, 2023 from 9:00 am to 1:30 pm in the River District of downtown Owen Sound, Ontario. It allows individuals with vintage, exotic, or collectible vehicles 25 years and older to take part in this extraordinary automotive weekend much unlike Sunday's Concours, which is limited to a select group of vehicles with unique historical significance.

Concours d'Lemons presented by Hagerty (11:30am-4:00pm)

The Concours d'Lemons show honours aesthetic and technological underachievement and the wacky folks who love it and we're bringing it to downtown Owen Sound. We invite you to come to the River District on Saturday to view these wacky, weird and wild automobiles! The downtown will be ripe with only the best lemons!

Automotive SEMINARS **Pre-Registration Required**

2:00- 3:00PM - Presented by Porsche Cars Canada - 60 Years of History

This year, Porsche celebrates the 60th anniversary of the 911. Join the seminar, which will go through some of the history that helped shape this iconic rear-engine sports car for the past six decades.

3:15- 4:15PM - Presented by Global Buick Design - Decades of Design & Innovation

Explore 12 decades of design and innovation from one of North America's oldest founding vehicle brands. From the dreaming minds of designers, put to paper and then production, Buick has produced some of America's most beautiful and recognizable designs with its signature design language. Pioneered with the first concept car emerging from Harley J. Earl's Art and Colour Section to the future of Buick EV's with sleek styling, as seen on the Wildcat EV concept, Buick has been at the forefront of styling throughout its history.

Collector Dinner & Reception with Live Auction(6:00pm-9:30pm)

By Invitation Only.

This reception kicks off the Concours on Saturday evening for Participants, Judges and honoured guests. As the largest of the three receptions, it will include a gourmet dinner, dessert and a live auction in support of the Sunnybrook Foundation.

SCHEDULE OF EVENTS

SUNDAY SEPTEMBER 17, 2023

CONCOURS d'ELEGANCE

5:30 am - Vehicle Load In (Media Access Permitted)

8:00 am - Media Access to Clubhouse begins

9:00 am - Show Field Opens to the Public

9:30 am - Concours Judging Begins

1:30 pm - Welcome Announcements

2:15 pm - Awards Presentation

4:45 pm - Vehicle Load Out

AFTER GLOW RECEPTION PRESENTED BY WALLACE AUTOMOTIVE (5:15 PM-7 PM)

By Invitation Only.

The Concours concludes with the After Glow Cocktail Reception presented by Wallace Automotive, a final celebration of the elegant vehicles that were presented at the Cobble Beach Concours d'Elegance.

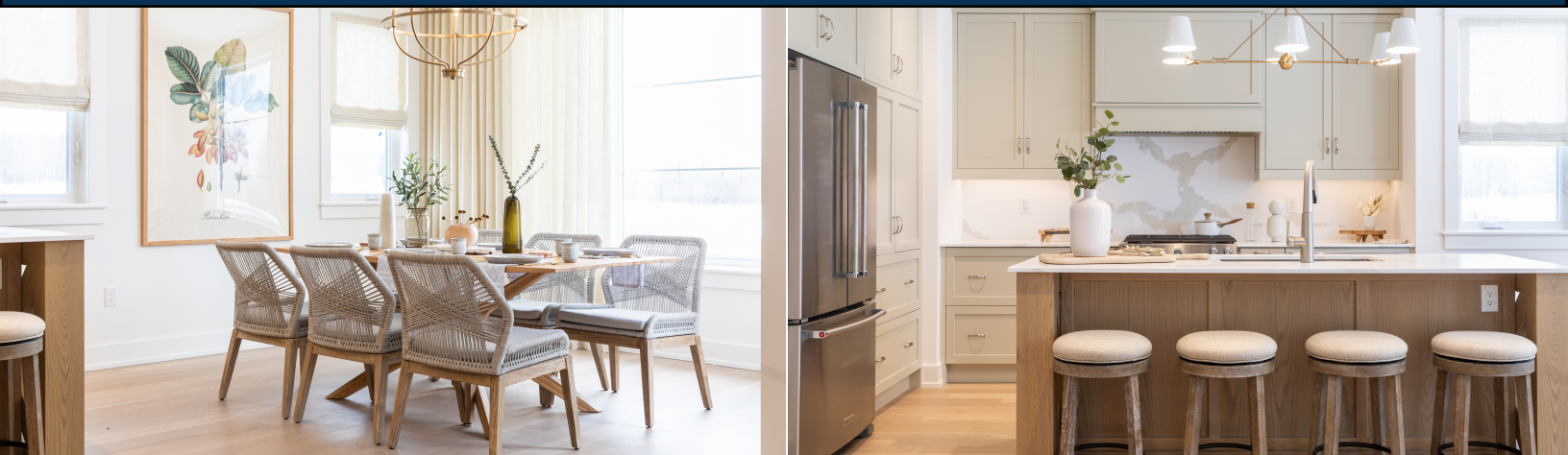


Office: Cobble Beach Concours d'Elegance • 3080 Yonge Street, Suite 4070 • Toronto, ON • M4N 3N1 • 416.366.4820

Site: Cobble Beach Golf Resort • 221 McLeese Drive, • Kemble, ON • N0H 1S0 • 519.370.2173

concours@cobblebeach.com • www.cobblebeachconcours.com

COBBLE BEACH GOLF RESORT COMMUNITY



THE REAL ESTATE

STUNNING VIEWS WITH TRANQUILITY

If you could design the perfect place to live, you would struggle to develop a community surpassing Cobble Beach Golf Resort Community near Owen Sound. Built on 574 pristine acres of land on the shores of Georgian Bay, the homes at Cobble Beach are surrounded by the world class Cobble Beach Golf Links.

A charming Nantucket-style Clubhouse and Inn sits at the heart of the community, offering boutique accommodations, year-round hospitality and 5-star dining. As a homeowner here, you will enjoy full access to the resort amenities, including the steam room, hot tub, pool, U.S. Open Style tennis courts, Georgian Bay dock, beach club, fitness centre, trails and more!

2 BUILDERS – A DIVERSE SELECTION OF HOME STYLES AT AFFORDABLE PRICES

Built on a solid reputation of quality, integrity and service, Reid's Heritage Homes is one of Ontario's leading builders, with a history of homebuilding from 1947. Berner Contracting, is a custom home builder specializing in constructing over 500 custom homes and cottages in Grey Bruce since 1985.

- Attached bungalows starting at \$664,900; 1,213 sq ft
- Detached bungalows starting at \$1,063,000; 1,575 sq ft

Unfinished basements allow for storage and additional living space

STATE OF THE ART, MONEY SAVING SERVICES

- Natural gas pipeline delivers gas directly to the community
- Fiber optic lines throughout Cobble Beach provide flexibility to grow with technology so you can work or play from home
- Highest quality freshwater supply from upgraded local municipal water treatment plant and newly built water tower
- State-of-the-art tertiary recovery wastewater treatment plant (no septic system required)

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COBBLE BEACH GOLF RESORT COMMUNITY

THE RESORT

Cobble Beach is Georgian Bay's Extraordinary Waterfront Golf Resort Community distinguished by a uniquely rich and diverse 574-acre landscape. This prestigious community has been designed as a four-season resort; your selection of amenities embraces the dynamic Georgian Bay environment with year-round entertainment. Just minutes from Owen Sound in the Township of Georgian Bluffs, Cobble Beach is the perfect backdrop for a permanent four-season home, vacation property or weekend getaway.

Every season is a celebration at Cobble Beach. The award-winning 18-hole links style golf course designed by Doug Carrick, is an attraction in spring, summer and fall. With the water so close, swimming, fishing and boating from the Georgian Bay day dock are also popular activities. The designated beach area is a great place for kids to enjoy the playground and has easy access to the water. Guests can take advantage of the U.S. Open-style tennis courts or round up the family for hiking and biking on over 14km of groomed trails. Located on the Bruce Trail, Canada's oldest and longest marked hiking trail, Cobble Beach is surrounded by the Niagara Escarpment. Winter brings opportunities to cross-country ski, snowshoe and ice skate right outside your door with over 18km of groomed winter trails, free for all guests and residents to use. For the luxury of a resort and the relaxation of cottage living, all within two and a half hours of downtown Toronto, look no further than Cobble Beach!



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THE CHARITIES



Proceeds from the Cobble Beach Concours d'Elegance will help build the new home of Sunnybrook's Garry Hurvitz Brain Sciences Centre, the only facility in Canada where world-class researchers and clinicians will work together to revolutionize treatment of the three most common brain disorders — dementia, stroke, and mood and anxiety disorders. Under one roof, Sunnybrook's neurologists, psychiatrists, neurosurgeons and physicists will collaborate to accelerate discoveries that will benefit patients in every corner of the province and across the country and globe.

Sunnybrook's brain sciences experts embed cutting-edge research in clinical care decisions, focusing on all age groups, from youth to the elderly. Our teams are already changing and saving lives with an innovative clot-busting stroke treatment, pioneering the use of focused ultrasound technology to safely open the blood-brain barrier, leading-edge imaging processes for dementia research, and ground-breaking discoveries involving the critical role of sleep and the link between mental illness and heart disease.

The new, 60-000 square-foot Garry Hurvitz Brain Sciences Centre will enable Sunnybrook to build on these strengths. Funded entirely by private donors, the centre will feature a critically-needed psychiatry inpatient unit, including an area dedicated to caring for youth, ambulatory clinics for stroke and cognitive neurology, and purpose-built space for research and education.

With your help, Sunnybrook will continue to push the frontiers of discovery and invent the future of brain care.

Please visit www.sunnybrook.ca/foundation for more information on how you can further support Sunnybrook.

To donate directly to the Sunnybrook Foundation, please click on any donation button on the Cobble Beach Concours d'Elegance website. The Sunnybrook Foundation will issue tax receipts for direct donations of \$20.00 or greater.

Thank you for joining Cobble Beach in support of such a worthwhile cause.



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THE CHARITIES

OWEN SOUND REGIONAL HOSPITAL FOUNDATION

The Owen Sound Regional Hospital is the community hospital serving Owen Sound and is the regional specialist center for patients across Grey and Bruce counties and beyond. Your generous contributions ensure our team of skilled caregivers have the best equipment to diagnose, treat and care for patients through all stages of their healthcare journey.

This year, funds generated through the Concours D'Elegance Cars, Planes and Coffee event and raffle tickets will support a new Ultrasound Unit. Ultrasound is a painless test that takes images of internal organs using sound waves instead of x-rays. Ultrasound is used to capture many types of images, including images of the heart, blood vessels, liver, spleen, gall bladder, kidneys, and bladder. It is also a valuable diagnostic tool for obstetrical patients.

With so many critical tests and uses, it is important for imaging to be accurate. The new Ultrasound Unit will offer higher imaging quality, and will provide continuity of care for patients by standardizing the equipment across Grey Bruce Health Services hospitals.

Thank you for helping us improve the quality of care for patients.

For more information on how you can support the Owen Sound Regional Hospital Foundation, please visit www.oshfoundation.ca. Tax receipts will be issued for donations of \$20.00 or greater.



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FAQs

WHAT IS A CONCOURS d'ELEGANCE?

Derived from the French term meaning a competition of elegance, the Concours d'Elegance has a history dating back to 17th Century French society. It began as an event with horse-drawn carriages being paraded through the parks of Paris, France and has evolved into a display of antique and classic cars for both competition and celebration.

WHO BEGAN THE COBBLE BEACH CONCOURS d'ELEGANCE?

Upon purchasing the land where the Cobble Beach Golf Resort Community now sits, Willis McLeese (1913-2011) and his son, Rob, could envision a wonderful promenade of beautiful antique and classic cars parading down Cobble Beach Drive to the elegant Clubhouse. This inspired the idea of a Concours d'Elegance at Cobble Beach. In 2011, Joseph Sulpizi, CEO and Founder of The Brand Factory, introduced Billy Smilovsky of Engineered Automotive to Rob McLeese, CEO and co-creator of Cobble Beach. With a shared vision of producing a Concours d'Elegance at Cobble Beach, they have fulfilled a dream of Willis McLeese and, consequently, a dream of their own.

WHERE ARE THE VEHICLES FROM?

The vehicles are brought in from all around North America. This year, we have vehicles coming from 9 provinces and 13 states. Each vehicle has a display license plate which identifies where it is from.

WHAT IS THE DIFFERENCE BETWEEN THE CONCOURS d'ELEGANCE AND A CARS & COFFEE EVENT?

The Cobble Beach Concours d'Elegance is limited to a select group of invited vehicles with unique historical significance specifically chosen to tell a thoughtfully-scripted story. The vehicles are judged by class based on their elegance and authenticity. There are a variety of awards including class awards and 14 special awards. Cars & Coffee in downtown Owen Sound's River District features a diverse group of approximately 175 vehicles 25 years or older. Most vehicles are from Ontario and the event includes a People's Choice award.

WHY THE SUNNYBROOK FOUNDATION?

Over the past thirty-five years, the McLeese family has benefited from the services provided by the Sunnybrook Hospital and they choose to give back through the Concours d'Elegance.

WHY THE OWEN SOUND REGIONAL HOSPITAL FOUNDATION?

The Owen Sound Regional Hospital plays a key role in providing essential health care in the region. The foundation was chosen as a way to give back to the local area for their continued support of the event.

JUDGING PROCESS



By John Carlson, Chief Judge, Cobble Beach Concours d'Elegance

Learning how to judge a car is a life long journey. It takes a keen eye and many hours of judging experience to acquire the necessary skills to become a good judge. Diplomacy is also a key ingredient. In judging circles it is often referred to as "field manner." The Cobble Beach Concours d'Elegance values its participants and views them as the most important ingredient on the show field.

The judges at the Cobble Beach Concours will be looking for authenticity and quality workmanship in each area of the vehicle. They will deduct points for the areas that are not authentic. They will also be judging the proper fit and finish of the vehicle components. Each vehicle will be started by the owner or handler and the lights and gauges etc. will be checked for functionality. The judges will use a 100 point deduction system which is divided into categories that include body and paint finish, bright work, engine compartment detail, upholstery, chassis finish, window glass, etc. Each area will be examined for the correct components as well as the proper installation and finish.

The question often asked, "Can a judge know everything about a particular Marque?" The answer is yes if that Marque has been their particular interest and passion. Unfortunately, it is nearly impossible for the judges to know everything about many Marques; however, they certainly know what is appropriate for various time frames. As an example, they know that electric cooling fans were not used in early 'Antique' cars. They know that electrician's tape and plastic zap straps were not used. They know that certain nuts and bolts and other fasteners were used in very specific time frames. Judges know what is incorrect for specific manufacturing eras.

The selection of the winners in each class is determined by how accurate and well presented each vehicle is. When the judging process has been concluded, each judge will have a discretionary additional five points to add to their final score. These points may be added to the vehicles final score based on the judge's interpretation of Elegance or the Presence of the vehicle.

The class winners will be determined by the average of the overall scores and will be awarded first, second and third places. Only class winners will be eligible for the Best of Show Award. As a participant you will become part of history by being one of the first to participate at the Cobble Beach Concours. The overall theme for this show is to have fun and enjoy some of the finest cars and scenery North America has to offer.

CLASSES

Horseless Carriage Pre-1916
Early American Production
American Full - Classic
European Full - Classic
European Sports
Classic Porsche
C1 Corvettes
C2 Corvettes
C3 Corvettes
American Production Post-War
American Muscle Cars American
Rad Rides of the 1980's Exotic
Cars
Custom Hot Rods
Traditional Hot Rods
Vintage Race Cars
Prototype and Concept Vehicles
American Vintage Motorcycles

AWARDS

Cobble Beach Concours d'Elegance

National Association of Automobile Clubs of Canada- Hobbyist of the Year Award

Class Awards

Chairman's Award

Chief Judges Choice Award

National Association of Automobile Clubs of Canada - Rolling Sculpture Award

National Association of Automobile Clubs of Canada - Historical Significance
Award

AACA - Spirit of the Hobby Award

Debut Award ("Best Debut Car" chosen from a group of cars attending a formal
Concours for the first time)

Margaret Dunning Spirit of Driving Award

Bruce Grey Simcoe Award

Most Elegant Porsche

Most Elegant Pre War

Most Elegant Post War

McLaughlin Legacy Award

Tom Thomson Timeless Design Award

Ingenuity Award presented by Templeton Marsh

Poetry in Motion Award

People's Choice

Outstanding Pre War

Outstanding Post War

Best of Show

KEY PERSONNEL



ROB MCLEESE FOUNDER & CHAIR

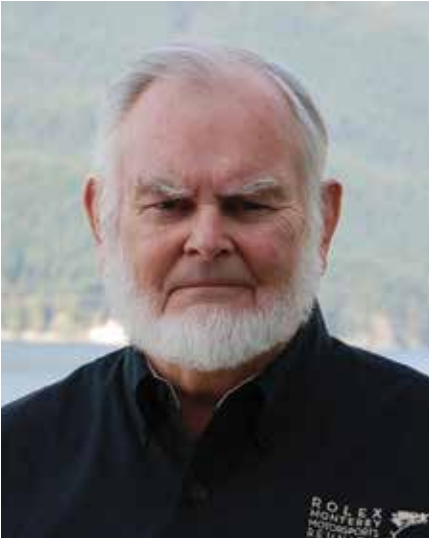
Robert McLeese is the President and Founder of Access Capital Corp., a company dedicated to independent power project financing and development. Along with his late father, Willis McLeese, Rob began developing a portfolio of sustainable energy projects in the 1980s providing primarily small and medium-sized companies with the funding and development support needed to invest in environmental projects. Their leadership has facilitated significant advances in the sustainable energy sector. In 2011, they were awarded the Stephen Probyn Prize for Innovation in Energy.

In 1998 Rob's father Willis McLeese purchased the land just outside Owen Sound and started the development of Cobble Beach, Georgian Bay's Extraordinary Waterfront Golf Resort Community. Both Willis and Rob envisioned the possibility that one day Cobble Beach Golf Resort would host a prestigious Concours d'Elegance event on the cobblestone adorned shores of Cobble Beach. (Willis did business in California and loved the Pebble Beach Resort.) The McLeese vision, to see a wonderful promenade of beautiful antique and classic cars parading down Cobble Beach Drive to the elegant Clubhouse, became a reality in 2013.

Rob's deep commitment to renewable resources and sustainable development is entrenched in all areas of his life, including his passion for Cobble Beach Golf Resort Community. The 574-acre property puts sustainability and the environment at the forefront, with a five-star Inn and Clubhouse that employs geothermal heating and cooling, as well as an 18-hole award-winning golf course which uses one third less pesticides, herbicides and water than a typical golf course.

Rob, the proud owner of a 1971 Porsche 911 E Targa, is a NAACC certified Judge and has judged at the Elegance at Hershey, Concours of America, Crescent Beach Concours, Hilton Head Concours as well as the Arizona Concours. The Cobble Beach Concours d'Elegance is very pleased to be a recently admitted member of the advisory group known as ICJAG Plus (International Chief Judges Advisory Group). ICJAG+ includes the Concours d'Elegance Suisse (Geneva), La Jolla Concours d'Elegance (California) and now the Cobble Beach Concours d'Elegance (Canada).

KEY PERSONNEL



John Carlson, Chief Judge

John Carlson is an automotive historian. He has written numerous articles outlining the various approaches and the philosophy associated with Concours judging. He is a founding member and Charter Board Member to the (ICJAG) International Chief Judges Advisory Group. John is serving his 21th year as President and CEO of the National Association of Automobile Clubs of Canada Corporation. He is a 40-year member and Master Judge for the Classic Car Club of America. John is a past National President and forty-seven-year member of the Vintage Car Club of Canada and multi-decade member of the Model A Ford Club of America, the Early Ford V8 Club, British Columbia Hot Rod Association, NS Owners Club and the Allard Owners Club. He participates at numerous Concours d'Elegance events throughout North America and has judged at the prestigious Pebble Beach Concours in California for more than 25 years.

He is a past Competition Chief Class Judge at the Monticello Concours in New York and a past Chief Class judge at the Hershey Elegance. He has served as an Honorary Judge at both the Hilton Head and Boca Raton Concours. John is a permanent Chief Judge at the Hilton Head Concours, Arizona Concours, Cobble Beach Concours, Crescent Beach Concours, and Vancouver Island Concours. He is the Chief Judge for the Vintage Car Club of Canada and the National Association of Automobile Clubs of Canada. He volunteers as a Steering Committee member to the LeMay America's Car Museum in Tacoma Washington. John has been inducted into three Motorsport Hall of Fames and is a recipient of the prestigious Lee Iacocca award. He is a retired Technology Education teacher and resides with his wife oko of nearly 50 years in the seaside village of Belcarra located in British Columbia, Canada.



Gerald Greenfield, Honourary Chief Judge

Gerald Greenfield is a Life Member of the Classic Car Club of America. He is also a multi decade member of the Lincoln Owners Club, the Horseless Carriage Club, the Model A Ford Club of America, the Early V8 Ford Club, the Vintage Chevrolet Club, the Mercedes Benz Club and the National Woodie Club. He purchased his first Model A Ford in 1965 and is still active in the Model A Ford community. Dr. Greenfield participates at numerous Concours d'Elegance events around the country. He first showed a 1935 Lincoln LeBaron V-12 Convertible Coupe at Pebble Beach in 1987.

He again returned in 1995 with his 1934 Packard which was awarded Best in Class. This Packard also won Best of Show at the 1994 Forest Grove Concours d'Elegance. He is an Honorary Chief Judge since 2003 at the Hilton Head Island Concours d'Elegance. He has served as Chief Judge at The Pacific Northwest Concours d'Elegance which was held at The LeMay-America's Car Museum in Tacoma, WA. and The Kirkland Concours in Kirkland, Washington.

KEY PERSONNEL



STEVE PLUNKETT SPECIAL ADVISOR

Mr. Steve Plunkett, a native of London, Ontario is President of the Plunkett Foundation which was established by him in November of 1997 as a legacy to his parents, Dr. Earl Plunkett and Corinne Plunkett. Dr. Plunkett was an internationally respected physician, fertility authority and teacher. Today, the Foundation grants awards to support medical initiatives in the areas of research and medical equipment. Mr. Plunkett's knowledge of vintage and classic automobiles has afforded him the prestige of being invited to Concours events like the Concours d'Elegance of America at St. John's, the Glenmoor Gathering, Amelia Island, Bay Harbour and now Cobble Beach Concours d'Elegance.



ED LUCAS MASTER OF CEREMONIES

Mr. F. Edward Lucas, graduated from Michigan State University and Stanford University. He spent seventeen years in worldwide automotive customer relations with TRW Inc. Automotive Supply Group, twenty years as Master of Ceremonies, Colour Commentator, and Announcer at national collector car shows, Concours, and important vehicle auctions around the country. Mr. Lucas is an author of 20 articles on collector cars, principally; Auburn, Cord, and Duesenberg. Mr. Lucas is a past Director and Chief Judge in the Classic Car Club of America. He is a recipient of the National Automotive Historian Award, sponsored by General Motors and the Spirit of Goodwill Award from the Kruse Auction Company.

Please note our judges, special advisors and organizers are very busy throughout the weekend and might not be available for interviews during the event.

To set up an interview prior to or after the event, please contact:
Allie Marsh at concours2@cobblebeach.com
or 416.366.4820 x 234

SPONSORS

Cobble Beach Golf Resort Community
Porsche Cars Canada
Federal Government of Canada (Tourism Relief Fund)
Funding Provided by Government of Ontario
Canadian International Auto Show
Wallace Automotive
Reid's Heritage Homes
Hagerty
Bruce Power
Templeton Marsh
Van Dolder's Home Team
Bayshore Broadcasting
Century 21 Millennium Inc.
Globe and Mail
The Miller Group
Corpay
Design Plan Services
Bounce Radio
Walker Industries
Mito Graphics
AutoGlym
The New Classical FM

Partners

Cobble Beach Golf Resort & Community
Government of Ontario
Bruce Grey Simcoe
Grey Roots Museum
The National Association of Automobile Clubs of Canada
River District of Owen Sound
RogersTV