

Keith Martin's
Sports Car MarketTM
Collecting, Investing, Values, and Trends

Insider's Guide to the 2017
ATLANTA
Concours d'Elegance



September 30–October 1
Chateau Elan Winery and Resort,
Braselton, GA

- **Venue Map**
- **Daily Schedule**
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The Second Year Will Be Even Better!

It gives me great pleasure to return to the Atlanta Concours d'Elegance. I was honored to be the Head Judge last year and thought the weekend was a great success. This year promises to be even better.

There are several new features that you will enjoy.

First, at 9:30 a.m. Saturday there will be a panel discussion about the trends that are affecting the collector-car hobby. These will include the changing demographics of collectors, which models are hot collectibles today, and what the future holds in store.

I will be emcee of the panel, and joining me will be Corky Coker of Coker Tire, Jim Grundy of Grundy Insurance, and Lilly Pray from the Malcolm Pray Achievement Center. The discussion will take place in the Celebrity Sessions Building (#18 on the show field map, p. 5).

Also new this year is "The Magnificent Seven Competition." Judges will choose seven outstanding automobiles from Saturday's "Drivers at the Chateau." Those cars will be displayed in their own special class on Sunday. It's a unique opportunity for enthusiasts who own special cars but who may not be purely prepped for concours to showcase their cars.

Another new class will be "Fabulous Fins of the Fifties." In the 1950s and 1960s, designers added fins to nearly every car. Some think this influence came from the jet fighter planes that were developed after World War II.

Finally, the Atlanta Concours is featuring a class for Lozier automobiles. Built during the turn of the cen-



Be sure not to miss the display of rare Loziers, America's first supercar

tury, Loziers were America's first supercar. They were luxurious, fast, well-built and successful on the race-track as well as on the highway. This will be a unique opportunity to view these works of art.

From start to finish, the concours will be chock-full of activities that will delight you. There will be Ride & Drive opportunities to experience new cars, demonstrations by the Restoration Center, a tour, cars for sale in the consignment center, and an evening honoring noted television announcer Bob Varsha on Saturday night at the Atlanta Concours Decades Club in the ballroom of the Chateau Elan Inn.

I'm delighted to return and look forward to sharing another great concours weekend with you.

— Keith Martin,
Publisher, Sports Car Market magazine

A Sample of Last Year's Big Winners



Best of Show Overall
DeNean Stafford III's 1909
Rolls-Royce Silver Ghost



2016 Best of Show Post-War
Elton Stephens' 1961 Maserati
Frua Prototype



Preservation Award
Original owner Bruce Hall
and his 1972 BMW 2002 fi

2017 Featured Classes

EXCITING NEW CLASSES FOR 2017

Follow spectacular classes including Brass Era Cars, Great American Classics, European Sports Cars, American Sports Cars, Corvettes, Panoz cars, and two classes of vintage motorcycles, as well as three featured classes, including:

FABULOUS FINS OF THE FIFTIES:

With airplanes entering the Jet Age by the 1950s, Detroit began to design their automobiles with an aerodynamic look. The public was obsessed with the need to go fast and America's passion for the Jet Age. So in the 1950s and 1960s, American automobiles would come to resemble the jet airplane with its tail fins.

It was doubtful that any fin would help an automobile go any faster than its engine could propel it. However, before the 1950s and 1960s were over, the builders in Detroit would be adding fins to every car they could. The 1948 Cadillac was the first. The 1959 Cadillac's fin was a sleek design that was an aerodynamic work of art.

Perhaps the most famous of all the Detroit tailfins is the one Chevrolet offered customers in 1957.



LOZIER AUTOMOBILES:

A unique American Brass Era icon, the Lozier was America's first supercar. Loziers were top-of-the-line luxury automobiles, fast and beautiful, extremely well

constructed and basically the undefeated champions of speedway racing, road racing and 24-hour contests.

Aside from being supremely well engineered and superbly built, the Lozier automobiles were also incredibly fast and reliable. When prestige automobiles were priced around \$2,000 to \$3,000, the 1910 Lozier models were priced upwards of \$7,000 (this is when the average American made \$750 per year). The Lozier was truly the "American Rolls-Royce" of its time.



THE MAGNIFICENT SEVEN:

Unique to the Atlanta Concours weekend, the "Magnificent Seven Competition" will make its debut during our Saturday "Drivers at the Chateau." Judges will choose seven exceptional cars from the show field to participate in Sunday's concours d'elegance within their own special class.

The "Magnificent Seven" is the first program of its kind offering a concours role to non-concours-ready vehicles. "It's a unique opportunity to grow involvement for car aficionados who may not be car collectors in the usual concours sense but still are enthusiasts who take deep pride in the vehicles they own and restore themselves," said concours head judge Keith Martin, publisher of Sports Car Market magazine. "We'll be looking for seven exceptional vehicles that stand out based on unique attributes, and offer their owners the chance to publicly showcase their car within an authentic and highly regarded setting on the Sunday concours show field."

Additionally, all attendees of Saturday's event will have the chance to win a Weekend general admission ticket to the 2018 Atlanta concours by matching their own seven choices prior to those named by the officials.

THE MAGNIFICENT
SEVEN



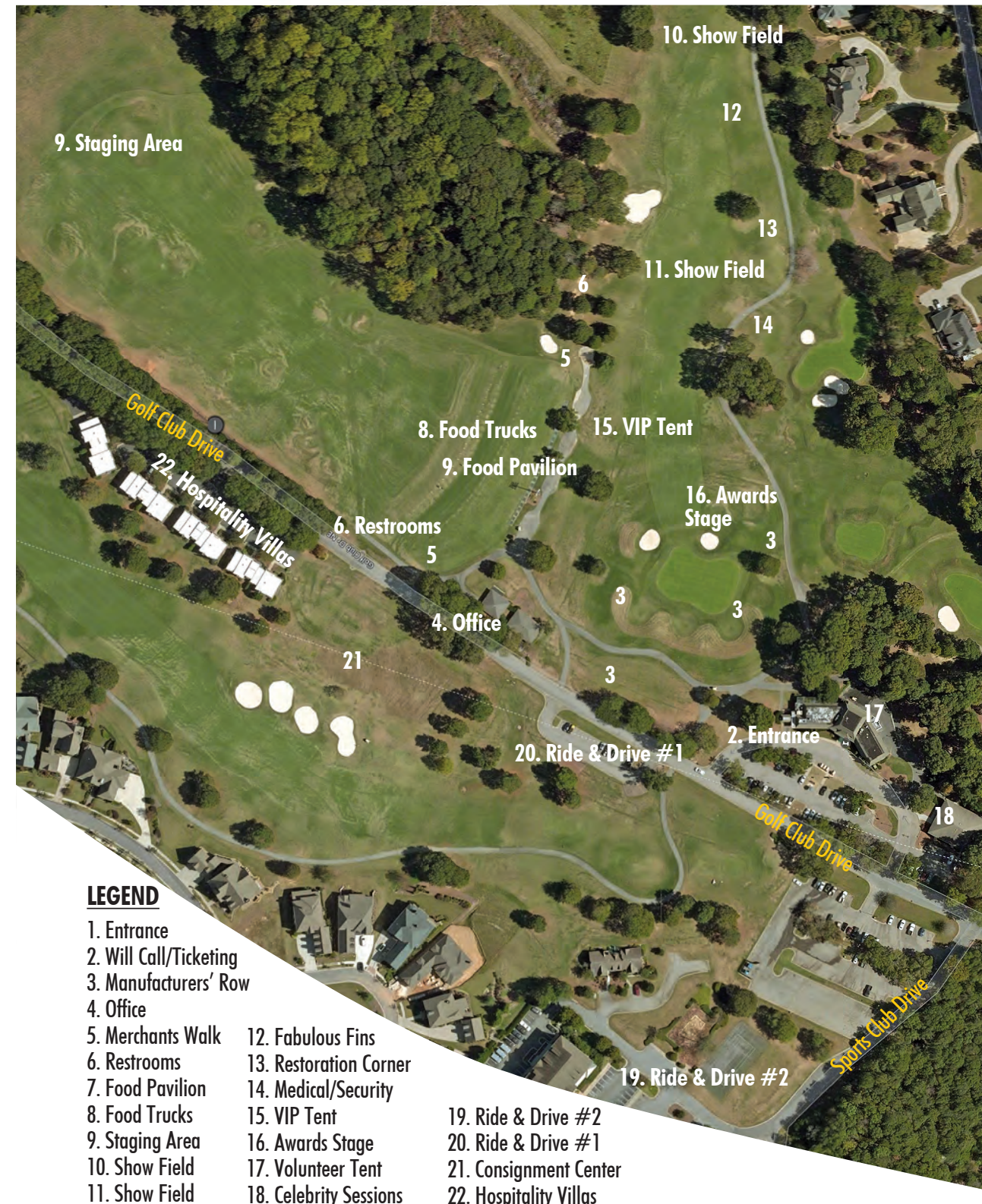
Concours Daily Schedule

Saturday, September 30

- 9 a.m.-2 p.m. **"Drivers at the Chateau"** brought to you by Hagerty
 Featured Cars: High-interest and unique driver cars and motorcycles
- 9 a.m.-2 p.m. **"The Magnificent Seven" Competition** Seven cars will be invited to enter into a special class of fine driver cars in the Sunday Concours d'Elegance competition
- 9 a.m.-3 p.m. **Merchant Walkway**
- 8 a.m.-3 p.m. **Food Pavilion:** Best of the Best Food Trucks
- 9 a.m.-3 p.m. **Automotive Manufacturers Row**
- 9 a.m.-3 p.m. **Manufacturers Ride and Drive Experience**
- 9:30 a.m.-Noon **Celebrity Presentations**
- 9 a.m.-3 p.m. **Restoration Center** brought to you by Atlanta Classic Cars
- 9 a.m.-3 p.m. **Consignment Corner**
- 1 a.m.-3 p.m. **Awards Ceremony and Photo Opportunities**
- 10 a.m.-2 p.m. **Concours Entrants Driving Tour** brought to you by Magellan
- 8 a.m.-11 p.m. **Decades Club "Shifting Through Time — A Celebration of the Journey of the Automobile."** Auction benefiting the Atlanta Community Tool Bank

Sunday, October 1

- 9 a.m.-4 p.m. **The Atlanta Concours d'Elegance**
 Featured cars: Rare, museum-quality automobiles and motorcycles in a judged competition
- 9 a.m.-12 p.m. **Official Judging**
- 9 a.m.-4 p.m. **Merchant Walkway**
- 9 a.m.-4 p.m. **Food Pavilion:** Best of the Best Food Trucks
- 9 a.m.-4 p.m. **Automotive Manufacturer Row**
- 9 a.m.-4 p.m. **Manufacturers Ride and Drive Experience**
- 9:30-11:30 a.m. **Celebrity Presentations**
- 9 a.m.-4 p.m. **Restoration Center** brought to you by Atlanta Classic Cars
- 9 a.m.-4 p.m. **Consignment Corner**
- 3 p.m.-4 p.m. **Class Awards and Grand Awards** brought to you by Sports Car Market magazine



LEGEND

- | | | |
|------------------------|------------------------|------------------------|
| 1. Entrance | 12. Fabulous Fins | 19. Ride & Drive #2 |
| 2. Will Call/Ticketing | 13. Restoration Corner | 20. Ride & Drive #1 |
| 3. Manufacturers' Row | 14. Medical/Security | 21. Consignment Center |
| 4. Office | 15. VIP Tent | 22. Hospitality Villas |
| 5. Merchants Walk | 16. Awards Stage | |
| 6. Restrooms | 17. Volunteer Tent | |
| 7. Food Pavilion | 18. Celebrity Sessions | |
| 8. Food Trucks | | |
| 9. Staging Area | | |
| 10. Show Field | | |
| 11. Show Field | | |

2017
The Atlanta
CONCOURS D'ELEGANCE
Shifting Through Time...The Journey Of The Automobile...

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