



Greenwich Concours Celebrates Automotive Excellence with a Rare Ferrari 250 GTO, James Brown's Rolls-Royce, and Mercedes-Benz 500E AMG Hammer

TRAVERSE CITY, Mich., May 21, 2024 - The Greenwich Concours d'Elegance, held May 31 to June 2, will feature a diverse selection of cars for enthusiasts of all ages at Roger Sherman Baldwin Park in Greenwich, Conn. The 3-day event is highlighted by Saturday's Concours de Sport, Sunday's Concours d'Elegance as well as enthusiast exclusive gatherings, luxury shopping, ride and drives, new vehicle experiences, and more. Saturday's Concours de Sport will be a motorsports-focused celebration, featuring a highly curated selection of the epitome of automotive style, performance and innovation. The event will feature 18 judged classes including Hot Hatches, Rally Cars and the Youngtimers Class. Sunday's Concours d'Elegance will also feature 18 classes, focused on the elegant and opulent. Among featured classes this year are Pre-War European Classics, Pre-War American Classics, Porsche Carrera and Lamborghini.

1963 Ferrari 250 GTO

Leading the pack on Sunday will be one of the rarest, most successful racing Ferraris of all time, the fabled 250 GTO. This 1963 Ferrari 250 GTO was upgraded by the factory early in its life to the 1964 body style, one of just seven examples in the world. It went on to win the Italian GT Hillclimb Championship in 1964 and 1965 before passing through some of the most prestigious collections in the world.

1964 Rolls-Royce Silver Cloud III once owned by James Brown

Among the cars on display on Sunday will be a 1964 Rolls-Royce Silver Cloud III 4-Door Saloon once owned by "Godfather of Soul," James Brown. The Silver Cloud III is the final iteration of the Rolls-Royce model, known for its effortless power and sublime ride. Brown was the car's second owner, keeping it until 1975. It will be displayed in its original, unrestored condition.

1993 Mercedes-Benz 500E 6.0 Hammer

Saturday's Greenwich Concours de Sport will feature a wide selection of newer enthusiast cars, among them the 1993 Mercedes-Benz 500E 6.0 Hammer, a family sedan with a massive 375 horsepower engine under the hood. While it has the innocent looks of a four-door Mercedes, it performs like the supercars of the era, helping drive the popularity of the AMG brand which would later be purchased outright by Mercedes-Benz.

Free Hagerty Ride & Drives

Complimentary opportunities to drive a classic car or ride along have been a fan-favorite at Greenwich Concours for several years. Experiences are available Friday through Sunday on a first-come first-serve basis. Among the vehicles available are a 1971 Ford Bronco, a 1970 Dodge Challenger, a 1957 Cadillac Fleetwood, and a 1953 Buick Super.



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"Greenwich and the surrounding region have rich automotive history that has fostered a passionate enthusiast community," said Matt Orendac, Vice Chairman, Concours Group, Hagerty. "As a result, it has grown into one of the top regional automotive events where you'll find an array of amazing cars on display with a wealth of enthusiasts to enjoy them. Guests will have an opportunity to see the best cars in the world celebrated as they should be, both on the road and in the beautiful setting of the Greenwich harbor front."

Guests of Greenwich Concours can also expect to see supercars including the Porsche Carrera GT and Lamborghini Aventador SVJ, European sports cars like the Jaguar E-Type and Porsche 356, and Pre-War classics like the Cadillac 452A and Mercedes-Benz 320 Cabriolet A. Vehicle classes are [available here](#).

Tickets for the Greenwich Concours can be found [here](#).

About Greenwich Concours d'Elegance

Founded in 1996, Greenwich Concours d'Elegance is a three-day premier motoring event in Greenwich, Conn. Exclusive gatherings, luxury shopping, ride and drives, new vehicle experiences and automotive heritage elements complement Friday's Grand Tour and Saturday's Concours de Sport. Sunday's nationally recognized Concours d'Elegance celebrates historically significant American and International vehicles along the town's picturesque harbor front. Each year the event supports local charities as a part of Hagerty's larger giving strategy. For more about the Greenwich Concours d'Elegance visit our website at GreenwichConcours.com.

About Hagerty (NYSE: HGTY)

Hagerty is an automotive enthusiast brand committed to saving driving and to fueling car culture for future generations. The company is a leading provider of specialty vehicle insurance, expert car valuation data and insights, live and digital car auction services, immersive events and automotive entertainment custom made for the 67 million Americans who self-describe as car enthusiasts. Hagerty also operates in Canada and the U.K. and is home to Hagerty Drivers Club, a community of over 800,000 who can't get enough of cars. For more information, please visit www.hagerty.com or connect with us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).