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Media Contact: Sanaz Marbley
JMPR Public Relations
(818) 992-4353
smarbley@jmprpublicrelations.com

JMPR PUBLIC RELATIONS NAMED AGENCY OF RECORD FOR *THE QUAIL, A MOTORSPORTS GATHERING*

Woodland Hills, Calif. (March 29, 2016) – [JMPR Public Relations](#) today announced that it has been named agency of record for [The Quail, A Motorsports Gathering \(The Quail\)](#).

The Quail is universally regarded as one of the most highly influential international events during the historic Monterey Car Week. The event attracts connoisseurs and enthusiasts from around the world who come to celebrate the ultimate in automotive design, engineering and camaraderie, while enjoying fine culinary creations and luxury lifestyle components in a garden-party setting on the rolling greens of Quail Lodge & Golf Club in Carmel Valley, Calif.

JMPR was selected due to its 39 years of relevant experience in the automotive, luxury and lifestyle industries, as well as its relationships with key industry decision makers. JMPR is charged with supporting several Peninsula Signature events which include *The Quail, A Motorsports Gathering*, *The Quail Rally* and The Peninsula Classics "Best of the Best Award." JMPR will also be responsible for elevating *The Quail's* lifestyle offerings, maintaining coverage for the event across major national and international media outlets and handling social media strategy. The team will also help handle media credentialing and select sponsor relations.

"The Quail has been long heralded as the crown jewel during Monterey Car Week," said JMPR President, Joseph Molina. "It has managed to capture international attention despite the whirlwind of events that take place that week, because it features the world's finest and rarest collections of automobiles and motorcycles, combined with exceptional cuisine and a lush setting. The Quail is truly a lifestyle; we couldn't be more excited to be working with them."

The 2016 rendition of *The Quail, A Motorsports Gathering* will take place on Friday, August 19, 2016. Featured themes for 2016 include Rivalries of the Ages, the 100th Anniversary of BMW, Celebrating Motorcars and Motorcycles, A Retrospective of Laguna Seca Raceway, Pre-War Sports and Racing, Post-War Sports, Post-War Racing, Supercars, The Great Ferraris and Sports and Racing Motorcycles.

About JMPR Public Relations

[JMPR Public Relations, Inc.](#) is based in Los Angeles and is a leading transportation and consumer lifestyle public relations agency. Select current JMPR clients include *The Quail, A Motorsports Gathering*, Bugatti Automobiles, Infiniti, McLaren Automotive, Airstream Trailers, The Los Angeles Auto Show, Meguiar's, Inc. and Bentley Motors among others.

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, Manila, and Paris - future openings, Yangon and London. [Quail Lodge & Golf Club](#) is home to the following Peninsula Signature Events: *The Quail Ride*, *The Quail Motorcycle Gathering*, *The Quail Rally* and *The Quail, A Motorsports Gathering*. <http://signatureevents.peninsula.com>.

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