

CONCORDS



ITALIANO

P.O. Box 1015  
Mercer Island, WA 98040  
USA

*12th Annual  
Celebration of Italian Style*  

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*Featuring Alfa Romeo*

*Presented by:*



*Cadillac*

*in association with:*



The Engaged Enthusiast

Presented by:

Cadillac®

CONCOURS

ITALIANO

Quail Lodge Resort • Carmel, California

Friday, August 14, 1998 • 9:00 a.m. – 4:30 p.m.

Quail Lodge Resort & Golf Club • Carmel, California

*Concours Italiano's* unique format features only vehicles of *Italian* origin, and its atmosphere is one of festive, relaxed enjoyment. The emphasis is on the vehicles on display, conversations between people who love and appreciate them, and elements of Italian style such as fashion, food, music and travel – all against the beautiful backdrop of the Mobil 5-Star *Quail Lodge Resort*. It is sure to be a day filled with excitement, focusing on Italian culture and achievements of personalities who possess that special essence known as *'Italian Style.'*

Stroll among more than 400-plus exotic and classic Italian automobiles and motorcycles on display, browse the extensive *Vendatore Expo*, stimulate your senses with the sights and sounds of these wonderful machines as they drive by the stage with commentary from experts and owners, enjoy an Italian soda under an umbrella, watch the colorful crowd go by – there's so much to take in.



Alfa Romeo 156  
Factory Photo

### For More Information. . .

Mailing Address: P.O. Box 1015, Mercer Island, WA 98040 USA

Tel: 425-688-1903 • Fax 425-646-5458 • Email: [concours@maseratinet.com](mailto:concours@maseratinet.com)

Please visit our web site at: <http://www.maseratinet.com/concours.html>

Presented by:

  
Cadillac®

in association with:

  
Automobile  
The Originalist's Distinction

# 1998 Features

Honored Marque. . .

## Alfa Romeo Automobiles

Featuring a "Sport & Design" theme including a comprehensive display of historic, classic, and racing Alfa Romeos. The immense popularity of this legendary marque is sure to attract well over 150 superb examples, including famous designs by Zagato, Pininfarina, Bertone, and Touring.

Few automotive names have such a rich and robust history as Alfa Romeo which continues today with the sensational Alfa Romeo 156, this year's recipient of the prestigious European Car of the Year award.

According to event Chairman, Francis Mandarano, **"This year's event will be anything but predictable."** Look for some very special surprises arriving via container.

There will be a feature presentation of Alfa Romeo in the afternoon.

*Concours Italiano '98 is officially recognized and supported by the Alfa Romeo Factory.*

## Special Guests. . .

- **Walter De Silva, Director of Alfa Romeo Centro Stile.**

Walter De Silva – born in Lecco, Italy – is one of today's most respected and dynamic car designers. He's been the head of the Alfa Romeo Centro Stile since 1986. He has overseen many successful and innovative projects including the design of the Alfa Romeo 156, the recipient of the 1998 European Car of the Year award.

- **Dott. Giorgio Pavia**, Manager of the Alfa Romeo Brand will be present.
- Other special guests to be announced.



*Walter De Silva*

## Also Featuring. . .

- **Vendatore Expo featuring over 100 concessionaire tents.**  
Located on the perimeter of the event, automotive enthusiasts can shop for a wide range of items from rare automotive art, to out-of-print literature, to obsolete spare parts.
- **Vintage Ferrari Concours hosted by the FCA's Pacific Region.**  
The Ferrari Concours is held in conjunction with Concours Italiano. It attracts some of the very finest pre-1989 Ferraris seen anywhere who compete for the highest points in their classes. In addition to the Ferraris competing for trophies, you can be assured of an incredible display of late model cars sporting the Prancing Horse.
- **Drive-by Presentations.**  
The different marques will be doing drive-by presentations at the stage throughout the day.
- **Noon entertainment** – An opera performance by one of Italy's rising stars. Co-sponsored by the Italian Cultural Institute.

Supporting  
Sponsors:

**Alitalia**

**BVLGARI**

**FIAT**  
Fiat U.S.A., Inc.

**MEGUIAR'S**  
THE QUALITY EXPERTS IN CAREXEL.COM



Mercedes-Benz

Participating Sponsor: *Agerty Classic Insurance*

**ECCO DOMANI®**  
WINE

**The Corral** – sponsored by Mercedes-Benz of North America, Inc. The Corral area is located across from the main Italian-only display area (on the manicured First Fairway) and is a show unto itself. It uniquely offers non-Italian car owners an opportunity to display their "special" vehicle brought to the Monterey Weekend in an aesthetic position on the lawn. We expect to see more than 400-plus Porsches, BMWs, Mercedes, Jaguars, Vipers, Hot Rods and other automobiles of interest on display. Mercedes-Benz of North America, Inc. is hosting this year's Corral Hospitality Canopy.

### Porsche Corral

This year's Corral will include a tantalizing array of over 300 Porsches organized by the Porsche Club of America, Zone 7.

**Spectator Tickets** are \$40.00, and include on-site parking and an event program. Advance Tickets include Reserved Parking on the 9th Fairway (near the Ferrari area entrance) or near the Corral area. Tickets can be purchased in advance until August 1st, 1998, by mailing a check or faxing a credit card number and expiration date to:

Concours Italiano, P.O. Box 1015, Mercer Island, WA 98040 USA

Fax: 425-646-5458. (Tickets are also available on the day of the event.)

To help ease traffic, please try to commute with someone or invite someone to ride along with you.

### Benefiting

The Carmel Schools through Friends of Carmel Unified Schools (FOCUS) and the Civil Air Patrol Youth of Monterey.

*Fax or mail in form below. Please fold on line, and seal end to mail. Please print or type.*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: Bus: \_\_\_\_\_ Home: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

- Send info about exhibiting my vehicle.       Send "Car Guy Tour" info.  
 Send vendor booth space info.       Send Corral info.

Spectator tickets: Qty. \_\_\_\_\_ x \$40 each = \$ \_\_\_\_\_  
(Includes event program and close-in reserved parking. Please try to commute with others.)

Check no.: \_\_\_\_\_ Enclosed in amount of: \$ \_\_\_\_\_

Credit card: VS MC AMEX      Amount authorized to charge: \$ \_\_\_\_\_

Card number: \_\_\_\_\_ Exp.: \_\_\_\_\_

Card holder name: \_\_\_\_\_

Card holder signature: \_\_\_\_\_

**MAIL TO: CONCOURS ITALIANO, P.O. BOX 1015, MERCER ISLAND, WA 98040 USA  
or FAX TO: 425-646-5458.**

CONCOURS   
**ITALIANO**

Presented by:



in association with:



RETURN ADDRESS:

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*Join us for a Celebration of Italian Style. . .*

"If Leonardo da Vinci, Michelangelo, and Raphael were alive today I feel certain that they would have been at Quail Lodge. . . admiring the symmetry and purity of line of the creations of their 20th Century countrymen."

*John Kuhn Bleimaier*

*Mid-Atlantic Regional Director, Mercedes-Benz Club of America*



*Matt Stone Photo*



Get out of the ordinary.™

*The official Car Rental Company of Concours Italiano.*

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David Gooley Photo

## 1998 Features at a Glance

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- Vintage Ferrari Concours hosted by the FCA's Pacific Region.
- Feature Presentation of Alfa Romeo in the afternoon.
- Drive-by presentations of all the different marques occur at the stage throughout the day.
- Noon entertainment – Italian opera performance.

**For more information on Concours Italiano, please write, fax or e-mail (see inside for address).**

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BVLGARI



Mercedes-Benz

Participating Sponsor: Hagerty Classic Insurance

ECCO DOMANI®  
WINE

### Car Guy Tour

Scheduled for November, 1998, the 2nd Tour will again feature visits to Italian automobile manufacturers, design houses, automotive museums and more. The Tour will fill up fast, so don't delay. To receive info, please check the box on the mail-in coupon.