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**CONCOURS d'ELEGANCE LAS VEGAS PLANS TO CELEBRATE THE  
AUTOMOBILE WITH TRUE POMP AND CIRCUMSTANCE**

Las Vegas, NV (July 6, 2007) – Car enthusiasts from all over the world will descend on Las Vegas Thursday, October 25, 2007 for four days of pomp and circumstance called Concours d'Elegance Las Vegas. Like other Concours events that have been held all over the world since the early 1900s, the event will feature hundreds of the most prized collector cars in the world, in addition to a spectacular week-long series of events to support local charities, including high fashion, automotive artwork, a celebrity tennis exhibition and charity gala and auction, all leading up to the Concours d'Elegance Las Vegas Car Competition and Exhibition on Sunday, October 28, 2007.

The Concours d'Elegance Las Vegas Car Competition and Exhibition will feature some of the world's most elegant collector cars on the 18<sup>th</sup> fairway of the PGA golf resort TPC at the Canyons. On display for the public will be incredible car collections including pristine examples of pre-war, European, exotic, muscle and custom automobiles. The Concours is not a contest of speed, but of excellence. Automobiles are judged for their style and excellence of design. In addition to the cars in competition, the Concours will offer late model and specialty vehicles for the public to view.

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During the event, spectators and entrants will enjoy gourmet food, fine wines and live music. Tickets to Sunday's event are \$75 in advance and \$100 at the door.

“We hope that this year's Concours d'Elegance Las Vegas will be one of the largest and most prestigious Concours events in the world,” said Elaine Sherer, Concours d'Elegance Las Vegas founder and chairwoman. “The event will not only bring together an audience to rejoice in the art and design of the automobile, but will entice Las Vegas residents and tourists who are not normally car enthusiasts to support the many charitable events that will be held during the week.”

Other special events preceding the car competition and exhibition will include a celebrity golf tournament, a car rally with more than 100 Ferraris and other exotic vehicles descending from California and neighboring states and the Concours Charity Gala, titled “Spirit of the Concours Denim and Diamonds Gala,” which will benefit Keep Memory Alive/the Lou Ruvo Brain Institute.

Concours d'Elegance events began over 100 years ago in the parks of Paris, the Riviera and other elegant resort towns of Europe. The rich and famous of European society gathered to socialize and celebrate the latest automobiles and women's fashions as unique art forms that graced their stylish lives as much as the homes in which they lived and the banquets and dinner parties they attended. They called these events Concours d'Elegance, a phrase that, when translated, quite literally meant ‘competition of excellence’.

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The Concours made its American debut in 1950 in Pebble Beach, CA. Today there are several dozen shows that have adopted the Concours name. This is the World premier of the Concours d'Elegance in Las Vegas.

For more information on Concours d'Elegance Las Vegas please call (702) 860-4565 or visit [www.lasvegasconcours.com](http://www.lasvegasconcours.com).

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