



Friday, August 17, 2001

## Attendance up at 2001 Concours d'Elegance

By **Jeff Samoray**, OU Web Writer

More than 13,000 visitors enjoyed viewing rare and valuable automobiles on the grounds of Meadow Brook Hall during the **23rd annual Concours d'Elegance** on Sunday, August 5.

Attendance increased by about 3,000 over last year's event, which helped make this year's show a success, said MBH Executive Director Lisa Ashby.

"The entire week of activities, including the fashion show, art auction and other events, went off almost flawlessly," Ashby said. "Based on the comments we received from sponsors, participants, and spectators, all were thrilled with this year's Concours. Many said it was the best in years.

"I can't say enough about the value of DaimlerChrysler's support this year as our major sponsor, led by honorary event chair Wolfgang Bernhard (DCX Chief Operating Officer)," Ashby said. "Their generosity and leadership set a high tone for our activities."

This year's Concours showcased more than 200 classic and vintage automobiles.

"The layout of the field for the vehicles was more user-friendly and the cars were unexcelled," said Concours Event Chair Rose Lieberman. "No vehicles that were on display compromised quality. We had new commentators this year and even had a B-17 bomber make a flyover to open the show. Everybody on our team truly worked very hard to make this year's Concours the friendliest one ever. We always keep in mind that the cars are the stars."

Alan Forrester of Rochester won the People's Choice Award after receiving the most votes from show attendees for his 1965 Rolls-Royce Silver Cloud III. Arturo Keller of Petaluma, Calif., won the Founder's Trophy for his 1938 Bentley. Judges awarded this trophy to the vehicle judged best in show.

The Concours Committee plans to work just as hard next year to ensure the event's success, said Ashby.

"We continue to look for the very highest quality vehicles to share this event at our important auto baron property," Ashby said. "The program altogether is a wonderful event for the region and its visitors by showcasing the importance of our auto companies, suppliers, Meadow Brook Hall and Oakland University to our automotive heritage."

In 1957, automotive heiress Matilda Dodge Wilson donated **Meadow Brook Hall** its 1,500-acre estate and \$2 million to found what became Oakland University.

### SUMMARY

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