

food and fun!  
Aug 13 - Aug 19, '15

# play

monterey bay



YOUR WEEKLY DINING, BEVERAGE AND ENTERTAINMENT GUIDE

**Don't Miss!**  
Monterey Car Week's  
"Must See" Event

**Monterey  
Auto Luxe**

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# It's all about the cars!

## August 11-15

### Concours d'Elegance

Classic Car Week is finally here!

By Beth Peerless

From its debut in 1950 to this day, Pebble Beach Concours d'Elegance has made excellence in automobile design and sophistication synchronous with the Monterey Peninsula. Ever since that first Sunday judging of 30 cars, organized as an adjunct to the Pebble Beach Road Race, people from around the globe have maintained interest, warranting the creation of more than 30 separate events scheduled throughout an entire week.

Monterey Car Week, as it is known, takes place this year August 10 - 16. Participants and onlookers travel from across the world to buy, sell, ogle and drive cars, touring the area from Big Sur to Mazda Raceway Laguna Seca. In 2014, the weeklong car extravaganza brought 85,000 people to town, according to Monterey County Convention and Visitors Bureau. Proceeds from Pebble Beach Concours d'Elegance go to local charity organizations, with local tax revenues reaching \$4.8 million. Residents have come to expect an influx not only of people and money, but of cars on the area's roadways, and thus, huge traffic snarls at peak times. The upside? At any given time, one can see incredibly beautiful vehicles cruising the streets and highways of the Monterey Peninsula.

This year welcomes the addition of Monterey Auto Luxe, a luxury lifestyle event scheduled August 11 - 15 at the Stanton Center, located at 5 Custom House Plaza in Monterey. The brainchild of Benicia resident Phil Elfstrom, 50, who has been coming to Car Week for more than 25 years, Monterey Auto Luxe might offer what has been a missing component from the array of activities strewn around the peninsula -- that is, a central meeting location where folks can mingle and network in comfort. Its primary mission is to serve as a marketplace for some of the world's finest goods and to provide first class hospitality to all.

"It's a dream come true," Elfstrom said. "It's taken on a life of its own since we started. We have first class vendors and unique products. And we're creating an environment where you can come and have a nice cup of coffee, enjoy the balcony upstairs with a view over the courtyard and the marina, talk with the vendors and look at the cars we have on display."

Located in the middle of the Monterey downtown corridor next to Old Fisherman's Wharf, the Stanton Center/Museum of Monterey also butts up against the area where many



Photos courtesy of Monterey Auto Luxe



of the car auctions take place at the Monterey Plaza Hotel & Spa. For those who aren't actively bidding yet would like to watch the action, Monterey Auto Luxe will host a live streaming of the RM/Sotheby's car auctions on six 70-inch screen televisions and in its 100-seat theater Thursday through Saturday starting at 6 p.m.

Some of the vendors confirmed for Car Week 2015 include Burns Cowboy Shop, Pioneer Log Homes of British Columbia, Andrew Carson Kinetic Sculpture, Bill's Monterey Custom Motorcycles, INMOTION Scooters, Asombroso Fine Tequilas and DuPont Registry.

On display for the first time in the United States will be one of only seven Lykan Hypersport super cars in the world, and a Neoclassic Vicci 6.2 Emperor convertible by DiMora Motorcar. Plus, Monterey Auto Luxe has teamed up with Enterprise Car Rental Agency's Exotic Car Collection to offer on-site luxury and exotic car rentals during Monterey Car Week. The Exotic Car Collection is Enterprise's newest addition to luxury rental options for travelers in the U.S. The Collection includes brands such as Audi, Ferrari, Maserati, Bentley, Mercedes and more.

"The Exotic Car Collection is the perfect match for Car Week visitors who would like to experience the thrill of driving an exotic car, including many custom packages and weekly rentals," Elfstrom said. "Excursions along the coast of Big Sur or down 17 Mile Drive will offer an over-the-top experience to view the Monterey Peninsula."

Thursday from 6 - 11 p.m., Monterey Auto Luxe will hold a charity event called "Cars, Stars and Guitars," benefiting Guitars Not Guns, a local nonprofit that

provides guitars and guitar lessons to foster children. The event is hosted by Grammy Award-winning Santana trumpeter, Julius Melendez, and presented by Bill's Monterey Custom Motorcycles. The event is open to the public and part of the \$40 Monterey Auto Luxe entry fee.

"In all my years as a musician, for me, it always comes back to the kids," Melendez explained. "Music is healing. This is a great way to support an organization that focuses on music education for foster youth."

Open Tuesday from 1 - 10 p.m., Wednesday from 10 a.m. to 10 p.m., Thursday from 10 a.m. to 11 p.m., and Friday and Saturday from 10 a.m. to 11 p.m., Monterey Auto Luxe invites everyone to come hang out. Week-long passes are available, and local rates for those with a Monterey County ID are \$35 daily, compared to a general admission rate of \$40. Elfstrom said he hopes to have a successful first year, with plans to expand and offer even more in the years to come.

Events have been in action for the past week at least, with car races, vintage and classic car exhibitions, car and yacht auctions and glittering VIP parties, plus a growing list of luminaries in town that include famous car enthusiast Jay Leno and comedian Jerry Seinfeld, who is performing at the Golden State Theater in Monterey Thursday evening. The 7 p.m. show is sold out, but tickets are still available for the 9:30 p.m. show at goldenstatetheatre.com. Also at the theater will be the Automotive Film and Arts Festival Thursday through Saturday from 4 p.m. to 11 p.m.

See montereyautoluxe.com for updates. For a complete list of Monterey Car Week activities, please visit montereycarweek.com.

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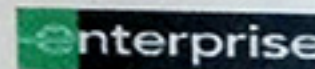
# MONTEREY AUTO ♦ LUXE

**"MONTEREY CAR WEEK'S NEXT MUST SEE EVENT!"**

AUGUST 11<sup>TH</sup> THROUGH THE 15<sup>TH</sup> AT THE STANTON CENTER  
GENERAL ADMISSION: \$40 | MONTEREY COUNTY LOCALS WITH ID: \$35  
INCLUDES YOUR CHOICE OF ANY 2 PREMIUM COCKTAILS, WINE, LIQUORS AND COFFEE

- Presented on display for the first time in the United States:  
The "Dimora Motorcar Vicci 6.2."
- "First Annual Cars, Stars and Guitars" Charity Event on August 13th  
presented by Bill's Monterey Custom Motorcycles and hosted by  
Multi-Grammy-Award-Winning Trumpeter Julius Melendez.
- Enterprise The Exotic Collection will be onsite offering half, full day  
or weekly rentals. Call today - Ferrari, Audi, Maserati, Bentley,  
Porsche - All Available.
- Featuring the world's greatest vendors and unique wares.
- Auction live streamed Thursday - Saturday
- Daily Tequila Tastings - By Appointment on Website

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