



**THE QUAIL, A MOTORSPORTS GATHERING CELEBRATES 10 YEARS
AS ONE OF THE WORLD'S PREMIER LUXURY MOTORING LIFESTYLE EVENTS**
The Quail Golf Club Signature Events Team Shares Highlights from its First Decade



CARMEL, CALIF.(JULY 24, 2012) – Since its debut during the famed Monterey Car Week in 2003, *The Quail, A Motorsports Gathering* has become one of the world's most intimate and exclusive celebrations of the luxury motoring lifestyle. On August 17, 2012, motorsports enthusiasts and collectors from around the world will meet at Quail Lodge Golf Club in Carmel, Calif, to celebrate *The Quail's* 10th anniversary and the extraordinary heritage of the automobile industry and the motoring lifestyle with an exceptional collection of impressive cars and motorcycles.

Embodying the vision of The Hon Sir Michael Kadoorie, Chairman of The Hongkong and Shanghai Hotels, Limited, and co-founder Gordon McCall, *The Quail* kicks off the legendary classic car week each year. Limiting its attendance to 3,000 guests at the day-long garden party, *The Quail, A Motorsports Gathering* provides an intimate and glamorous atmosphere which complements the larger events of the weekend.

Highlights from *The Quail's* first decade include:

- *The Quail, A Motorsports Gathering* was founded in 2003 by The Hon Sir Michael Kadoorie, Chairman of The Hongkong and Shanghai Hotels, Limited with co-founder Gordon McCall
- Quail Lodge Golf Club has hosted *The Quail* since the event's inception, which has been a sell-out for the past seven years
- *The Quail* has grown from 67 rare motorcars on display in 2003 to more than 150 in 2012
- More than 1,000 rare automobiles and 150 motorcycles have lined the rolling greens of Quail Lodge Golf Club during the past 10 years

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- Distinguished as a celebration of the luxury lifestyle, *The Quail* has drawn participation from fine jewelers, fashion brands and premium spirits and wines such as Rolex, Robert Graham, Roederer Estate and Keller Estate respectively
- Bonhams, Bentley, Rolex and Tom Shaughnessy with *Garage Style* magazine have sponsored *The Quail* since its inception
- *The Quail's* highly anticipated Bonhams auction has sold some of the most exceptional motorcars in the world, such as a 1972-73 Porsche 917 Interserie Spyder, sold for \$3,965,000 in 2010, and the 1960 Jaguar E2A Le Mans Sports-Racing Two-Seater Prototype, driven by the likes of Dan Gurney, Walt Hansgen, Sir Jack Brabham and Bruce McLaren, which sold for \$4,957,000 in 2008
- *The Quail* has raised more than \$1 million for many local and national charities since its founding, namely the California Highway Patrol 11-99 Foundation, CASA of Monterey County, Rancho Cielo, Naval Postgraduate School Foundation and the American Red Cross, Monterey Bay Area Chapter
- More than 1,000 volunteers have generously supported *The Quail* by assisting our guests and sponsors on event day
- *The Quail* has received continuous support during the past 10 years from industry luminaries and organizations, including William E. “Chip” Connor, Fred Bohlander, Bruce Canepa, Marc Davidian, Mark Gessler, John Ridings Lee, the Mallya Collection, Dick McClure, Bruce Meyer, Miles Morris, Peter Mullin, Malcolm Page, the Petersen Automotive Museum, Peter Read, Steven Read, Randy Reiss, Jack Thomas, Jim Truitt, Malcolm Welford, and many more
- The parking lot at *The Quail* has become a popular attraction, filled with hundreds of attendees' own impressive fine automobiles
- Over the last 10 years, attendees have enjoyed approximately 300 pounds of caviar and 10,000 bottles of champagne
- Winston Goodfellow has been the official event photographer of *The Quail* for 10 years
- “Tonight Show” host and avid car enthusiast Jay Leno, as well as rock legend Sammy Hagar are regular attendees of *The Quail*
- A key event element is peer judging, with cars judged by the entrants themselves
- *The Quail* debuted its sister event, *The Quail Motorcycle Gathering*, in 2009

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Highlights from 2012 *The Quail, A Motorsports Gathering* include:

- More than 150 cars and motorcycles will be on display at *The Quail* in 10 classes
- This year's 10th anniversary celebration will pay tribute to Pre-War Alfa Romeos, the 50th Anniversary of Iso Automobili and Sports and Racing Motorcycles, and will introduce Revolutionary Designs and honor unrestored originals with FIVA and the HVA
- *The Quail's* first "Best of Show" winner, a 1936 Alfa Romeo 8C 2900B owned by William E. "Chip" Connor II, will return in 2012 and will grace *The Quail's* 10th anniversary commemorative poster
- Attendees will transport cars to *The Quail* from 30 states and eight countries, including Italy, Germany, Australia, China and Thailand
- Renowned for its fine dining in a glamorous al fresco setting, this year's event features signature culinary pavilions offering the cuisines of Asia, Great Britain, Cuba, Italy and the Carmel Valley
- *The Quail's* Fireside Chat Speaker Series returns for the third year, featuring industry luminaries such as legendary British race car driver Sir Stirling Moss and Piero Rivolta, author and former managing director and designer of Iso Rivolta

For more information, call 1 (877) 734-4628 or visit www.quailodgeevents.com.

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