



Photo : Cyril Perregaux



Concours d'Élégance Suisse

CHATEAU DE COPPET

COPPET, VD – 23, 24 & 25TH OF JUNE 2017 2ND CONCOURS D'ÉLÉGANCE SUISSE, A TRIBUTE TO MOTOR CAR HERITAGE

Coppet, 18 April 2017 – Following the success of the first edition, which was quite a hit, Mathias Doutreleau, co-founder of the *Concours d'Élégance Suisse*, is staging a second lap, this year paying homage to the incredible Juke Box era with cars dating from 1945 to 1960. Organised in compliance with the official rules governing the leading classic car shows, this second *Concours d'Élégance* will once again take up residence in the gardens of the Château de Coppet from 23 to 25 June 2017. All aboard!

The 2016 edition set the tone! The *Concours d'Élégance Suisse*, which attracted more than 2,300 visitors last June, will be putting a splendid range of vehicles on display this year over a three-day period, from 23 to 25 June 2017. And to make the event even more spectacular, you can give full rein to your creativity by opting for period dress, hairstyle and accessories.

“Always from a perspective of paying tribute to the historical and cultural heritage of the motor industry, and to bring back to life the tradition of the Geneva *Concours d'Élégance*, we give the public the opportunity to marvel at beautiful examples of automobile engineering that are rarely put on show”, explains Mathias Doutreleau, director of the event. Having devised one of the most coveted shows in the United States, “The Quail, A Motorsports Gathering”, in 2003, the collector has managed to enlist the participation on his panel of judges of such illustrious names as Adolfo Orsi as president (member of the jury of the Ville d'Este *Concours d'Élégance*) and Ed Gilbertson, honorary president (honorary judge of the Pebble Beach *Concours d'Élégance*).

ELEGANT COACHWORK!

Almost seventy rare classic cars will be on display during the festivities in the grounds of the Château de Coppet. Collectors, enthusiasts and car lovers will have the chance to wonder at the splendid curves of the Hispano-Suiza models, the Italian class of the Ferraris or stately gems from the Juke Box era, vehicles that are being showcased in this second edition of the Show. As well as admiring these veritable masterpieces from the last century, the public will also be able to browse around the various pavilions set up by the partners in attendance, which will be arranged in the area around the lawn, and exchange thoughts and views over the gleaming cylinders of these classy machines. Indeed, mechanical engineering as an art will be brought to the fore, demonstrating that the end result in the form of such enchanting cars has called for the time, meticulousness and know-how of a great many artisans. Just like the panel of judges, visitors will thus have the opportunity to scrutinise down to the very last detail each vehicle's authenticity, rarity, original condition or specific restorations made to it.

TRIBUTE TO CULTURAL HERITAGE

For three days competitors, owners and enthusiastic lovers of period vehicles will be able to get together and share their passion for classic cars. The festivities will kick off on Friday 23 June with the traditional *Tour d'Élégance* ("a Drive in Style"), which will take competitors along the shore of Lake Geneva. At 8.00 p.m. the inaugural party will have some surprises in store, with a "chic workshop" atmosphere where artisans and mechanics will welcome guests in their den devoted to period hackney carriages. In a jazzy, Dance Hall atmosphere, the participants in the show and a number of hand-picked guests will be greeted in an unusual venue in the centre of Geneva. On Saturday 24 June the exhibited vehicles will be examined in great detail by the panel of judges made up of members of the International Chief Judge Advisory Group and leading figures from the motor industry and related sectors. This exclusive preview, reserved for participants and special guests, will be rounded off with the Collectors' Dinner served at the Four Seasons Hôtel des Bergues in Geneva.

THE BELLE ÉPOQUE OF JUKE BOXES

The motorised divas accepted as competing in the show will be divided up into eighteen special categories. Last year's show was a celebration of the Pop Art years (1960-1970), a modern era that won over the panel of judges which awarded the Best of Show Trophy to a car from the 1970s, an exceptional Lamborghini Miura SV. This year star billing goes to cars from the Juke Box years of 1945 to 1960, which will be the showpieces for this edition. The contrast in styles between Europe and the New World promises a range of styles and colours. In observance of the traditional charter governing concours d'élégance for pre-1975 cars, these vehicles, all of them equally remarkable, will be judged just like all other cars, bringing to the fore their authenticity and the original condition of the vehicle.

By way of a reminder, the panel of judges will judge each car according to the following criteria: its authenticity, its rarity, its historical interest, the quality of its restoration or of its state of preservation, its elegance.



PRIZE GIVING

The climax of the event is the prize giving and presentation of the prestigious Best of Show Trophy, which will bring together participants, guests and visitors on Sunday 25 June from 1.00 p.m. in front of the Chateau de Coppet in the area around the lawns where the competing motor cars will be on display. The panel of judges, made up of historians, designers, drivers and journalists from the motor world, will be chaired by Adolfo Orsi and Ed Gilbertson as honorary president, and will present the eighteen awards to the cars that have won in their respective category.

Throughout the Show, the special guests will have access to the culinary pavilion and will be able to sample various carefully prepared and selected dishes and wines from the region. As regards the public, visitors will have the chance to enjoy local dishes and products offered by the different producers present on the Show grounds.



INFORMATION & REGISTRATIONS

CONCOURS D'ÉLÉGANCE SUISSE
C/O PROJECT AUTOMOBILE SÀRL

Route des Marettes 14 - CH-1271 Givrins
Tel. / Fax +41 22 320 46 78 - info@projecta.ae

TICKETS

25.- CHF (adults) – free of charge for children under 12,
available at
www.ConcoursdEleganceSuisse.com

COMMUNICATION & SOCIAL NETWORKS

Isabelle Guignet
Tel. +41 79 473 87 04 - isabelle@projecta.ae

PRESS RELATIONS AND PRESS ACCREDITATIONS

PR&co - Pamela Redaelli
Tel. +41 22 400 05 14 - press@pr-and-co.ch



Concours d'Élégance Suisse

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A FEW WORDS ABOUT PROJECT AUTOMOBILE SÀRL

Project Automobile Sàrl, the company that organised the First Swiss Concours d'Élégance, was created in 1998 at the initiative of Mathias Doutreleau. The holder of a Master's degree in Marketing and Communication from the University of Boston, this car enthusiast organised his first classic car rally in 1998. Commissioned by a luxury hotel group in California in 2003, he is the creator of one of the seminal events of the Monterey Automobile Week in August, which has become an international reference: "The Quail, A Motorsports Gathering", and is co-founder of the Swiss Concours d'Élégance.



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PROGRAM

Friday 23rd of June

MORNING

Traditional *Tour d'Élegance* ("a Drive in Style") from the Château de Coppet to Lausanne, taking the competitors along the idyllic roads of La Côte.

LUNCH

The competitors will be served a lunch in the country in a bucolic mountain-pasture farm offering magnificent and unrestricted views over the lake and Mont-Blanc. They will then return to Coppet where the vehicles will take their places for display purposes after a journey totalling 70 km in all.

EVENING

An inaugural party will be held in Geneva from 8.00 p.m. for competitors and a few special guests. The "chic workshop" atmosphere will be much in evidence, with a display of classic cars that will undoubtedly win over the guests.

Saturday 24th of June

MORNING

The panel of judges will inspect the cars registered as taking part in the competition and will be joined from 11.00 am onwards by journalists and our partners' special guests for the show preview. At 11.30 a.m. an official press conference will be held, introduced by the joint founder of the show, Mathias Doutreleau.

LUNCH

A cold-spread style lunch, exclusively for competitors, will be served in the culinary pavilion located on the lawns of the stately Château de Coppet, facing the stunning four-wheelers.

PREVIEW OF THE CONCOURS D'ÉLÉGANCE

From 2.30 p.m. onwards, whilst the panels of judges are meeting to deliberate, the guests and competitors will have the chance not only to continue inspecting and admiring the high-powered cars on display, but also to enjoy an English tea meticulously prepared by the Hôtel d'Angleterre, one of the event's partners.

COLLECTORS' DINNER

After a cocktail party on the terrace, a dinner will be laid on at the Four Seasons Hôtel des Bergues in Geneva, exclusively reserved for participants in the Show. During the meal, the guests will be regaled with a performance by talented young musicians from the International Menuhin Music Academy.

Sunday 25th of June

MORNING

The *Concours d'Élégance* will be accessible to the public from 10.00 a.m. in the magnificent setting of the Château de Coppet. The general public will therefore be able to admire cars that rarely go on public display and also browse around the different pavilions set up by the partners on hand during the event. A number of producers of gastronomic products and wines will also be in attendance in the area around the lawn, offering their regional produce to visitors. The participants and special guests will also have access to the culinary pavilion where they can sample various dishes prepared by a team of talented chefs.

AFTERNOON

The climax of the *Concours d'Élégance* is the presentation of the awards and adjudication of the prestigious Best of Show Trophy. At 1.00 p.m. the show's panel of judges, presided by Adolfo Orsi and Ed Gilbertson as honorary president, will present the awards in the 18 categories to the respective competitors, after having inspected each car from all angles, in observance of the traditional charter governing *Concours d'Élégance*.