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## **JMPR PUBLIC RELATIONS NAMED AGENCY OF RECORD FOR THE 15<sup>TH</sup> ANNUAL *THE QUAIL, A MOTORSPORTS GATHERING***

Woodland Hills, Calif. (March 7, 2017) – [JMPR Public Relations](#) today announced that it has been named agency of record for [The Quail, A Motorsports Gathering \(The Quail\)](#) for the second consecutive year.

*The Quail*, a Peninsula Hotels Signature Event, is acknowledged worldwide as one of the most highly influential events during the historic Monterey Car Week. Each year, *The Quail* attracts international connoisseurs and enthusiasts who travel from across the globe to celebrate the exceptional display of rare motor vehicles, selected from private collections around the world. Amongst the unparalleled presentation of the finest in automotive design, guests can also indulge in decadent culinary offerings and luxury lifestyle components in a garden-party setting on the rolling green grasses of Quail Lodge & Golf Club in Carmel, California.

JMPR was selected due to its 40 years of relevant experience in the automotive, luxury and lifestyle industries, as well as its relationships with key industry decision makers. Now in its second year representing select Peninsula Signature events, JMPR is charged with supporting *The Quail, A Motorsports Gathering*, *The Quail Rally* and *The Peninsula Classics Best of the Best Award Gala Dinner*. JMPR will also be responsible for further elevating *The Quail's* lifestyle offerings, maintaining luxury lifestyle 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 for the 2017 rendition of *The Quail*, which will take place on Friday, August 18, 2017.

“We are honored to have the opportunity to work with *The Quail* in elevating its exposure within a broader luxury market again this year,” said JMPR President and a car collector himself, Joseph Molina. “The event has been long heralded as the crown jewel of Monterey Car Week for its display of the world’s finest and rarest collections of automobiles and motorcycles coupled with exceptional cuisine and a truly lush setting. *The Quail* has cemented its place as an elite lifestyle destination and we couldn’t be more excited to be working with them for the second year.”

Featured themes for the 15<sup>th</sup> Annual Event include Originals and Mid-Engine Marvels, along with traditional classes such as: Pre-War Sports and Racing Cars, Post-War Racing Cars, Post-War Sports Cars 1945–1960, Post-War Sports Cars 1961–1975, Sports and Racing Motorcycles, The Great Ferraris, Supercars and Custom Coachwork.

### **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 Airstream Trailers, The Los Angeles Auto Show, Bugatti Automobiles, Infiniti, Meguiar’s, Inc., EagleRider and Los Angeles Modern Auctions, 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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