



THE PENINSULA SIGNATURE EVENTS ANNOUNCES 2014 MOTORSPORTS EVENT DATES

*The Quail Motorcycle Gathering Will Honor Racing Champion **Eddie Lawson** on May 17, 2014, as 'Legends of the Sport' Special Guest; 100th Anniversary of Maserati to be Honored at The Quail, A Motorsports Gathering on August 15, 2014*

CARMEL, Calif. (March 26, 2014) – The [Peninsula Signature Events, a division of The Peninsula Hotels](#), shared today, its 2014 lineup of motorsports events hosted at [Quail Lodge & Golf Club](#). The events calendar will commence on Friday, May 16, 2014, with [The Quail Ride](#), a 100-mile motorcycle journey throughout the Monterey Peninsula. On Saturday, May 17, 2014, from 10:00AM – 3:30PM [The Quail Motorcycle Gathering](#), presented by [TUDOR](#), will be a day-long celebration of motorcycling heritage and performance. The 2014 event will continue with its “Legends of the Sport” series, honoring a seminal figure in the sport of motorcycling.

This year **Eddie Lawson**, four-time 500cc World Championship winner will be featured. Lawson won titles in 1984, 1986, 1988 and 1989, along with two AMA Superbike Championships in 1981 and 1982. When inducted into the Motorcycle Hall of Fame in 1999, Lawson was the only rider to ever win the AMA Superbike and 250GP titles during his career.

In its sixth year, *The Quail Motorcycle Gathering* will celebrate the evolution of the motorcycle, honoring both pre-and post-war eras of the world’s finest sports and racing bikes. The gathering will celebrate **100 Years of Speed Trials at the Bonneville Salt Flats**. More than 200 motorcycles will be on display; among them, the [1925 Brough Superior SS 100](#), which will make its first public appearance in more than 50 years. Additional categories on display include: **Antique, Japanese, European, Competition, American, Off-Road, Custom/Modified** and **Superbike**.

“Every year we strive to surpass ourselves by exhibiting the world’s finest motorcycles and bringing the legends of the motorsports world to our valued guests,” said Director of Motorsports, Gordon McCall. “This year, we’re honored to be joined by four-time Grand Prix Champion Eddie Lawson for The Motorcycle Gathering – an iconic guest fit for an event of this caliber”.

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8000 Valley Greens Drive, Carmel, CA 93923 • Tel 1 (831) 620-8879 Fax 1 (831) 625-2311
thequail@quailodge.com www.quailodgeevents.com

The Quail Marketplace, a for-sale-by-owner corral, also will also take place at *The Quail Motorcycle Gathering* for its third year in 2014. The Marketplace offers guests an opportunity to purchase directly from other like-minded motorsports enthusiasts.

The cost to participate as an entrant is \$140, inclusive of two tickets which includes a gourmet lunch, the ability to show one bike, and an event gift bag. The Private Collection Package is \$325 and includes four tickets to the event, one private collection sign (personalized to each attendee), the ability to show four bikes and an event gift bag.

General admission tickets to *The Quail Motorcycle Gathering* are \$75 per person (\$15 for children 12 and under), inclusive of a gourmet barbeque lunch, offerings from local wineries and breweries together with live musical entertainment. To purchase event tickets, please visit www.quailodgetickets.com.

On Friday, August 15, 2014, [The Quail, A Motorsports Gathering](#), now in its 12th year, will honor the **100th Anniversary of Maserati, Competition Mustangs, A Tribute to India**, and will feature the traditional classes, including: Pre-and Post-War Sports and Racing, Super Cars, Sports and Racing Motorcycles and The Great Ferraris. The event remains the crown jewel of Monterey Car Week for its exclusive display of the past and present's most elite luxury automobiles and fine cuisine all in a lush garden party setting. "The Quail, as the Gathering is known, is a one-day classic car show, gourmet food event and social happening all in one...With a self-selecting group of well-heeled automotive enthusiasts on hand, premium carmakers can't resist the opportunity to sponsor the event and to display their latest wares," hails *Forbes* magazine.

"*The Quail, A Motorsports Gathering* promises to break ground with our tribute to 100 Years of Maserati, our fine displays of Competition Mustangs and of course, the highly anticipated and prolific automobile unveilings that take place each year," adds McCall.

Once again, [Bonhams'](#) 17th annual motorcar auction will be held in conjunction with *The Quail, A Motorsports Gathering*. In 2013, Bonhams shattered multiple world records by auctioning off \$32.7 million in automobiles during the event.

Like *The Quail Motorcycle Gathering* on Facebook at www.facebook.com/TheQuailMotorcycleGathering. Follow both *The Quail* events on Twitter and Instagram with the handle: @TheQuailEvents.

About The Peninsula Signature Events

The Peninsula Signature Events is organized by The Peninsula Hotels, dedicated to creating world-class bespoke events at its properties in [Hong Kong](#), [Shanghai](#), [Tokyo](#), [Beijing](#), [New York](#), [Chicago](#), [Beverly Hills](#), [Bangkok](#) and [Manila](#) - future openings [Paris](#), Yangon and London. [Quail Lodge & Golf Club](#) is home

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to the following Peninsula Signature Events: *The Quail, A Motorsports Gathering, The Quail Rally, The Quail Motorcycle Gathering* and *The Quail Ride*.

<http://signatureevents.peninsula.com>

About Quail Lodge & Golf Club

Nestled on 850 acres, Quail Lodge & Golf Club includes many trails, beautiful lakes, lush gardens and rolling hills. The Lodge is located in the heart of sunny Carmel Valley, California and is managed by The Peninsula Hotels, owned and operated by The Hongkong and Shanghai Hotels, Limited (HSH), since 1997. Quail Lodge is home to *The Quail, A Motorsports Gathering*, celebrating its 12th year as one of the premier events in the automotive world, and *The Quail Motorcycle Gathering*, in its sixth year.

www.quailodge.com

About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (expected opening in 2014). Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower, The Peak Tramways and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; the Thai Country Club in Bangkok, Thailand, and 21 Avenue Kléber in Paris, France.

Event Photos:

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thequail@quailodge.com

(831) 620-8879

Media Inquiries:

Shelly Levin/Lauren Whipp

Murphy O'Brien Public Relations

(310) 586-7115/(310) 586-7107

slevin@murphyobrien.com/lwhipp@murphyobrien.com

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