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From jgreen@pcgcampbell.com
To webmanager@allcarcentral.com
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Sent on 07/29/2010 09:16 AM
Size 30 KB
Priority Normal

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Dear Frank,

The 2010 Pebble Beach Concours d'Elegance on Aug. 15 is paying tribute to Alfa Romeo, celebrating the centennial of the Italian auto manufacturer by showcasing vehicles ranging from the 1910 A.L.F.A. 24 HP to the just-unveiled Alfa Romeo Pandion created by Bertone ... and displaying rarely seen cars from the Museo Storico Alfa Romeo (the Alfa Romeo Museum) in Arese, Italy. Please let me know if you have questions and you may find high-resolution images here: <http://pebblebeachconcours.net/pages/3017/index.htm>.

Best regards,
Jeff Green/PCGCampbell

NEWS



Pebble Beach Concours d'Elegance to Celebrate Alfa Romeo's Centennial with an Exquisite Gathering of Rarely Seen Cars

*The Showcase of Italian Automotive Beauty and Brawn
Will Include Seven Cars from the Alfa Romeo Museum*

FOR IMMEDIATE RELEASE

Contact: PCGCampbell - Jeff Green (310) 224-4961 (jgreen@pcgcampbell.com)

PEBBLE BEACH, Calif. (July 29, 2010) - The 2010 Pebble Beach Concours d'Elegance will pay tribute to all that is Alfa Romeo, celebrating the centennial of the Italian auto manufacturer founded as Anonima Lombarda Fabbrica Automobili. The Sunday, August 15 gathering along Carmel Bay will showcase vehicles ranging from a 1910 A.L.F.A. 24 HP to the just-unveiled Alfa Romeo Pandion show car created by Bertone to mark the centennial, and will include a display of rarely seen cars from the Museo Storico Alfa Romeo (the Alfa Romeo Museum) in Arese, Italy.

"Alfa Romeos have gained prominence in recent years and are treasured by enthusiasts and loved as true driving machines," said Sandra Button, chairman of the Pebble Beach Concours d'Elegance. "We're pleased to have assembled such a significant group of Alfas for this year's Concours, amazing vehicles crafted by gifted engineers and designers that have helped shape 20th century automotive technology and racing history."

The Museo Storico Alfa Romeo is shipping seven vehicles for display at the Concours, including:

1938 8C 2900 B Lungo: One of the most prestigious sports car manufactured by Alfa Romeo before World War II, the Alfa Romeo 8C 2900 B Lungo has been referred to as "a racing car in road-use configuration." The 8C 2900 combined superior engineering and performance (it was the fastest race car of its time, reaching a top speed of 113 mph) with gorgeous styling. An 8C 2900 B Lungo was the 11th and final Alfa Romeo to win the Mille Miglia (in 1947).

1938 Gran Premio Tipo 158 "Alfetta": Developed by Scuderia Ferrari, the 1.5 liter, eight cylinder Alfetta ("Little Alfa") is a single-seater that became one of the most successful race cars ever produced, including post-World War II victories in the then-newly-created Formula 1 series.

Some of the privately-owned Alfa's that will line the Concours show field include:

1942 Alfa Romeo 6C 2500 Bertone Coupe: This is one of only 40 Alfa Romeos built on the lightweight Super Sport chassis during World War II. Mario Revelli di Beaumont designed this unique coupe and the body was built by Bertone. The car just completed a major restoration in Italy and will make its world concours debut at Pebble Beach.

1948 Alfa Romeo 6C 2500 SS Competizione 2 Seat Coupe: This is the second (and only surviving example) of three race cars designed and built by the Alfa racing department in 1948. It ran four consecutive Mille Miglia (1948-1951) and competed in 17 races throughout its career, collecting three wins and coming in second five times.

1936 Alfa Romeo 8C2900A Carrozzeria Alfa Spider: Shown at the Milan Motor Show in 1936, this car was owned by an RAF pilot (and race car driver) during World War II and sold in 1947 to a collector in Los Angeles who separated the chassis, body and engine. Alfa Romeo expert and author Simon Moore reunited the chassis and body in the 1980s and the car reappeared at the Mille Miglia in 1987. Now restored to its original colors, this is the only 1935/1936 Carrozzeria Alfa Spider to survive with its original coachwork.

In addition to honoring the centennial of Alfa Romeo, the 60th Pebble Beach Concours d'Elegance will celebrate the 75th anniversary of Jaguar, feature Pierce-Arrow, and showcase Italian designer Ghia. Special classes will focus on the 50th anniversary of the Ferrari 250 GT SWB Berlinetta, the centennial of the Indianapolis 500, Hot Rod Lakesters and Bonneville racers and Prewar American Motorcycles.

First conducted in 1950, Pebble Beach Concours d'Elegance® (www.pebblebeachconcours.net) has grown to be the world's premier celebration of the automobile. 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 \$13 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.

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