

Dear Frank,

One of the highlights of the upcoming Pebble Beach Concours d'Elegance this August will be a display celebrating the birth of the automobile 125 years ago. There's more information available in this news release, and photos are available at <http://www.pebblebeachconcours.net/pages/3017> . If you need further information, please contact me any time. - Kris Daams, PCGC



NEWS

## PEBBLE BEACH CONCOURS d'ELEGANCE TO CELEBRATE 125th ANNIVERSARY OF THE AUTOMOBILE WITH MERCEDES-BENZ TRIBUTE

*Early 'White Knight' Race Cars, Coachbuilt Classics and Preservation Cars to Be Highlighted*

FOR IMMEDIATE RELEASE

Contact: Kris Daams, PCGCampbell (310) 224-4947 [kdaams@pcgcampbell.com](mailto:kdaams@pcgcampbell.com)

PEBBLE BEACH, Calif. (June 29, 2011) – The birth of the automobile is marked by Carl Benz' patent of the first gas-powered vehicle, a three-wheeler, in January 1886. Gottlieb Daimler followed with a four-wheeler just a few months later, beginning the competition to create cars with more speed and style.

To celebrate the automobile's 125th birthday, the 2011 Pebble Beach Concours d'Elegance will showcase the marques that trace their lineage to Benz and Daimler—particularly Mercedes-Benz. The August 21 tribute on the famed eighteenth fairway of Pebble Beach Golf Links will chronicle early racing greats, coachbuilt classics, and preservation cars.

“From the beginning of the automobile to the modern industry of today, Mercedes-Benz has always been at the apex of automotive technology and style,” said Sandra Button, Concours Chairman. “This year, the Concours will exhibit some of the earliest vehicles the marque has ever produced, including the White Knights that first established Mercedes and Benz as a racing powerhouse.”

The Knights, donning Germany's national white auto racing color, earned the company its lofty reputation on the track long before the “Silver Arrow” racers made their debut in 1934. Several White Knights will be prominently lined up along the edge of Carmel Bay, including a “Blitzen-Benz,” the model that set the world record for fastest speed on land (141 mph) in 1911. Similar to a bicycle, its rear wheels are turned by chains.

The anniversary tribute will also include a Preservation Class devoted solely to the successors of Benz. “This special class will feature a remarkable display of Benz, Daimler, Mercedes and Mercedes-Benz vehicles from around the globe,” said Button. “These unrestored entries exemplify the marque's long history and contribution to the world of automobiles.”

The tribute will also feature an array of the vehicles often cited as the pinnacle of beauty and technology in the classic era: the Mercedes-Benz 380K through 770. “These are the Mercedes that have so often won the top award at the Concours,” said Button. “These cars set the standard for supercharged powerhouses, and they bore sophisticated coachwork that demonstrated beauty while underscoring that power.”

First conducted in 1950, Pebble Beach Concours d'Elegance® ([www.pebblebeachconcours.net](http://www.pebblebeachconcours.net)) has grown to be the world's premier celebration of the automobile. Only the most beautiful and rare cars are invited to appear on the famed 18th fairway of Pebble Beach Golf Links®, and connoisseurs of art and style flock to see these masterpieces. Charitable donations raised by Pebble Beach Concours d'Elegance® now total over \$14 million. Related events include Pebble Beach Tour d'Elegance™ presented by Rolex, Pebble Beach RetroAuto™, and Pebble Beach® Auctions presented by Gooding & Company. Pebble Beach®, Pebble Beach Golf Links®, Pebble Beach Concours d'Elegance®, Pebble Beach Tour d'Elegance™, and Pebble Beach RetroAuto™ are trademarks, service marks and trade dress of Pebble Beach Company. All rights reserved.

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts®, including The Lodge at Pebble Beach™, The Inn at Spanish Bay™ and Casa Palmero®. The company also operates four renowned golf courses: Pebble Beach Golf Links®, Spyglass Hill® Golf Course, The Links at Spanish Bay™ and Del Monte™ Golf Course. Its other famed properties include the scenic 17-Mile Drive® and The Spa at Pebble Beach™, and it annually hosts premier events such as the Pebble Beach Concours d'Elegance®, the AT&T Pebble Beach National Pro-Am, the Callaway Golf Pebble Beach Invitational, the Pebble Beach Food & Wine event and the Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open Championship, Pebble Beach Golf Links® has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship, and numerous other tournaments. For reservations or more information please call (800) 654-9300 or visit [www.pebblebeach.com](http://www.pebblebeach.com) .

###

If you would rather not receive future communications from PCGCampbell, let us know by clicking [here](#).  
PCGCampbell, 2340 Plaza Del Amo Suite 130, Torrance, CA 90501 United States