



## MOTORCLASSICA

The Australian International Concours d'Elegance  
& Classic Motor Show

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### Classic cars line up for Motorclassica

Australia's finest ever public display of classic cars is to be staged in Melbourne next October at Motorclassica, the Australian International Concours d'Elegance & Classic Motor Show.

Motorclassica was launched in Melbourne today with a taste of the precious and beautiful cars expected to participate in the event.

The inaugural Motorclassica will be staged at Melbourne's Royal Exhibition Building in Carlton Gardens, from 22 to 24 October 2010.

Inspired by prominent classic car events in Europe and the USA, Motorclassica will bring together more than 100 rare classic cars from across Australia and around the world.

They will be complemented by a Classic Motor Show of automobilia, art, collectables and aftermarket product, plus classic and vintage car auctions.

A free "Picnic with the Classics" outdoor display in the Piazza Italia at Argyle Square, Carlton, will feature classic car club exhibits of some of the most admired popular cars.



A Mercedes Benz 540K and Alfa Romeo 6C 1750 GT are among the beautiful classic cars displayed at the Motorclassica launch.

For owners who like to exercise their cars on the open road, the displays will be preceded by the five-day Tour Australis taking in the scenic and culinary delights of Victoria.

A spectacular feature of Motorclassica will be Tour Classica on the opening morning, when Concours entrants will take a scenic cruise through Melbourne en route to Carlton Gardens.

Motorclassica director Paul Mathers said the selection of cars at the launch exemplified the precious – and in some cases priceless – cars expected to converge on Melbourne for Motorclassica.

“Cars such as a the imposing Mercedes Benz 540K, an alloy-bodied Le Mans racing Jaguar E-Type and a 1915 Rolls-Royce Silver Ghost are just a taste of Motorclassica,” he said.

“The fact that these cars are all from private local collections illustrates why Melbourne is such a natural home for a world class Concours d’Elegance.

“Australia is home to some of the most magnificent and rare vehicles ever built, and collectors from around the globe will compete with these local cars at Motorclassica.”

Mr Mathers is working with a board comprising the leaders of Australia’s classic car community to entice the owners of rare and special cars from overseas to enter the Concours.

“To be judged ‘Best in Show’ at Motorclassica will be an honour for any collector, and to enjoy classic spring motoring in Victoria will make it a very special trip,” he said.

“For the public and car enthusiasts in general, Motorclassica will be a rare opportunity to see a feast of beautiful cars which have never before been seen in one place at the same time.”

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## Motorclassica Concours d'Elegance Advisory Board

**Ian Hankey** (Chairman); **Iain Ross**, President, Association of Motoring Clubs; **David Dowsey**, motoring journalist and writer; **George Forbes**, President, Rolls Royce Owners Club of Australia; **Rob Splatt**, CEO, Splatt Engineering; **Brian Tanti**, Director, Fox Classic Car Collection; **Chester McKaige**, motoring writer and historian; **George Hetrel**, Como Gardens Auto Collection; **Don Kinsey AM**, motorsport commentator and motoring historian; **Peter Hibbert**, President, Early Ford Club; **Peter Strauss**, MD, Australian Car Museum; **Trent Smyth**, collector

## Cars displayed at Motorclassica launch, Como Park, 20 October 2010



**1936 Mercedes 540K Cabriolet**  
 Owner: George Hetrel



**1929 La Salle 6-wheel roadster**  
 Owner: Dean Kefford



**1930 Alfa Romeo 6C 1750 GT**  
 Owner: David Jones



**Bentley S1 Continental**  
 Owner: Peter Strauss



**1935 Alvis Speed 25**  
 Owner: Chester McKaige



**Jaguar E-Type alloy Le Mans racer**  
 Owner: Peter Strauss

**1915 Rolls-Royce Silver Ghost** (not pictured). Owner: George Forbes