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# NIELLO CONCOURS at SERRANO

# WELCOME

from the

# Moore Family

What a milestone this year's event is for us as we celebrate 20 Years of Concours Excellence! Looking back over all of those years brings so many memories to mind, as well as absolute gratefulness to God for all He has done. If we had to choose one word to describe what we feel about this celebration it would be: blessed

We are pleased to present the fabulous collection of automobiles on display at this year's event as we celebrate 125 Years of Packard and the Evolution of the Supercar. The motor cars you will see on the green today represent an amazing array of nearly 100 years of automotive history!

Over twenty years ago, we took a leap of faith with a new venture, for us, and for the community of Serrano. We had no idea what lay ahead. These years have been some of the most challenging, yet fulfilling and rewarding of our lives. Concours Day is the culmination of an enormous amount of hard work done by many people. We hope you get a sense of how important every detail of your experience is to us.

Putting on Concours events over these last two decades is not something we can take sole credit for—it has been a Moore Family effort. We have so many people comment to us how impressed they are with the hard work of our family as they see them participate on event weekend; this is a source of immense pride for us. We thank our amazing children, and now their spouses, who have walked this journey with us over all these years. They arrive early in the morning on event day and stay until the last item of cleanup late Sunday night. In all they do for this event, they have truly been there for us and we want to publicly say, "Thank you!"

We are honored and grateful for the 20-year Title Sponsorship provided by The Niello Company, an organization whose integrity and enthusiasm for all things automotive is evident in everything they do. We would not be celebrating this achievement today without Rick Niello who has been a tremendous support to this event, and we value all that his company does for this Concours.

Endless gratitude and appreciation to Bill Parker and Parker Development Company for allowing us to hold this event in such a picture-perfect place. This venue at Serrano is significantly important to

the success of today's event and the celebration of 20 Years; people love to come here! Attendees often comment on the beauty and serenity of this Concours location. It is truly spectacular!

This event has been a labor of love and a monumental effort by many people over the last 20+ years—people such as those on our Advisory Board. Our Advisory Board consists of our friends, and that is the beauty of this event: personal relationships with all who have joined us to help. If they weren't a friend when they came on board, they are now, and we cherish them all as lifelong friends have been made through this Concours. Words cannot express our heartfelt gratitude for all you have done to make this monumental celebration happen!

We especially want to thank the motor car owners who have supported this event all of these years; hundreds of them over the history of this event! They all have taken the time to prepare their works of art and bring them here to share with all the attendees. We appreciate their enthusiasm to roll these beauties out of the garage and onto the green.

Most importantly, we thank God for the strength He gives us and the miracles He performs for this event each year. There have been a few roadblocks, some mountains in the way, and sometimes threatening stormy weather, but we stand here today, celebrating great success, because of Him. Over and over again all the pieces fall into place and we know it is by His Hand that it happens.

It has been our honor to bring this event to the Concours world for all of these years. Our desire is to keep the passion for the art of the automobile alive, in hope that the younger generations who attend will feel a spark of interest to become a motor car enthusiast and one day enter a car of their own in the event.

Cheers!

*Brian & Michele Moore*



Amazing Shine.



No Matter How You Look At It.

# NIELLO CONCOURS at SERRANO

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NIELLO  
CONCOURS at SERRANO

WELCOME

from

*Rick Niello*

It is with great pride and gratitude that I welcome you to the 20th Annual Niello Concours at Serrano. Your presence here today is a testament to your passion and appreciation for automotive art.

This year we highlight and celebrate 125 years of Packard and feature the Evolution of the Supercar. From its early days as a pioneer in the automotive industry to its status as a premier luxury car manufacturer, Packard has left an indelible mark on the world of automobiles. Today, we gather to honor this remarkable legacy and the countless enthusiasts, collectors, and historians who have kept the Packard spirit alive. The Niello Company is proud to showcase two Packard models from our Classic collection today on the green, a 1935 Packard Senior Convertible Sedan and 1937 Packard 115C.

Throughout the grounds today, The Niello Company offers you a multitude of automotive opportunities and experiences. Enjoy complimentary photos from The Niello Company with Candid Van – a vintage VW Bus turned photobooth. Explore our current lineup of new Electric vehicles over at lakeside. Cool off with a sweet treat from Lazy Dog creamery by The Niello Patio where our newest models will be on display, and last, on the green for your viewing pleasure today in addition to the Packard models,

is a 1959 Porsche 356 Convertible D from The Niello Classic Collection.

Today we celebrate two decades of automotive excellence, elegance and memories of past concours events set against the stunning backdrop of the rolling foothills of El Dorado County. I would like to extend my deepest gratitude to Brian and Michele Moore for their time and commitment over the last 20 years to this incredibly special event. Their passion, commitment and hospitality driven guest experience is just one of the many things The Niello Company and Premier Concours Promotions have in common.

Whether you've attended the Niello Concours at Serrano in the past or joining us for the first time, I am delighted to welcome everyone to this wonderful event. I hope you enjoy the day.

Best regards,

*Rick Niello*  
President, The Niello Company





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NIELLO  
CONCOURS at SERRANO

WELCOME

from

*Bill Parker*

### Welcome to the Niello Concours at Serrano

Now in our 20th year, we are excited to welcome you back to this exceptional event, that celebrates community as much as it celebrates the automobile.

Today you will find an exquisite array of some of the world's finest automobiles presented by their owners and The Niello Company, as well as fashion, local cuisine, fine wines and entertainment on the Village Green at Serrano.

We hope you take the time to enjoy the cars, the community, but most importantly, the company of one another.

For more than 30 years, the team at Parker Development Company has remained dedicated to providing the residents of Serrano, and guests of this pristine community, nothing but the highest standards of excellence. And the Niello Concours at Serrano is a testament to that effort.

We are so very grateful that we have this opportunity to come together.

Thank you for joining us.

Welcome to Serrano.

Sincerely,

*Bill Parker*

President, Parker Development Company  
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*CS*  
CONCOURS at SERRANO

# 2024 *awards*

## BEST OF SHOW AWARD

OUTSTANDING PACKARD  
AWARD

OUTSTANDING SUPERCAR  
AWARD

CHAIRMAN'S CHOICE  
AWARD

*In Honor of George A. Moore*

HONORARY JUDGES  
AWARD

MOST ELEGANT MOTOR CAR  
AWARD

OUTSTANDING ENTRANT  
AWARD

*In Honor of Gayle Horton*

FAVORITE PORSCHE  
AWARD

*Chosen by Richard Niello, Jr. ~ In Honor of Richard Niello, Sr.*

DEARCOS FAMILY CHOICE  
AWARD

*In Honor of Tony DeArcos*

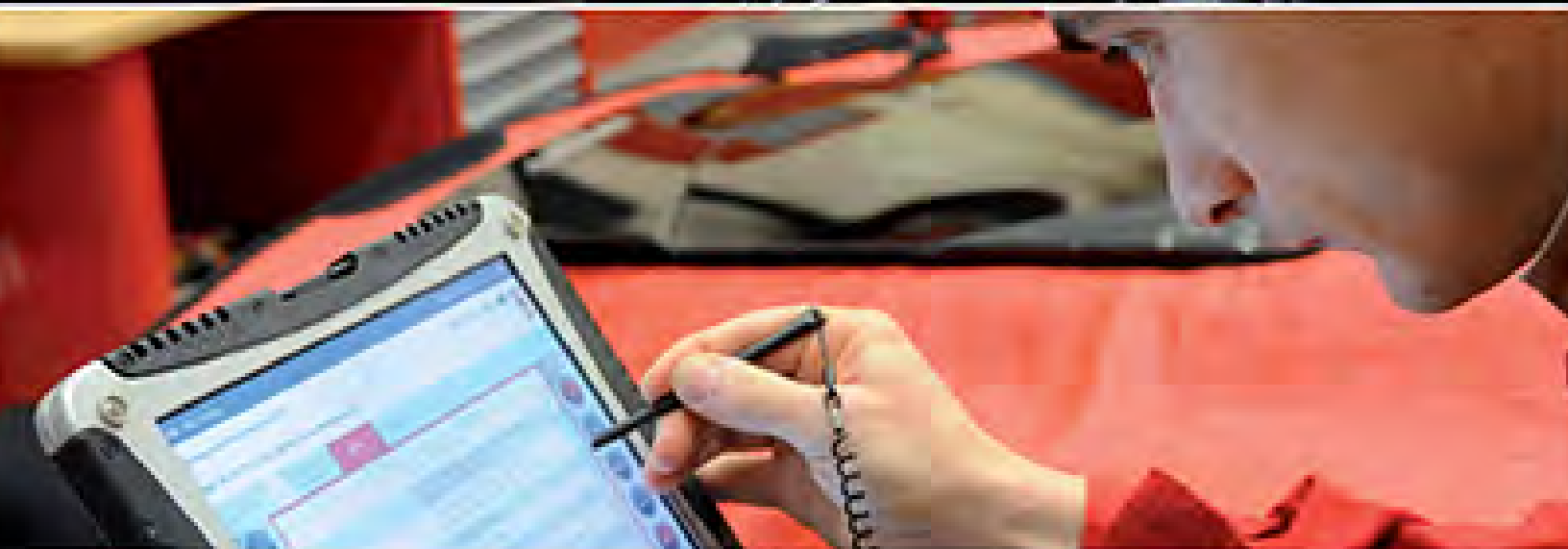
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GULSTAN DART

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TONY HUNT

Stunt Driver  
"Ford v Ferrari"

ROBERT T. DEVLIN

Author  
"Pepple Beach: A Matter of Style"

TOM MATANO

Executive Director  
School of Industrial Design, Academy of Art University

BRIAN GEORGE

President  
9Sixteen Exotics

JONATHAN NIELSON

Grandson of Alvan Macauley  
President of Packard Motor Cars

DEA WILSON

President  
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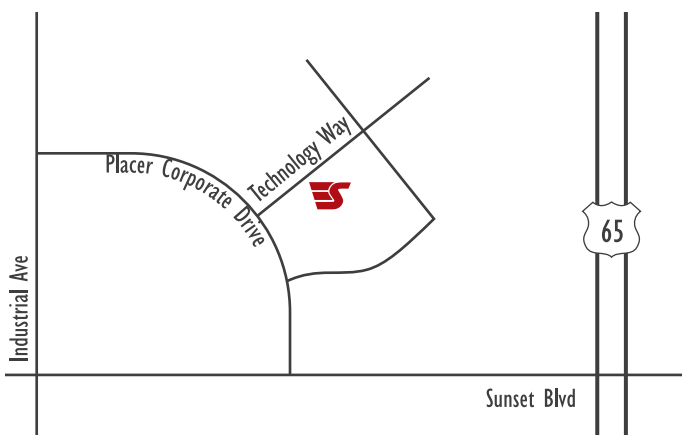
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OF CONCOURS EXCELLENCE

*Michele & Brian Moore*

## **THE DRIVING FORCE BEHIND THE NIELLO CONCOURS AT SERRANO**

Brian Moore fell in love with cars in high school; Michele fell in love with Brian. Both events would prove serendipitous for the Serrano community. The Moores are the driving force behind the Niello Concours at Serrano, the upscale classic automobile affair that will celebrate 20 Years of Concours Excellence with this year's event.

Much credit for that success goes to Concours owners Michele and Brian Moore. They secure sponsors, court car owners, "cross the t's and dot the i's," and whatever else it takes to organize the event. They might be the leaders, but the team of family and friends behind them are what truly make it happen. When looking over the huge staff for most Concours events, one would be surprised to find how relatively small their crew is compared to other Concours teams. The Moores know that this event could not be pulled off without the help of their board members, friends, family and an army of volunteers, many from Solid Rock Faith Center of El Dorado County.

So how did it all begin? To answer that question, one must first answer these questions, "What in Brian and Michele's background gave them the inkling to start a Concours?" and "Where did this journey begin before the Concours began?"

Brian Moore's favorite vintage car was his 1937 Packard, but his first set of wheels was a 1963 Buick Skylark. He and his high school friends took it for a joy ride, "and disintegrated the mechanicals," he recalls. His dad responded by bringing home a trunk load of tools and telling his son, "You know how to blow them up, now you're going to learn to fix them."

That sparked Moore's interest in detailing and restoration. First, he worked on cars, and then on private planes at Sacramento Executive Airport. During his time there several of the pilots asked him to work on their luxury-mobiles. This led to Brian opening Brian D. Moore Restorations in Gold River and he showed many clients' cars at Concours events in Northern California, all the while wondering why there was not a high end Concours event in the Sacramento Valley.

Michele's association to the Concours is more succinct: "I married into this." She and Brian were newlyweds when he took her to her first concours: The Pebble Beach Concours d'Elegance in 1983. Brian would leave her home with their one-week-old, first child, Brandon the following year as he showed a 1949 Maserati A6G 1500 for a client. Now that is dedication on both their parts!

Many more years of attending Concours events followed, sometimes showing cars, sometimes as attendees; all the while, the couple wondered about starting a Concours of their own. Michele distinctly remembers sitting on a bench in front of The Lodge on Concours Day at Pebble Beach thinking, "How hard can this be to put on?" Meanwhile Brian was thinking, "Why are there no high-end Concours events around Sacramento that are as amazing as Pebble?" There simply were no true Concours d'Elegance events in this region. So the couple began to pray about what God's plan for this dream might look like.

In the meantime, the Moores raised four children, and Michele—self-titled "PTA Queen"—discovered she had a knack for organizing events and fundraising. She was hired by the Sacramento Shriners to help organize events, including the gala for their own



Portions of this article, written by Jan Heenan, were reprinted from the Fall 2008 *Serrano Magazine*.



annual car event. She gleaned much needed expertise from watching how that event was run—what worked and what didn't; on the job training one might say.

In late 2002 Brian read in the Sacramento Bee about the Raley's Senior Gold Rush golf tournament leaving Serrano. He and Michele discussed the fact that perhaps now that this amazing location would no longer be hosting such an event, they might be open to their Concours idea. The couple had been looking for the perfect location for a Concours and Serrano seemed to check all the boxes. Brian placed a call to Serrano, explained his idea, and the reply was, "What is a Concours?" The Moores had their work cut out for them: to educate the average person, who knew of a car show, but knew nothing of a Concours d'Elegance... that was a completely foreign concept!

Brian reached out to longtime friend Jesse Bravo who was instrumental in setting up a face-to-face meeting with the powers that be at Serrano/Parker Development. The meeting was held at the Parker Development offices on the grounds of the Serrano Visitor's Center where the concours was eventually held. Although Brian had envisioned the 18th fairway of Serrano Country Club for the event, the Serrano Visitor's center has proven to be the picture-perfect place for the Concours.

Recalling the day of the meeting in early 2003, Brian remembers driving to El Dorado Hills with Michele and Jesse in the car, in the pouring rain, armed with various Pebble Beach Concours programs and posters, as well as a VHS video "The first 50 Years of the Pebble Beach Concours d'Elegance." They thought if they were going to explain what a Concours was, they were going to use the best one in California as their example! As the video played, with the constant mantra, "This is not a car show we are talking about" they could see the minds of the Parker staff begin to click. Parker Development saw the opportunity to show off Serrano to Bay Area attendees in the hopes of selling them lots to build homes.

Talks continued, and eventually they were sold on the idea. The date was set for the first Concours: Saturday, October 2, 2004. Media Day, a day to introduce the media to the idea, was planned for October 2003. Another goal of this Media Day was to invite a potential Title Sponsor they had been courting, an El Dorado car dealership. Looking back, the Moores remember how they were sure this dealership would be the perfect fit, but God had other plans for the Title Sponsorship that have proven to be so much better:

Brian had restored the Rolls-Royce Corniche of Martin Camsey, the CFO of The Niello Company so he reached out to him to display his car at the Media Day. The pre-event, with a display of many classic cars, introduced the idea of a true Concours d'Elegance to the community and the media, but most importantly to Martin. He took the idea back to Rick Niello; Rick knew Brian from the restoration business as he had worked on several of his cars in the Niello Collection.

A meeting was scheduled and Michele made some official "Serrano Concours" letterhead with the proposed Title Sponsorship particulars and they met with Rick Niello, Martin Camsey and other staff of The Niello Company. The Moores presented the proposal and it was warmly received by Rick with Martin being a great supporter of the idea. Eventually, the Moores and Rick Niello sat down together and signed the first of many contracts that now exemplify a long and trusted relationship. To the Moores there is no truer sentiment than this: without The Niello Company's support and sponsorship this event would not be what it is today.

Rick Niello, President of The Niello Company reflects, "The Moores pulled off the first year with confidence and class," and says he has been pleased with the success of the event. "This is The Niello Company's largest event of the year, and is a nice demographic fit for the company," a company founded by Rick's grandfather in 1921 and now comprising of nine brands and 11 locations.

Now, after twenty-one years (Covid cancelled the 2020 event) the Niello Concours at Serrano is an extensive affair, with cars coming from all over the country to be a part of a great day on the green; one Best of Show winner was from Lahaina, Maui! The event has grown to be well respected in the Concours world, as well as being known as a really fun day for spectators; people love to attend!

Parker Development President, Bill Parker says of the event, "For twenty years Serrano has been the backdrop for The Concours. We really enjoy hosting this event each year and welcoming everyone to this special spot. I personally appreciate all the work it takes by hundreds of people to make it all happen. My hope each year is that everyone enjoys the day and that the partnership between Serrano and The Concours lasts for many years to come." His brother Jim, Vice President of the company, remarked, "My wife and I attended the first Niello Concours at Serrano in 2004. We put our new Carrera S Cab in the 2005 show and haven't missed one since. It's been a pleasure dealing with Michele and Brian Moore all these years, as well as Rick Niello and the Niello organization. This is a wonderful event and we at Parker Development Company are proud to have had it here at our Village Green all these years."

A few years ago, Brian and Michele were walking at the Pebble Beach Concours d'Elegance and heard a couple musing, "This event reminds me of the Niello Concours at Serrano!" They looked at each other and smiled knowing they had achieved their goal and God had answered their prayers—a true Concours d'Elegance in the finest sense of the word. And that is what we are celebrating today... Twenty Years of Concours Excellence!



This photo, taken on Media Day in 2003 by Jesse Bravo, was the first official photo of the Niello Concours at Serrano.



# The Future of



Around 500 BCE in Ephesus, a certain Greek philosopher, Heraclitus stated that, "The only constant in life is change."

His observation was that the natural world is in a constant state of motion as people age, develop habits and move environments. Even rocks are subject to changes by the elements over time.

If we adopt this philosophy and apply it to a Concours d'Elegance then the evolution is apparent. In the 17th century, French "blue bloods" would parade their exclusive, ornate and luxury horse drawn carriages through Parisian parks. These parades became a "competition of elegance" or Concours d'Elegance. As the horses ultimately disappeared and motorcars were introduced, this competition of extremely expensive, rare and exclusive automobiles continued and has matured. Originally these were not vintage or older models because the motorcar was just being introduced, but rather expensive "one off" unique bodywork designer cars.

The competitions continued in French resort towns and expanded to include the participants showing purebred dogs, art, sculptures, good spirits and gourmet foods on stellar summer weekends. The parade of elegant ladies in their haute couture clothing was certainly a part of these exclusive events. The scoring for cars was

in part awarded by the vehicle and the fashion houses providing matching attire.

Then, in the 1920s as America was roaring along with high end luxury cars such as the Duesenberg, Stutz, Packard, Cadillac, Pierce Arrow, the same period in Europe saw similar demand for Bugatti, Delage, Delahaye, Hispano-Suiza, Voisin and others. Soon, these well-off enthusiasts were contracting with notable coachbuilders to develop and modify to the art pieces we see on Concours fields today.

After the late 1920s, leading up to WWII, the war took its toll and there were no notable Concours events until the Pebble Beach Concours in 1950. Interestingly, from 1950-53, the winners at Pebble were contemporary cars. Only in 1955 did the Best of Show become pre-war cars. Since then, there has been a mix of both pre-war and post-war car awarded.

The evolving Concours were pretty much driven by word-of-mouth but one could find some print advertising or discussion at car club get togethers announcing the Concours events and locations. Concours organizers did direct mailing with invitations to submit one's motorcar and it was not at all uncommon to have board members from the selection committee visit other Concours events and give personal invites to the Concours entrants. Around the mid 1990s the advent of the

internet and email became a game changer; but not immediately embraced. Now, enter the social media era.

By 2005 Facebook and then the ensuing platforms such as Instagram, Twitter (X) and YouTube gave a boost, and in part, the rise in Concours events. Today these platforms make it easy to search for them if they don't automatically pop up on your Facebook, Instagram or YouTube accounts. As a result, the endeavor of showing motorcars at the many Concours d'Elegance shows became even easier for entrants and more cars came out that may not have been previously seen. Still, the relationships of the organizers and the car world has been the critical element in bringing these cars to the field on show day.

Covid-19, which entered the scene in late 2019, essentially decimated the Concours world and all the major events were closed for 2020. Sponsors then pulled back and some shows that would have restarted in 2021 were either greatly reduced or just never came back. The number of shows was reduced. This change was a prime time for the exponential growth of an event started in Southern California called Cars & Coffee (C&C). C&C had started in 2005 and didn't require an entry form or a requirement to roll on the field, which are parking lots. The younger crowds can bring their favorite cars, and one will see an occasional classic, but most are newer and exotic.



# The Concours

By JIM PERELL

Regional Concours events, excluding Pebble Beach, from about the mid-2010s started to see a fall off in the entry of the Grand Classics; a part of the demographic shift and maturing population of those that are “car guys”.

The Duesenberg, Mercedes, Talbot-Lagos, Packards, Delage, Chryslers, Voisin and such were, and are still, owned by the older, wealthy collectors or by museums such as Academy of Art - San Francisco, Petersen, Nethercutt, Mullin, Simeone, Audrain or Blackhawk. Many of these have become static collections but some are regularly started and driven. These collections require a full-time staff to repair and maintain as well as docents to share the history of these incredible works of rolling art. It's not uncommon to find these collections in the \$100 million range.

Herein lies part of the problem, the owners as well as the museum staff are timing out. The cars in their collections were very meaningful to them from their youth and once affluent enough were acquired to drive and show. Now, the value of these as well as the driving complexities keeps them from rarely being seen. Factor in that not all car guys have the

financial resources to obtain these. Of, course this is one man's opinion. The other side of this coin is that the guys growing up in the 50s and 60s want to now own what was dear and near to them. So, think muscle cars, some hot rods, European and British cars, Italian sports cars, etc. These are a complete antithesis to the origin of the Concours d'Elegance of the 1920s.

Remember now the one-off custom coach-built motorcars from Saoutchik, Marchand, Figoni, Gangloff and the like, to mention just a few. Mass production of predominately steel stamped cars of the 1950s - 80s are obtainable for car guys and collectors growing up in that era. Can you see the shift and change that has taken place on the concours field today?

Those growing up in the 50s through and into the 80s now collect and drive cars of those eras, and that what is evolving towards the more modern day Concours. Remember riding in the back of a station wagon; there are classes for those. There is also a trend toward the RADwood cars that celebrate the 80s and 90s lifestyle, which blends period correct dress with the that era's automotive awesomeness.

You will see VW Classes and now Japanese Car Classes. On any given field, there will be the Ferraris, Lamborghinis and Porsches. With them there, they draw a crowd which helps to financially support the Concours events.

You see, our kids and their kids are all about the era of their growing up and now the Concours of today needs to embrace and include these generations. What will likely occur in the future of Concours events will be a Hybrid of the Classics, Vintage and, to involve youth, (they also like to win something) cars that the younger generation likes and relates to as well. This will be a slower transition but must happen to keep Concours d'Elegance events alive. Thinking back, I attended my first Concours when I was seventeen. I was thirty-nine when I showed my first car on the Concours field and now I have a twenty-two year old grandson that likes to see the older vehicles that I still play with but prefers his era. People will always appreciate the artistic beauty of the Classics but this rolling art will also roll through the generations to keep the involvement alive.





# CELEBRATING 125 YEARS OF PACKARD

## AN AUTO BIOGRAPHY

One of the greatest marques in the history of automobiles, Packard projected an aura of prestige and excellence that was unmatched by any other manufacturer in North America during the years between the two world wars. The first American president to be driven in an automobile to his inauguration rode in one. The president was Warren Harding, the year was 1921, and the vehicle was a big, beautiful, 12-cylinder model dubbed a Twin-Six. Fittingly, the first car to cross San Francisco's Golden Gate Bridge was also a Packard. Many car cognoscenti consider it the only real competition Rolls-Royce ever faced.

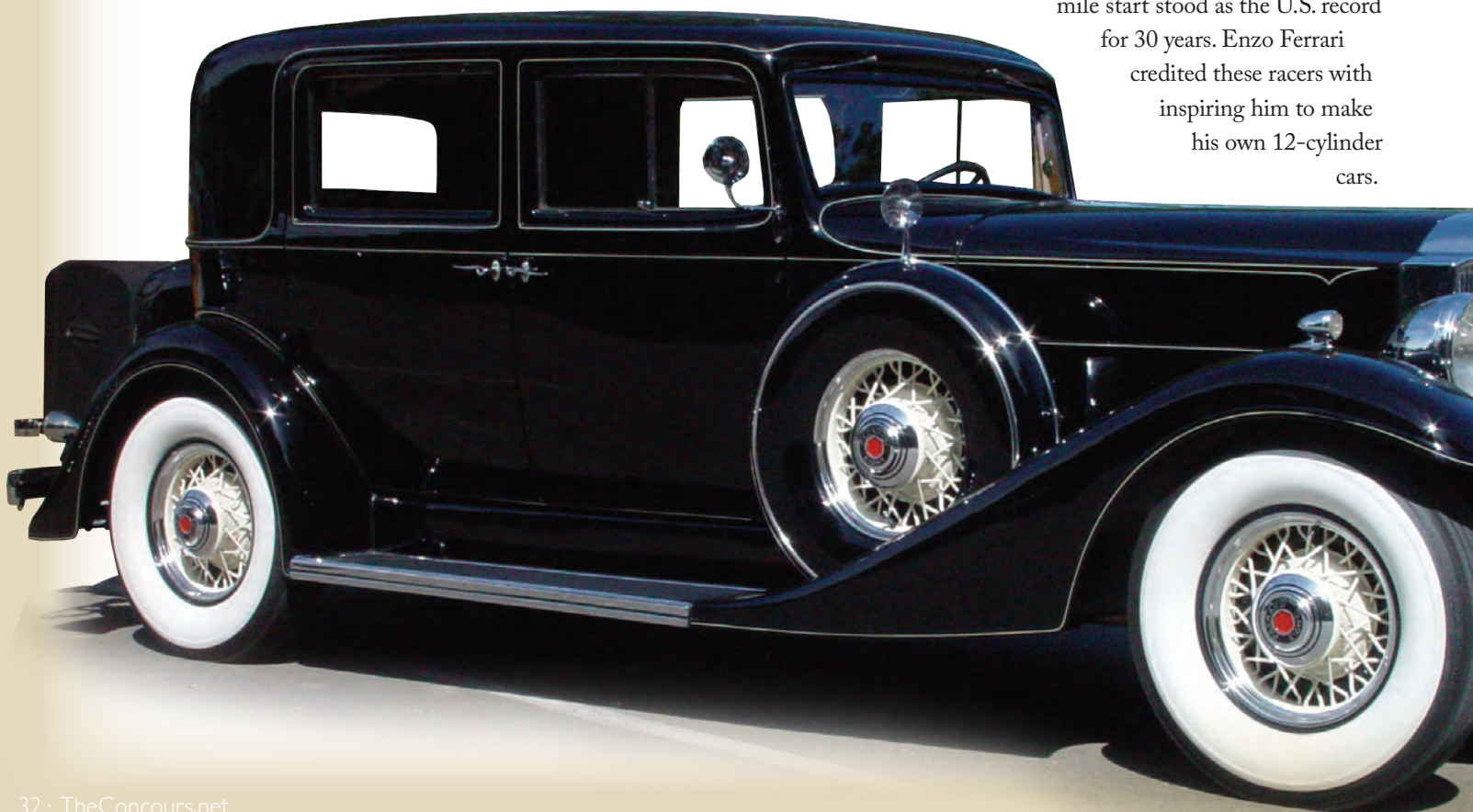
The Packard's saga begins with its creation in 1899 by James Ward Packard, whose firm manufactured electrical equipment in Warren, Ohio. Captivated by motor vehicles, Packard purchased one of the first made by the flamboyant Alexander Winton in Cleveland. After encountering many problems with his new car and receiving no help from Winton, Packard began to design a vehicle of his own. Within 14 months, with the help of two engineers lured away from Winton and his own brother, William Doud Packard, he had produced a car he ran successfully on the streets of Warren. From that day in 1899 until 1958, the company produced 1,610,890 automobiles. Its best years of production were 1937 and 1948.

That first model sold easily at a pricey \$1,250 with its single-cylindere engine and Packard's own invention of an automatic spark advance. Wealthy Detroit manufacturer Henry B. Joy purchased one and liked it so well that he convinced his brother-in-law T.H. Newbury and seven other investors to join him in purchasing controlling interest in the Packard Motor Car Company. James Packard remained president until 1909 and board chairman until 1912, but he decided against going to Detroit when the plant moved there.

Always the innovator, Joy hired French designer Charles Schmidt to create a four-cylindere Model K in 1903. The Packard Plant in Detroit was the first designed for car production by the famous architect Louis Kahn. In 1915, Joy, along with general manager Alvin Macauley and engineer Jesse Vincent, developed the model that would put Packard in history books for all time: the sensational Twin-Six. Soon the favorite of tycoons and royalty, the model sold for \$2,600 for a touring car to \$4,600 for the Imperial Limousine on a 135-inch wheelbase.

During World War I, Packard turned its attention to making racing history with two special racecars with V12 engines designed for aviation use. Both driven by Ralph DePalma, the smaller one earned a sixth at Indianapolis in 1919, while the larger set a record of 149.9 mph at Daytona in the same year. Its

average speed of 92.71 mph for the standing mile start stood as the U.S. record for 30 years. Enzo Ferrari credited these racers with inspiring him to make his own 12-cylinder cars.





By 1923, Packard had a significant production lead over Cadillac with its smooth in-line eight. By 1928, it had stopped building sixes and concentrated on straight eights of different bore sizes. The company came close to making a sports car with the Speedster Eight models; however, speed had little appeal for Packard buyers, and only 220 Speedsters were built.

Its constant striving for improvement paid off as Packard met the challenges of the 1930s. On the Twin-Six chassis, the fine coachbuilders such as LeBaron and Brunn made automobiles that defined the classic era in American motor history. During the Depression, Packard remained the leader in luxury sales; however, to protect itself from dwindling sales in 1935, it entered the medium price range with the Packard 120, the creation of George T. Christopher, an engineer wooed from GM to do the job. With its 120-inch wheelbase and \$990 price tag, the new model had great appeal to those who had only dared dream of owning a Packard. The company set its all-time record production figure in 1937.

Then, with its handsome new styling for the Clipper model, the company once more became a strong competitor to Cadillac in 1941. After World War II, Packard resumed production with similar styling for both six- and eight-cylinder engines. Response was great, but the company lacked the political connections of the larger firms to procure the sought-after steel to make its goal of 100,000 cars. Actual production was less than one third that number.

Down but not out, in 1948 Packard produced its own highly efficient transmission: the Ultramatic. Even with a new body style in 1951, Packard trailed behind General Motors. Then, in 1954, Packard merged with Studebaker, and a Packard with a new look and a new V8 engine appeared in 1955. It proved to be a good year, but in 1956 sales lagged and the last genuine Packards were produced. From then on, the marque became Studebakers with a face-lift.

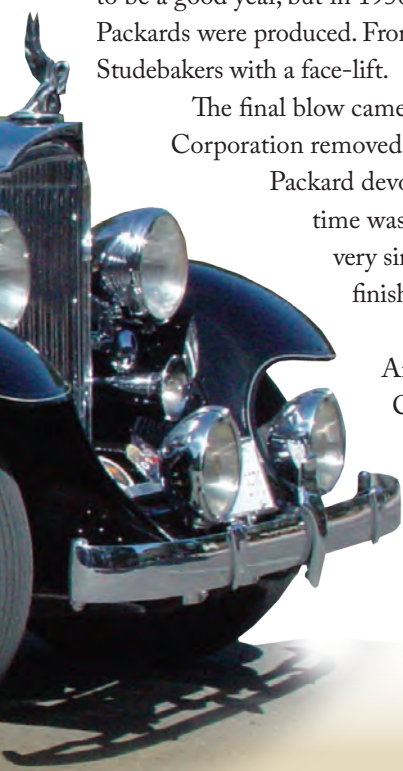
The final blow came in 1962, when Studebaker-Packard Corporation removed "Packard" from its name. Most true Packard devotees breathed a sigh of relief. Its time was past, but Packard had earned its very singular place in history long before the finish line.

As we celebrate the 125th Anniversary of the Packard Motor Car Company at this year's Niello Concours at Serrano, it seems fitting that this would be the chosen brand for the event's 20 Year Anniversary. Packard, being the favorite marque of event owner Brian Moore (as well as his father's), was also the first

dealership owned by the Niello Family. As a young man family patriarch Louis Niello worked as a mechanic at the San Francisco Packard dealership where, in 1921, after a lot of hard work, he earned enough money to buy the dealership with a partner. He owned the dealership for over twenty years before passing ownership on to his son, Richard Niello, Sr., who kept it until the time the Packard brand was no more.

Thank you for joining us today to celebrate this legacy of luxury, Packard. A brand that produced some of the most sought-after, reliable, and luxurious cars on the market at the time. An automobile known for its elegant, rakish lines and a swift, purring speed. While on the green today just "Ask the man who owns one" (or woman) for their thoughts, they will surely get a kick out of your question.

*By Judy Bravo*





## ASK THE MAN WHO OWNS ONE

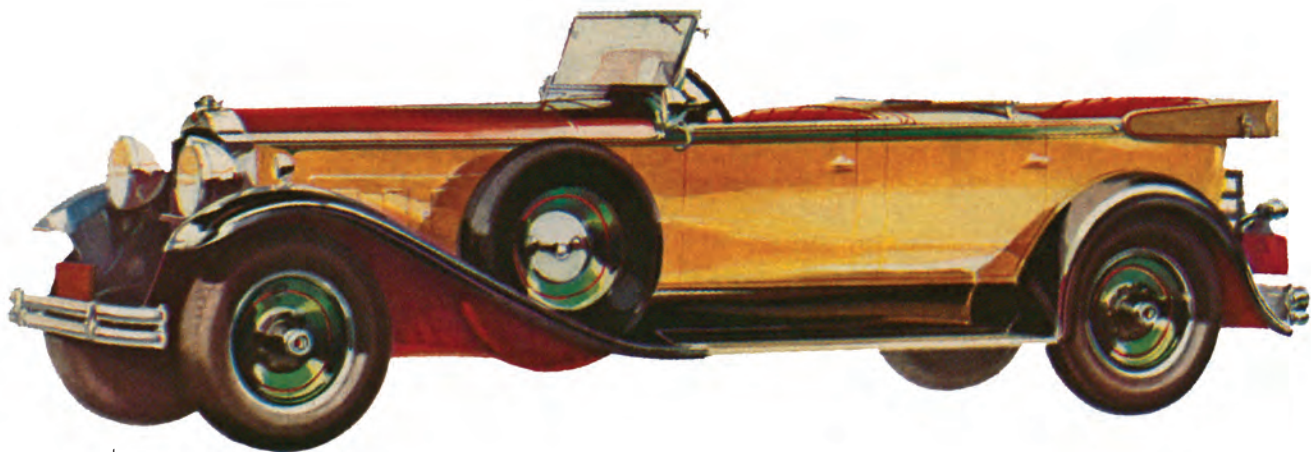
**T**he most popular version of the origination of the famous slogan, "Ask the man who owns one," is that James Ward Packard, who was president and general manager of Packard Motor Company, received a letter from a man interested in buying an automobile. He wanted more information about the dependability of a Packard. There was no printed sales literature and Mr. Packard was too busy to write about those details. He told his secretary to tell the man to, "Ask the man who owns one." This was the birth of perhaps the most famous automotive advertising slogan ever to originate in America. First published in an ad in *Motor Age* magazine on

October 31, 1901, this motto was used in many advertisements for Packard automobiles throughout the years.

Although no other automotive advertising phrase was ever as well-known or as effective in the marketplace the problem was, that Packard took it too literally. Instead of spending the big bucks on huge advertising campaigns and taking advantage of the "New Media" of television, they depended too much on the "Ask the man who owns one" to get the word out. We now know the results of that marketing plan. The problem was many men are about as talkative as John Wayne was. ●

*By Judy Bravo*

# PACKARD







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# Packard's Joy Ride

BY JUDY BRAVO

**C**redit James Ward Packard's obsession with all things mechanical for his leading his Ohio Automobile Company on the road to become one of the most successful automotive firms in America prior to WWII. His insistence on quality control and durable components soon made them the hallmarks of the brand, paving the way for many mechanical innovations. In 1900 Packard introduced not only an "H" patterned gear shift arrangement but also an automatic ignition spark advance to provide a smoother, more efficient engine operation. The next year brought forth a "steering" wheel in place of a "tiller."

Then in 1903, when Henry Joy and his brother-in-law T. H. Newbury along with seven other investors purchased controlling interest in the Ohio Company, the innovations came fast and furiously. First Joy changed the firm's name to the Packard Motor Car Company to eliminate its regional connotation. Ultimately, he would transform the firm into America's top luxury automobile manufacturer.

Soon Packard introduced spiral bevel differential gears for a quieter automotive experience. Next it became the first mass-produced automobile powered by a V-12 engine, a huge feat within the industry. Then in 1919 a Packard racer with Ralph DePalma at its helm and powered by a 205 cubic inch Packard Liberty Aircraft engine set a land speed record of 149.72 mph.

Packard roared into the 1920's with the introduction of hypoid differential gears which allowed both a lower vehicle height as well as a lower floor height. Next it became the first mass-produced automobile with four-wheel brakes. In 1940 air-conditioning was offered to Packard purchasers as an option, and by 1950 the marque was the only manufacturer to engineer and to produce its own transmissions.

When James Packard died in 1928 his widow Elizabeth wrote to Henry Joy, "He always insisted that it was your ability and vision that made Packard what it is today. He was almost embarrassed when so much was said about him in connection with the Company, and insisted you deserved the credit."

Other innovations during Joy's watch included the rumble seat, the gas pedal and thermostatic control of water circulation in the engine. He was also responsible for initiating a factory training school for dealers, employers, and customers. Joy operated with a very simple philosophy that he expressed as, "Make the best product we can." And that is what the Packard Motor Car Company did, perhaps that is why it is still much celebrated today, an amazing 125 years later.







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**O'Neill**  
— VINTNERS & DISTILLERS —

# The Beck's Packard



The 1937 Packard Super Eight 1500 Five-Passenger Touring Sedan, owned by George and Eddie Beck of Concord, California was the professional man's choice for a luxury family car. With a Packard a man could not only have a safe, comfortable vehicle for his family, he could tell the world a bit about himself. These were the days when an automobile could be an extension of who you were. The image of the Packard was one of solidarity; save the frivolity for those yellow convertibles with the top down. A man who drove a Packard was telling the world that he, like his car, was dependable, reliable and more trustworthy.

With an original cost of \$2,335 at a time when the average annual salary in the United States was \$1,780, one can see it did fit into that Luxury Car category. It is powered by a 130 HP, 320 CI, straight eight engine with 3 3/16th inch bore and 5-inch stroke with a manual 3-speed transmission. It sits on a 127 inch wheelbase and weighs 4,530 pounds. It is estimated there are fewer than 125 of this model still on the road.

The Beck's Packard has been in the family for over fifty-six years. They found it while visiting Death Valley on a "Packard Used Car Lot" in Beatty, Nevada. Not knowing

that much about the marque of Packard, they were taken by the flowing lines of the Super Eight with the long hood, side mounts and the "Packard Quality." While far from being in top shape, it was driven to work by Glen for six years in Las Vegas. He took their children out for many cruises down The Strip where they enjoyed the bright lights; even the cabbies would defer to this Packard.

A business transfer to Casper, Wyoming forced an extended storage of the car for some twenty-five years in a boat barn in Henderson, Nevada. A two-and half-year restoration, by Glenn Vaughn Restorations Services, was completed in time for the 2003 Packard Club National Meet, it took the Alvan Macaulay Award for Best of Show, Pre-War. Since that time the car has campaigned very well, taking Best in Class awards at Danville, Palo Alto, Hillsborough, Ironstone, Niello Concours at Serrano and the Presidio of San Francisco Concours d'Elegance.

George enjoys getting up early on Sunday mornings and taking a drive in the countryside until he finds the perfect old-fashioned café to have breakfast. We are sure glad he drove it here on this Sunday for the Niello Concours at Serrano instead!







## TALK TO US

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**Dan Eger**

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# SACRAMENTO ART DECO SOCIETY



The Sacramento Art Deco Society was founded thirty-seven years ago for the appreciation and preservation of the Art Deco Era. This era is generally considered to be between the two world wars, 1918 to 1940, but actually spreads a little on either side. In 1925, Paris held the "Exposition des Artes Decoratifs et Industriels Modernes" from which the term Art Deco was coined in the 60's. Countries were invited to contribute their designs in everything under the sun with the admonishment that they must be original. Out of this sprang some of the

most unique ideas ever seen before, some of which are still copied today.

A fine example of this style is found in the Empire State Building and the Chrysler Building in New York City. Designs were influenced and drawn upon from African designs, Egyptian, (King Tut's tomb was discovered in 1922), Mayan, and from artists own original concepts. The Art Deco style was a complete departure from the Art Nouveau and elaborate Victorian designs that had been previously relied upon for

inspiration. The influence of the Art Deco Era is shown in everything from automobiles, fabrics, furniture, buildings, statuary, etc...

Celebrating this fabulous style is why the Sacramento Art Deco Society exists. We want to promote and preserve this unique era. Look for us on the green today at the Niello Concours at Serrano.

[www.SacArtDeco.org](http://www.SacArtDeco.org)



The Niello Concours Raduno is a gathering of motor car owners for an evening spent enjoying the art of the automobile. Please join us for light hors d'oeuvres, wine tasting and music as you enjoy a fabulous display of automobiles. If you are the owner of a motor car of significance please feel free to display it so all may enjoy. Your experience will be priceless, admission is free.

## 2025 Niello Concours Raduno

May 20, 2025

North Ridge Country Club

July 1, 2025

Granite Bay Golf Club

Visit [www.ConcoursRaduno.com](http://www.ConcoursRaduno.com) for more information





## On The Green Today

### **Cantrell Bodied 1939 & 1940 Packard 120 "Woody" Sedans**

Owned by George Myers of Saint Helena, California

George Myers loves Packards and he has a few of them on the green today at the Niello Concours at Serrano. Three are "Woody"—cars featuring wood bodywork and a pre-cursor to the modern-day SUV—two of which were built for George by special request almost twenty years ago. Jerry Wuichet, a classic car restorer in Napa Valley, convinced George to do the build. "It was Jerry's fault," says George, "that this all began!" Jerry set out to find good solid candidates—Packard 120 sedans—for the project. Upon finding the cars, he cut the bodies as they had been done originally by J.T. Cantrell & Company, one of the most prolific builders of station wagon bodies at the time.

After he restored the chassis on the two cars, Jerry delivered them to Steve Messenger's Just Packards in the Carneros Valley, California to have the engines and transmissions rebuilt. Next, they were delivered to John David Hamlin of Bloomfield, Indiana for the initial woodwork. The next step was completed by Jack Barton of Gallatin, Missouri who did all the finish work and varnish.

The cars were then off to Martin Hveem of Red Bluff, California for final assembly and paint/body work. Upon completion, Martin delivered them, finally, to George. After delivery, the cars now found a pause from their traveling in George's private collection in Napa. In 2014 they traveled to the Niello Concours at Serrano, and then in 2023 they were campaigned at the Packard Club Western National in Rohnert Park, California and shown at Ironstone in Murphys, California, winning awards at all three events.

The journey these cars have taken, most likely on a trailer or a transporter, more than they have actually been driven, is amazing! From their original manufacture in Detroit, Michigan, then wherever they went from there, they arrived in Napa only to be sent to Indiana, Missouri and then back to California is quite the tour! Given the Woody is considered a symbol of the classic American style, the traveling of these cars all over America truly earns that moniker!





# HOW DID ELEGANCE SURVIVE?

BY FRANK WEISMANTEL

“You never see further than your headlights will allow but you can still make the whole trip that way.” A quote from that famous philosopher “Unknown.” I’ve always loved that quote and can’t help but think how much it describes how society maintained its

long time love affair with the way that automobiles became a staple of how we began to see beauty and elegance after a terrible war, terrible depression and general malaise of the world. People never gave up on revering beauty, elegance and class, no matter how dismal the environment became. How is it that automobiles became such an important part of our daily lives, providing so very much more than mere transportation?

Around 1919, the world was ready to “turn its headlights back on.” The war was over and the Roaring Twenties were just about to take flight. The boys were back from war, the Flappers were beginning to dominate the dance floors and the world was ready to get back to the serious business of being happy. Also, the world’s leaders were once again ready to start ordering any number of custom-built luxury vehicles in order to reestablish the tarnished image of their status and performance. Since the world was suddenly flush with postwar cash, the automobile business took off again at high speed (pun intended).

The world was primed for growth and recovery. World War I ended in 1918 and for the next ten years the world




steamed ahead at full throttle until the bottom fell out of the global economy. Prosperity and progress stalled again. From 1929 to 1939, society once again faced bitter challenges and refocused itself on survival. Much like the global automobile

industry. Who would survive and who would thrive?

To add insult to injury, the United States government felt it necessary to ban alcohol from 1920 to 1933. Society welcomed its newest media darlings, the Bootleggers. These guys were virtually Rock Stars who wore white silk suits, drove the fanciest automobiles and pretty much ran major cities as if they were the Mayors and Governors.

Everyone wanted to be like these guys who drove the fanciest and most desirable vehicles. Nothing as common as Fords, Chevys or even Rolls-Royces, they would flash huge rolls of cash when they drove up in magnificent Bugatti’s and Duesenberg’s. Nothing mass produced for them. Most of what they drove was built to order and was a “One Off.” When you have more cash than the President, you can have your car built to your specification. The Pre-World War II era saw more custom and coach-built vehicles than ever before, all built by people who simply didn’t realize that what they were doing was impossible. They just did it. The world was on fire but this was the launch of the Coach Built Automobile era, perhaps the most daring and design focused time ever. Nothing in





modern times matches up with the beauty and scope of the cars we built during those hardest of times.

The depression raged. Most of the world was financially devastated. Regardless, things were going great for the upper class, perhaps as long as their business was illegal. The legal (and especially the automotive) world wasn't doing so well. Basically, during and soon after the depression, cars weren't selling well, to say the least. However, there were thousands of unsold chassis all around the world and the coach builders were able to pick the cream of the crop upon which to base their most spectacular dreams. They could get a Rolls-Royce or Cadillac V-12 equipped chassis for a pittance and go back to the studio (factory is so gauche a word) and start building their dream machines. In fact most of their machines were indeed the product of someone's dream. That's mainly why there are so many automobiles built with such incredibly different designs, built by so many boutique builders who frequently disappeared with little or no fanfare. The designers moved on from new coach builder to new coach builder. The artists thrived while the manufacturers died.

The motor cars that came to us from the Pre-World War II era were simply amazing. While Ford, Chevrolet, Dodge and many other mass production manufacturers grew into the financial giants we know today, there were a surprisingly large amount of tiny "boutique" design and build houses that turned the dreams of many, many automobile aficionados into reality—as long as they could afford to provide the necessary patronage \$\$ to the designers. Most custom coach-built automobile buyers were actually little more than artistic patrons to many of the DaVinci's of their time. Some of the most respected names come from

the 1920s. Designers like Mr. Georges Paulin who penned some of the first "Aero" designs where sheet metal actually appeared to "Flow" instead of be shaped in right angles. Also, Mr. Giovanni Savonuzzi, famous for designing both the early Ghia coupes and the Chrysler Turbine automobile, created in the later years of his career. The list is both long and very incomplete. Some of our most memorable designs come from "one hit wonders" who designed a single custom automobile and disappeared back into the world of sculpture, painting and other creative disciplines.

Frequently, if a potential customer saw an automobile that he just had to have, there was no actual manufacturer to visit for a chat. The buyer had to do lots of research to both learn who the designer was and where he was plying his wares at that moment. After WW II, the new strategy was for designers to simply open "Design Houses" very similar to today's modern designers Pininfarina and Stile Bertone, a pair of the most famous design houses of our time. Regardless, designers rarely aligned themselves with a single manufacturer. They had to be masters of evaluating chassis and raw materials from a variety of sources and thus craft highly specialized "Dream Machines" that were literally the embodiment of a patron's dream. The twenties, thirties and forties—the Era of Elegance—those years gave us the real "Dream Machines" and their elegance survives today.

#### PHOTO CAPTION

*This 1931 Duesenberg Model SJ Disappearing Top Convertible Coupe was originally owned by William Collins (reported to be a figure in New York's criminal underground in the 1930s). Collins reportedly owned the car for a single day before his death, and it was then acquired by Philadelphia bootlegger Mickey Duffy. When Duffy was shot down in Atlantic City, the car was passed on to Duffy's business associate Owney Madden, owner of Harlem's infamous Cotton Club.*



# Thank You

## FROM THE NIELLO CONCOURS AT SERRANO TO THE SCCA JUDGES FOR 20 YEARS OF PARTICIPATION!



The 20th Annual Niello Concours at Serrano is proud to be a Sports Car Club of America sanctioned event. Since 1944 the SCCA has brought motorsports to Americans who share a passion for automobiles, speed and competition. From National Championships to regional events, from the professional arena to the amateur, SCCA has organized, supported and developed auto racing at every level for over eight decades.

Automobile enthusiasts owe the SCCA for not only keeping the race flame alive but for doing the same for car shows known historically as "Concours d'Elegance." SCCA has provided, over the years, a judging matrix that has made comparison of various vehicles fair and objective by judging them on the basis of overall originality, authenticity and the degree of perfection in their restoration. The guidelines and rules that were set down by the governing body of the SCCA Concours Division are such that the automobiles being showed must be as they came from the factory. Any upgrade or deviation from the manufacturers original design of the automobile will result in points lost. Most entrants take great pride in keeping to this standard. The SCCA provides judges, field crew and scorers for each SCCA sanctioned concours. All judges are volunteers and deemed expert on specific marques. All judged automobiles

should be, essentially as they appeared on the showroom floor. As the judges begin their appraisal of each auto they start the scoring with 100 points. Points are then deducted for each deviation from original, imperfections, poor preparation, etc. The highest points in each class, the top three, are the first, second and third place winners. But, for an automobile to win its class, it must score at least 80 points; second place requires at least 70 points; third place at least 60 points.

The SCCA Championship Award will be presented today at the Niello Concours at Serrano to the owner of the automobile that has the greatest number of points for the 2024 concours season. Each automobile, upon entry into a SCCA Concours, will receive five points. For 1st in class five points, for 2nd in class three points, and for 3rd in class two points. The automobile that is chosen Best of Show will receive ten additional points. The automobile that has the greatest number of points at the end of the concours season will be declared the Concours Champion for that year with the award presented at the Niello Concours at Serrano.. This automobile will be exempt from ever winning the SCCA Championship Award again, but may enter in all shows and be eligible to be a class winner.

Jim Perell - Chief of Concours  
Ron Von Tersch - Chief Judge  
Beckie Perell - Chief of Scoring  
Darren Townsley - Chief of Field

Pat Wille - Secretary/Treasurer  
Morris Lum - Photographer/Webmaster  
Dr. Shannon Davidson - Board Member at Large



SFR-SCCA is actively seeking new judges, field crew and scoring assistants.  
If interested, please contact Chief of Concours Jim Perell at [JAPerell@icloud.com](mailto:JAPerell@icloud.com).

*PLEASE NOTE: SCCA WILL ONLY JUDGE VEHICLES OF A MODEL YEAR PRIOR TO 1999*





## On The Green Today

### 1960 MG MGA Coupe 1600

Owned by Andy Preston of Rohnert Park, California

The 1960 MG MGA Coupe 1600 you see on the green today at the Niello Concours at Serrano was rescued from a farmer's field in Sacramento. The car was found abandoned, then towed to a barn in Shingle Springs where, once again, it sat.

In 2005, Andy Preston was at the All British Motor Vehicle Show in Dixon, California. While there he made mention of his desire for an MGA Coupe; he loved his cousin's that he had ridden in as a lad in England. A gentleman attending the show spoke up and said, "I have one and it's for sale!" Andy drove to the man's home in Shingle Springs to see the car. It was in a barn and had made itself quite at home there. The car was a complete wreck with holes in the wooden floor and grass growing all the way to the roof line. Nests of field mice had even made homes in the car; in fact, when Andy removed the headliner, he was showered with mice pellets!

Andy purchased the car and took it to his home to his garage in Rohnert Park. He took it apart completely, every nut, bolt and washer, stripping it to the bare frame. He sandblasted it in his front driveway, using a dolly he made so he could roll it in and out of the garage.

He hired a painter for the exterior and after three years of work, by himself and the painter, the project was finally finished in 2009. When asked how it looks now Andy replied, "It's outstanding in its field!" Andy and his car are attending the Niello Concours at Serrano for the very first time, so please make sure to pay them a visit today.

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# CARS BETWEEN THE

To truly appreciate the glorious motor vehicles that represent that very singular era of history that lies between the two World Wars, car buffs must first understand the confluence of forces that together pushed automobiles onto the road taken.

First, there is the tremendous impact of the First World War itself upon both the American and the European automotive industries. Beginning in 1914, the War soon forced the Allies, composed of Great Britain, France, and Russia to turn all automotive plants over to War production. They were joined later by the United States, Italy, and Japan. The French and British factories could not meet their own needs; and the United States became the great supplier of the Allies, shipping many thousands of automobiles across the Atlantic.

All of Europe took note that by this time American design had surpassed that of its own vehicles. By 1915 the V8 Cadillacs and the V12 Packards were challenging the most expensive European marques. While the War had halted private car production, its urgency had pushed technical development to breakneck speed. Greater advancement was achieved in the four years between 1914 and 1918 than had been accomplished by the automobile industry within the past two decades. Aircraft production was the key, and when its engine technology was applied to post-War products, a new generation of automobiles appeared. Marques on both sides of the Atlantic benefited from knowledge gleaned from aircraft engine production.

The War influenced another, much more subtle change in post-war automobiles than the obvious one just discussed. This other one was the result of the War's

enormous impact on people's attitudes, and, in turn on their maturity, or possibly, their immaturity. The enormity of the death and destruction coupled with the horrific suffering caused by this World War shocked its survivors into evaluating both its cost on their lives and how they wanted to live their remaining years.

Writers like Eric Maria Remarque in *All Quiet on the Western Front* and Virginia Wolfe in *Mrs. Dalloway* spoke for many. A synergistic view emerged: if there was any living to do, the time was now. The twenties roared and so did those big, beautiful automobile engines! Readers may have felt sorrow for *The Great Gatsby* but they wanted to live just like him. In their sleek, enormous sedans, even gangsters managed to look as glamorous as movie moguls. While incarcerated, one bank robber wrote to Henry Ford to tell him how much he appreciated Ford's V8 during getaways.

Clothes in general reflected the public's desire for glamour and style. The draped gowns and provocative cloches women wore looked best when emerging from elegant automobiles to enter a grand hotel or a speakeasy for a night on the town. It was, after all, the infamous Jazz Age. Suddenly cars had to be stylish, not just dependable, in order to compete with one another; and the successful marks complied beautifully.

Another important factor influencing the evolution of automobiles into grander, bigger and more road-worthy versions than had existed earlier was the construction of the Lincoln Highway connecting New York to San Francisco. Completed in 1927, this Highway encouraged other states to build inter-city links, creating a nationwide network of roads. The country was



# WARS

by Judy Bravo

connected as never before as America rolled into the thirties.

Upscale Marques like Packard, Peerless, Cadillac and Pierce-Arrow flourished in the post-war prosperity. Companies like Duesenberg were capturing a small but very affluent market. Then in October of 1929 many small automobiles manufacturers were toppled by the infamous 'Crash' of the stock market, leaving only the strong to make the long climb back to prosperity. Pulling out of the worldwide Depression required that European automobiles be made smaller and more cheaply than in the past. To some degree, the same factor influenced the American market. However, the main factor in the proliferation of more affordable cars in the United States was simply the demand that overtook the industry.

The years 1932-33 heralded the beginning of the era of aerodynamic streamlining in the American marques. A prime example was the airflow model by Chrysler and Desoto with innovative features that put it ahead of the curve. In contrast, European models offered lots of sizzle but little real steak to buyers, their streamlining seduced the eye but advancements in performance took the back seat. The truth was that motorists had become snobs, turning down economy vehicles because they sported too little chrome.

Paradoxically, in America between 1930 and 1939 some of its finest cars were being produced such as the fantastic J and SJ Duesenbergs, the twin-six Packard, the Pierce-Arrow, and Lincoln's top-of-the line models. Cars defined their owners. "He drives a Duesenberg," said it all. Any A-list of American beauties must include

the V-16s of Cadillac and Marmon. American humorist George Ade put it best when he quipped, "The joys of life may be made to increase with the multiplication of the cylinders." Europe chimed in with Mercedes Benz racers, Lagondas, the Hispano-Suiza Type 68 and the Rolls-Royce Phantom III.

Then on the third of September, 1939, Britain and France declared war on Nazi Germany. History repeated itself as automobile manufacturers on both sides shifted gears for the production of military vehicles. In the United States automakers began the serious task of making vehicles of war for its allies before the country formally entered the War. Production of all civilian automobiles came to an abrupt halt.

America would not see a new automobile until the end of the war in 1945; and when it did, many of the welcomed vehicles sported no chrome at all but simple painted bumpers. The returning G.I.s and the lack of production during the war created a huge need for automobiles in America.

On both sides of the Atlantic automakers responded to the pressing demand by using basically prewar designs and tooling that could be gotten quickly into production and on to showroom floors, although Rolls-Royce would go on to benefit greatly from lessons learned from the making of airplane engines. The 1950s would bring great changes to marques on both sides of "the Pond", but that very special era, that time between the two Great Wars would remain in the minds of many autophiles as the Golden Age of motoring.





# THE TALK OF PARIS



*Ken Smith's*

The Delahaye marque was a family-owned automobile manufacturing company, founded by Émile Delahaye in 1894 in Tours, France. Manufacturing was moved to Paris following incorporation in 1898 with two marriage-related brothers-in-law, George Morane and Leon Desmarais, as Emile Delahaye's equal partners. The company built a low volume line of limited production luxury cars with coach-built bodies, trucks, utility and commercial vehicles, buses and fire-trucks.

Delahaye made a number of technical innovations in the early years. After establishing a racing department in 1932, the company came to prominence in France in the mid-to-late 1930s, first with the International record-breaking Type 138; then, the Type 135 that famously evolved into the special short-wheelbase sports-racing Type 135CS; followed by the V12 types 145 and 155 racecars. Many races were won, and records set. The company faced setbacks due to the World War II, and was taken over by with competitor Hotchkiss in 1954. Both were absorbed by the large Brandt manufacturing organization, within months, with automotive products ended. Delahaye closed forever at the end of 1954, taking Delage along with it.

The 1936 Delahaye 135 Streamlined Competition Disappearing Top Convertible, owned for more than 20 years by Ken Smith of La Jolla, California, on the green today at the Niello Concours at Serrano was named the

"Talk of Paris" car the year it debuted. This car ushered in the beginning of the famed Figoni Streamlined Teardrop Period, and was considered object d'art for obvious reasons; once you see it you will know! It's the kind of car that defines Thirties French elegance, from the Delahaye name to the ostrich-skin interior to the fitted luggage. It is said to be one of the world's most highly awarded concours cars, with over 25 Best of Show Awards and many others such as Most Elegant, Best Pre-War, etc. The Classic Car Club of America has given it never less than a perfect 100-points at every Grand Classic where it was shown over the last 20 years.

Rarely do competitive racing chassis and engine and imaginative aerodynamic coachwork come together in the same car. This was Figoni et Falaschi's signature style applied to a convertible... the new flowing streamlined coachwork for which Figoni-Falaschi would become internationally famous. It most dramatically illustrates Figoni's famed streamlined creations, in this case for a wealthy Parisian named Wolf, a personal friend of Figoni's. Wolf could afford the best of the best, so he challenged Delahaye and Figoni to create a car with elegant lines, fine et élancée, with the fast and reliable Competition 3.5 liter six-cylinder engine and the competition chassis... bearing in mind his intent to race the car and enter in rallies, as well as concours events and various showings for Figoni.





Figoni himself drove this car, as Wolf's eyesight was poor enough to limit his driving. Later, Wolf hired the famous French racing team of Guy Mairesse and Paul Vallée to campaign the car in various racing events including the Rallye de Monte Carlo in 1949 where the car achieved sixth place out of a field of 230 cars, in an extremely difficult and dangerous race on the rutted muddy wreck-strewn roads of postwar Europe.

Wolf enjoyed the car for fifteen years, from June of 1936 until 1951 at which point he sold her to Jacques Persin, 45 Rue St. Ferdinand in Paris. Persin was the Director General of Facel Cars. A couple of years later Persin sold the car to an employee of his, an American, Peter Gogola, who stayed at Hotel California on Rue de Berri, Paris. At some point Gogola sold to Dr. Earl Heath of Pittsburgh, subsequently the car has always been in the ownership of various collectors.

Ken fell in love with the car at first sight upon seeing it at a Concours d'Elegance in Carmel. After several months of active pursuit to buy it, the owner finally let it go for two cars—a Ferrari and a 1959 Cadillac Eldorado Biarritz from Ken's collection—and some cash on top. In October of 2003 Ken had the coveted Delahaye and he decided to apply to eponymous Club to receive its publications and learn more about the car.

The Club was delighted to hear that the car was in such good hands. No other owner of the car had joined the Club and they had been looking for it for many years because of its significance—it being one of the first streamlined competition

vehicles with the disappearing top. Most tops opened to sit on the back of the car in a boot. This top disappeared into the coach work which accentuated the streamline effect and enhanced its racing speed.

Club Delahaye invited Ken and his wife, Ann, to come to France to meet with Claude Figoni, the original designer's son. This particular car had always been his favorite and he was extremely happy it was found! Many of the models of this car were destroyed because of racing or the War.

After visiting the Club Delahaye and Claude Figoni in France Ken wanted to paint the car in a period correct color. At that meeting in the South of Paris between Ken, Club Delahaye officers and Claude Figoni, Joseph's son, Claude said that the color was incorrect because it was metallic and that his father did not paint in metallics. After much discussion, a period correct color of Bleu Foncé, a deep beautiful hue was chosen. He took the car to Alan Taylor Restorations—a French Marque expert in Escondido, California. Ken left the car with him for a year-long body-off restoration, focusing largely on getting every detail correct, including a full repaint, all the while interfacing with Club Delahaye.

Visit this car on the green today and to see what an exquisite work of art it truly is. See what a "flowing teardrop" looks like, its lines beyond stunning! Or as Club Delahaye France Archives describe it, "This is one of the most elegant creations of Joseph Figoni and one of the most important Delahaye cars." We think you'll agree.

# THE HOLLYWOOD INFLUENCE ON THE ERA OF ELEGANCE

By Gail Mallard

Movie stars and cars have fascinated and captivated the American public since the Silver Screen first transformed our lives.

As a child, I lived for afternoons at the movies and sat riveted watching the Academy Awards in front of the television. Like many other kids, I grew up dreaming of being a Movie Star. I imagined living the glamorous life of a famous celebrity; the beautiful clothes, traveling around the world and, of course, the cars! I even fantasized riding off into the sunset; that was always one of my favorite scenes!

During the 20s and 30s there were two industries which flourished; the automobile and the film industries. The film industry went through many new innovations. A definitive moment in movies was the introduction of sound.

The first talkie on October 6, 1927, *The Jazz Singer*, marked the end of the Silent Film Era. Adding sound to pictures brought the moviegoers closer to “real life” up on the silver screen. But movies at that time weren’t just about the film; it was an event. The movie experience sent people to the movie theatre even if the movie was bad. Twenty-five cents bought an opportunity to live the life of a movie star for a few hours and a chance to escape reality. Theatres were often ornate and decorated in gold resembling beautiful palaces. The uniformed ushers and attendants in the rest rooms gave viewers the feeling of living the lifestyles of the movie stars.

The public was enthralled with the movie stars and their lives. Even driving by their fantasy homes trying to get a glimpse of a celebrity. There were photos and magazines everywhere detailing their every move. We were glued to the radio every week when gossip Louella Parsons would feed us every juicy detail of their lives, true or false. Even manufacturers caught on to America’s obsession with everything about a movie star’s life. For instance, Clark Gable did not wear an undershirt because of the time it took to change costumes and as a result the undershirt sales in America plummeted. We couldn’t get enough of what they wore, what they ate and especially what cars they drove!

By today’s standards the salaries in the 30s of such stars as James Cagney at \$12,500 per week and Bette Davis at \$4,000 per week seem small but compared to a steelworker’s annual income of \$1,720 in that same era, it was enormous. It also gave America’s version of royalty a rather large disposable income enabling our heroes to purchase wonderful and luxurious new automobiles.

A popular luxury car of this time was the Packard. In 1930, half of all luxury cars sold worldwide were Packards. Only a handful of the 1934 LeBaron 1106 speedsters were ever built and they sold for \$7,745. Douglas Fairbanks ordered one of these phenomenal speedsters and Carol Lombard purchased one as a gift for Clark Gable. A lover of fine automobiles, owning dozens of expensive automobiles from Duesenbergs to Packards, Gable rushed out to purchase a 1936 Lincoln-Zephyr Continental after seeing the one given to Mickey Rooney by Henry Ford. Other owners included Babe Ruth and Pablo Picasso. Clark Gable also owned the famous SSJ Duesenberg, of which only two were made. Gary Cooper the proud owner of the second.

Lincoln Continentals were also favorite rides for Hollywood stars such as Rita Hayworth. A car built specifically for the rich and famous was The Hollywood Darrin a custom Packard built by Howard “Dutch” Darrin. The long list of owners included Clark Gable, of course, Dick Powell, Tyrone Power, Errol Flynn and Al Jolson. MGM purchased a 1939 Cadillac Series 75 by Fleetwood to drive Greer Garson around to all of the movie openings and special events. The car had a custom red interior of silk and leather because Ms. Garson’s favorite color was, you guessed it, red!

Today our icons drive Bentleys, Ferraris and Lamborghinis and the film industry continues to charm and beguile us. We are still absorbed in every detail of their lives and their attire—from the Red Carpet on Oscar night to bikinis at the beach. We care who is getting married, divorced or just generally making a fool of themselves. And of course, what cars they own and drive. The silver screen just gets bigger and the cars just get better. I don’t think our obsession with glamour, glitz and beautiful cars will ever end.







# Larry Crossan

## Beloved Entrant Award Given in Honor of Clyde Cassady

When we think of a true friend and supporter of our Concours endeavors, there is a name that immediately comes to mind: Larry Crossan. Larry has been very generous to us over the years we have known him, and when we began the Niello Concours at Serrano we often heard him ask, "What can I do to help?" And help he has! From entering cars, to participating as a judge, to promoting the event (which lent it credibility) and always being ready to give a smile and a hug on event day, we want to recognize Larry. Thank you Larry for the many years of encouragement, friendship, shared faith and great times we have enjoyed with you and your wife Shari.

Brian first met Larry in 1985 when he rolled into Brian D. Moore Restorations in his BMW M-1 racecar that he needed work on, Brian says, "That was the beginning of a treasured and hilarious relationship." Over the next forty years they collaborated on many great projects which included Larry's Cobras, Corvettes, Ferraris and Shelby Mustangs. Larry was always getting a new "project" and Brian was consulted on the newest car in Larry's ever-changing collection.

Larry provided many opportunities for Brian when he was starting out in the restoration business; he believed in him before he was established in that arena. One of the first jobs he trusted Brian with was the restoration of a Ferrari 512 Berlinetta Boxer in the early 90s. It was going to Concorso Italiano and it needed to be perfect. Taking this project from a burned-out shell to a fully restored Supercar was another chapter in the book of Larry and Brian's fantastic car adventures!

In 1994 Brian was showing a 1959 Stanguellini at the Pebble Beach Concours d'Elegance and much work was needed to prepare the car after its ride to Carmel on an open trailer. The Saturday before the event, Larry spent all day helping Brian detail the car for the show. For those who know Larry, to give up a day at the Monterey Race Track during Concours weekend was a huge sacrifice, but he was there with Brian until the job was done.

We have attended the Pebble Beach Car Week of Activities with Larry and his amazing wife Shari for over thirty-five years—oh the fun we have had together... much laughter! While there, we have enjoyed many activities and dinners especially at Mission Ranch Restaurant, which is always a favorite evening for us.

There are too many car stories to tell here but if you see Brian or Larry on the green today at the Concours, ask about the one involving the 1952 OSCA 2 Litre—one of five—that was being shown at Concorso one year. Have them tell you about the wild ride down Carmel Valley Road as they played chicken with the Ferrari Club members...

We look forward to many more car adventures, dinners and family celebrations together, over many more years. Cheers to Larry Crossan! His support means the world to us and we are most grateful for him. We lovingly bestow this Beloved Entrant Award to him; he is so very much deserving of it.

*Brian and Michele Moore*  
Niello Concours at Serrano Official Beloved Entrant Award Committee





# 9Sixteen

## EXOTICS

9Sixteen Exotics was founded by Brian George in 2019, initially starting as a close-knit group of car enthusiasts who reveled in the thrill of driving Northern California's scenic roads. As our camaraderie and passion grew, it became clear that we had the foundation for something truly special.

Recognizing the need for a greater purpose, we embraced a cause close to our hearts—autism awareness. This commitment is symbolized by the colorful puzzle piece hand on the back of our 9Sixteen Hero Car. Thanks to our generous crew, in 2023 we were deeply honored to receive the "Biggest Supporter Award" from Shine with Purpose, a local charity dedicated to supporting children, families and schools affected by autism. The iconic 9Sixteen sticker displayed on our windshields represents more than just our love for cars; it signifies a group of car guys with a dedication to making a positive impact in the community.

We extend our heartfelt thanks to the Niello Concours team for selecting our founder as an Honorary Judge for the 2024 Niello Concours at Serrano.

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# The Purple Lambo

## JEREMY BURR'S HURACÁN STO

The official overview on the Lamborghini website of the 2023 Lamborghini Huracán STO states: "A super-sports car created with a singular purpose, the Huracán STO delivers all the feel and technology of a genuine race car in a road-legal model. Lamborghini's years-long motorsport know-how, intensified by a winning heritage, is concentrated in the new Huracán STO. Its extreme aerodynamics, track-honed handling dynamics, lightweight contents and the highest-performing V10 engine to date come together, ready to trigger all the emotions of the racetrack in your everyday life." My goodness this marque has come a long way from the Lamborghini Tractor Factory where Ferruccio Lamborghini began the company!

The purple Lambo (the official name of the exterior color is Viola Pasifae) is a 2023 Lamborghini Huracán STO—STO stands for Super Trofeo Omologata, translated "Super Trophy Homologation." In other words, the STO is the road-homologated, street-legal version of Lamborghini's Super Trofeo race cars. To reduce weight and improve aerodynamics, the hood and front bumper are called "Cofango." The term comes from the fusion of two Italian words: cofano (hood) and parafango (fender), coined by Automobili Lamborghini to describe the design solution in which the hood, fenders and front bumper are integrated into a single component. This innovative system, created by Lamborghini engineers, is inspired by the Lamborghini Miura and is made entirely of very light carbon fiber, as seen on the STO

On display today at the Niello Concours at Serrano, its owner Jeremy Burr's purchase of this Lamborghini was unplanned,

but he fell in love with this particular car at first sight while he and his son were at a local 9Sixteen Exotics Super Sunday car event in May of this year with his Ventura Orange McLaren 570S (which happens to be a 2021 Best of Class winner at Niello Concours!), and they saw this Viola Pasifae STO. He had no intention of buying any car, but loved this particular spec—color and options—so much that he bought it the next day. Since then, he has driven it a fair amount, including taking it to Exotics on Broadway and the Serata Italiana Lamborghini Club America Gala as part of Monterey Car Week this past August.

While living in Los Angeles, Jeremy got his SCCA competition license and did a lot of track days. He never had a trailer so he would always track a car he could drive to and from the events—he always had a thing for genuinely track-focused street-legal cars. He also did a lot of local weekend street driving events with other car enthusiasts and clubs, and liked it when guys brought Lamborghinis in bright colors, especially purple! He reasoned that Lamborghinis aren't subtle cars, so why have one with a subtle color? Part of the reason Jeremy fell in love with this particular Huracán STO is that it combined two things he'd always loved: a track-focused, street-legal car with a color as eye-catching as its overall design.

Jeremy began attending the Niello Concours after moving to the area in 2007 and displayed his yellow Ferrari 355 Spider that same year. He has come every year since! Visit Jeremy and his Viola Pasifae STO today on the green and see that eye-catching purple in person.







## On The Green Today

### 1974 Ferrari 365 GT4 BB

Owned by Curtis Popp of Sacramento, California

The Ferrari 365 GT4 BB "Berlinetta Boxer" was produced from 1973 to 1975 with only 387 examples built, making it the rarest of all Berlinetta Boxer models. Production of the 365 GT4 BB bodywork was constructed by Scaglietti, and final assembly took place at Ferrari's factory. In 1973, Ferrari introduced the 365 GT4 Berlinetta Boxer as its first mid-engined 12-cylinder road car. It was to be the successor to the Daytona, and was a direct response to both the mid-engined Lamborghini Miura and Countach; all true "Supercars."

Curtis Popp's 1974 Ferrari 365 GT4 BB was purchased in 2018 from Uwe Miesner of Modena Motorsports in Dusseldorf, Germany where it received a complete restoration under Uwe's hands. Interestingly this car was previously owned by David Holder, President of Laudere, the French pastry giant. Once it arrived in the states Curtis immediately applied for, and received, Ferrari Classiche—a program that protects the heritage that Ferrari cars represent. Inclusion in this program is decided by a select group of specialists in order to maintain full compliance with the standards set by the Ferrari brand. Through the Ferrari Classiche Program, owners can be assured that the service and parts for even the oldest Ferrari are authentic and pristine.

Visit Popp's extremely rare car on the green today and see its magnificent finish—the original Verde Pino over Tobacco is one of two known cars with this specification. A true Supercar, amid the array on display at the Niello Concours at Serrano.



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# THE EVOLUTION OF THE SUPERCAR



When tasked with writing this article, the goal was "Evolution of the Supercar." Once musing began, while the concept of the evolution and history was clearly a great idea, another thought kept rearing its head: what's the draw to the Supercar?

Let's face it, ALL Supercars are incredible devices! Many are born from humble beginnings but end up having power nearly equivalent to a jet fighter while offering the driving experience of a Saturn 5 Rocket. Captain Kirk has nothing on any 16-cylinder Bugatti Driver. Both the Enterprise and the Bugatti offer eyeball flattening acceleration and never fail to get the best parking spots at the Club. They are also undeniably ridiculous and totally bereft of common sense. Hence their beauty—regardless of their exterior—and desirability! We have supercars for one reason and one reason only—showing off—which is a huge part of what car ownership is all about!

If you google the question, "What was the first Supercar?" you will find the following answer... "The Lamborghini Miura is recognized as the world's first Supercar providing not only race car performance but presenting that performance in a luxury car that delivered comfortable and safe high-speed travel. It was the car that re-defined the "Grand Touring" car and gave us the foundational vision for all the Supercars that would follow." But is that the correct answer?

Deciding exactly when the true Supercars stormed onto the market, can be confusing. Some experts say it was just before WWI, others argue after WWII and more than a few people say that the first true Supercar was the Lamborghini Countach. This writer feels that after World War II was over, Formula 1 returned to action and people had a new sense of wanting to experience

the best that life had to offer. After all, the world was still spinning and life was once again worth living each day. We kind of went through a phase of no longer having to live by the axiom of "Eat, Drink and be Merry, for Tomorrow We Die." Instead, we were once again able to focus on things of much less significance such as: "That Edsel sure looks kind of plain, doesn't it?" I think the world was ready to take some bold yet small steps forward. It was a great time to have a Mr. Ferrari, a Mr. Lamborghini and the one and only Mr. Carroll Shelby, creating fabulous vehicles!

Supercars evolved in many forms ranging from re-bodied sports coupes all the way to repurposed, retired Formula 1 race cars. We had some obscenely powerful and fairly good driving chassis available and some visionary designers and drivers willing to bring these raging beasts to market. The price of entry was dear but there were lines of people waving baskets of money to get in on the new Supercar trend.

All this having been said, one still cannot help but consider the Lamborghini Countach as the first true Supercar. Nothing that came before it compared; it was all anger and angles and had features that no one ever expected, such as the eye-catching swing up doors and, later on in the evolution, all-wheel drive. Oh, it was also fast! Apropos of nothing, today the Countach still lovingly remains one of the most crashed automobiles on earth.

Anyone with the required finances can purchase a Supercar. No special license, honed skill or supernatural ability to manage such a monster is required. Walk up to the cashier and off you go to your near-death experience in driving it! There is a scene in the recent *Ford v Ferrari* movie where Carroll Shelby takes Mr. Ford for a quick





by Frank X. Weismantel

ride in the famed GT-40. I'd bet real money that the first time anyone who buys a Bugatti, Lambo or Ferrari has a similar experience. Gas pedal to the floor followed by screams of fear and delight erupting for at least an hour or two. USAF and carrier catapult launched Navy fighter pilots have experienced the same violent, satisfying and terrifying experience. Supercars are rightly named.

Let's address the actual standards of entry into the exclusive Supercar Club: A 770 hp Dodge Charger Hellcat is unbelievably fast, but is hardly a Supercar. A 500 hp Corvette C8 is widely considered to be the lowest priced entry level Supercar. Great Job, GM! How can that be when it has 270 hp less than the Charger? Simple: on a real race track like Watkins Glen, Laguna Seca or Monte Carlo, the C8 will run rings around the Charger. Horsepower alone is not enough. Maybe at a really large oval like Indy, the Charger could put up a decent fight. Still, a Charger victory would most definitely not be guaranteed. Supercars are named as such because they are the total package.

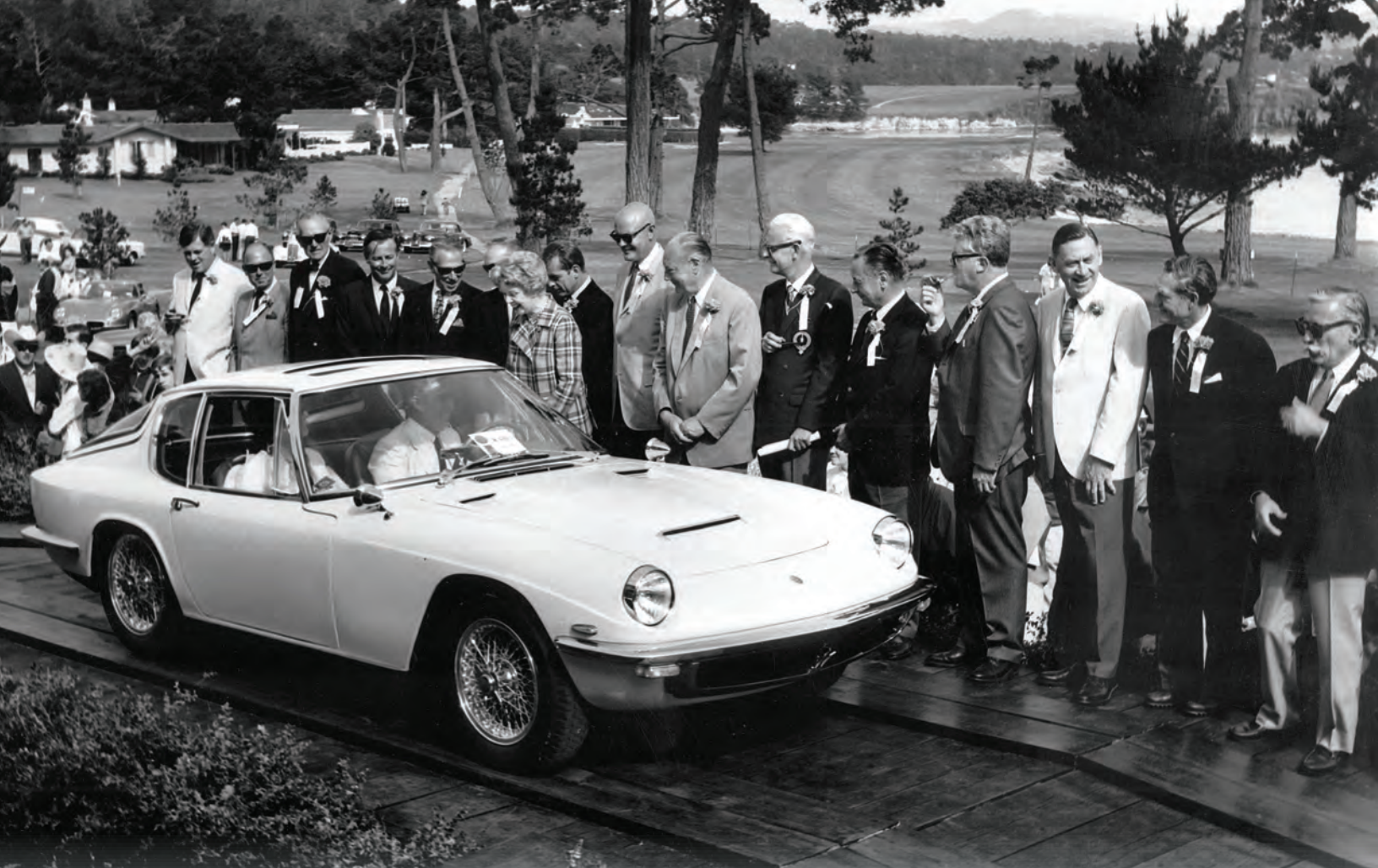
Muscle Cars, Dragsters, Low Riders and other specialty performance vehicles are crazy fun to drive and, in many cases, amazing to look at but they don't have the vast array of capabilities blended with unique and almost unattainable beauty necessary for any one of them to join the Supercar club. The closest sedan-based candidate would probably be the Daytona 500 dominating Road-runner Super Bird. A 220 mph plus raging beast of a car that put a permanent smile on the face of the King himself, Mr. Richard Petty. The Super Bird had it all: power, speed, outrageous appearance and aerodynamics that got it drummed out of NASCAR because it was essentially unbeatable. The Bad Bird had all the necessary credentials to join the club. Oh, a history of victories against other

Supercars is also handy. Remember the Ford GT-40? Simply legendary and today we are graced with the latest street version whose design, power, road handling prowess and connection to 24 Hour of Lemans victories (Against Ferrari and the Mighty Porsche 917!) also has all the necessary credentials.

Okay, let's go shopping! I suggest we start at Chevrolet where mere mortals like most of us can at least join the club. A 2024 C8 Corvette Z06 can be had for a mere \$185K (before tax, title and license) even with the high dealer markup. If you want to start in the upper echelons, the Lamborghini Aventador starts at an MSRP of around \$500,000. As an undeniable descendant of the famed Countach, it is a guaranteed entry into the Supercar Club. It's also an extremely challenging car to drive and its all-wheel drive system makes zeros feel like heroes! Of course, if you feel the need to start at the very tippy top of the class, for a cool two million dollars—starting price—you can own a Bugatti Chiron Super Sport. This is one of the most super of the Supercars! It is claimed to approach 300 Mph—I know not where such a speed can be achieved except at Indy or the Course of the Americas in Texas. Still....bragging rights! The Chiron is designed as a "blank canvas" that you can customize (bespoke) to the limits of your dreams and finances. I'm guessing finances run out before dreams.

So, back to the opening question: what's the draw to the Supercar? The answer is absurdly simple—many with wealth or stature want to join an exclusive club (excuse me, I meant one of the most exclusive clubs), where you experience being shot out of a cannon by sliding way down behind the wheel of a very small number of magnificent machines that tell the world "I HAVE ARRIVED!" or, even better yet: "HERE WE GO!" because we can't all be Naval Aviators can we?





## UNCOVERING THE MYSTERY OF AN AWARD-WINNING *Maserati Mistral*

By Lisa Crawford Watson

San Francisco Bay Area car collector Michael Rubenstein has been a self-proclaimed car buff all his life. With a particular penchant for Maserati, something about the design of the Mistral has always resonated with him.

"Around 2006 or so, I decided I just had to have one," he said, "and started to look for a Mistral. Starting with the typical sources, I called Maserati clubs around the world. Finally, I talked to a guy in Toronto, head of the Maserati club who, as a dealer and a master mechanic, said he'd owned a Mistral for twenty-five years and was going to sell it because he was becoming a priest and was selling all his worldly goods." Rubenstein got on an airplane and flew to Toronto. "It was everything he said it was. It was perfect, and it was red," said Rubenstein. "And I thought, 'God wants me to have this car.' So, I bought it."

Rubenstein began showing the car in the East Bay and at Concorso Italiano. It became a family affair with all members involved. Even his eldest grandson participated, making sure the wheels and tires were spotless once they rolled onto the green. "We loved it and had great fun with it," said Rubenstein, "until my wife got cancer. We decided it didn't make sense any more, and I sold it, in retrospect, a terrible mistake. I always wanted another Mistral."

### BETTING ON A BARN FIND

After a number of years, Rubenstein received an email from the executor for a large estate, who had a car he couldn't identify and hoped Rubenstein could. "The executor sent me a picture of a Mistral. I could hardly believe it," Rubenstein said. "Once again, here came a Mistral, a total barn find that had been sitting under a down ramp in a building in San Francisco, unloved for forty years. The heirs knew nothing about it; they'd never looked at and didn't even have key for it."

Rubenstein, with his son-in-law Tim Hoxie, and Gene O'Gorman, a foremost collector and authority on Maserati and, in particular, Mistrals, went to see the car. "Unlike my red one, which was absolutely perfect," he said, "this one was very sad. It really needed a lot of work. Still, Tim and I thought about it and decided we had to have it. We were going to make it a daily driver, something fun to drive around. But the car was a mess. It took a lot just to get it started."

Rubenstein called Frank Zucchi, an authority on restoring and painting Mistrals, who had helped him with his red car, and asked him to paint it. "Frank already had so many



projects—he works with \$20 million to \$40 million cars—and said he was too busy. I told him I was going to put my Mistral on a trailer and send it to him,” said Rubenstein, so he could tell me what he thought about it.”

He didn't hear from Zucchi for three weeks. “Nobody can do what Frank does in restoring a car,” Rubenstein said. “I invited him to lunch, to talk. And there was the Mistral, sitting outside his shop with a tarp over it. Here were all these gorgeous cars and my poor car was sitting under cover. I told him there was no harm in taking a look at a '64 Mistral.”

Zucchi looked up, and said, “In 1968, my father restored a 1964 Mistral, and we won Best in Show with it at the Pebble Beach Concours d'Elegance.” Rubenstein felt certain no Mistral had ever won “Best of Show.” “Frank ran inside and came out with a photo of a beautiful Mistral,” he said, “surrounded by Phil Hill and all kinds of automobile dignitaries.” Both Rubenstein's Mistral and the one in the photograph have sunroofs. “Oh my God, Mike; this is the same car,” Zucchi said. “I can see all the things my father did to this car.”

### HOPING HISTORY REPEATS ITSELF

Back in 1962, Zucchi's father, Arnold Zucchi, had established Continental Auto Body in Oakdale. As the story goes, four years later, he met Mr. Stanley Good, whose wife had ordered the '64 Mistral. Toward the end of '66, after getting into a fender bender at Tahoe, he sought someone to do quality aluminum work, which is when he met Arnold Zucchi.

“The car was still fairly new,” said Frank Zucchi, “and Good wanted to show his car. Dad detailed the heck out of it,

tidied it up. They started showing the car in 67 and won everything. A year later, they took it to Pebble Beach, and it won.”

Frank Zucchi was 23 when he took over his father's business. “The last time we saw this car,” he said, “was around 1972. The car was beat. We never saw it again, until Mike brought it in.” Understanding the work involved, Zucchi didn't want to restore the car. Yet once he recognized it, he called his dad, now 88 and still working at the shop part time, who confirmed the details of this particular Mistral. “If Mike hadn't brought it to us, no one would have known this is the car that won at Pebble Beach. It's just a cool story. You can't make something like this up,” Zucchi said. “If it weren't for Mike, I wouldn't have restored it. Luckily, he was persistent.”

Rubenstein and his son-in-law Tim Hoxie, to whom he has gifted the Mistral, showed the car this year at the Pebble Beach Concours d'Elegance. Although history did not, in fact, repeat itself, the car did place 2nd in its class, fifty-six years after it won Best of Show there. “It has been perfectly restored,” Rubenstein said, “in a beautiful ivory with green leather interior. It truly is spectacular and was perfect when it arrived at Pebble Beach. Visit the Mistral on the green at the 2024 Niello Concours at Serrano; this fabulous story is worth talking over with its owners!”

#### PHOTO CAPTIONS

*Previous Page: Michael Rubenstein's Maserati Mistral seen here in 1968 when it won the Pebble Beach Concours d'Elegance Best of Show.*

*Below: Michael Rubenstein's Maserati Mistral seen here at the 2024 Pebble Beach Concours d'Elegance.*





NIELLO  
CONCOURS at SERRANO

# 2024 Niello Concours at Serrano advisory board

## **T Abraham**

EVENT DAY  
COORDINATOR

T Abraham has served on the Advisory Board since the first Niello Concours at Serrano and feels fortunate to have a first-class Concours in his hometown. T also serves as a Docent at the Pebble Beach Concours d'Elegance. When not watching Formula 1 Racing or pondering a bid on Bring a Trailer, T serves as the Regional Vice President for Hospital Council of Northern & Central California.



of new Cadillac's, Chevrolets and Corvettes parading past her window? Whatever the reason, Judyth's enthusiasm to ride in a 1963 XKE Jaguar convertible roadster precipitated her introduction to her husband of over thirty years, Jesse Bravo, former SCCA Chief of Concours. A former high school art teacher by trade, Bravo sees the great importance of the Concours d'Elegance lying not in its chances for competition but for its opportunity for education.

## **Jim Brennan**

EVENT DAY  
COORDINATOR

Jim Brennan retired from



the United States Air Force after twenty years of flying jets. While on active duty he also served as a military aide to President Ronald Reagan and Inspector General for Aircrew Training. He was also an Adjunct Professor at Embry Riddle Aeronautical University and served as Vice President of Mothers Against Drunk Driving. If you know Jim you will understand how he was a standup comedy competition winner and Toastmasters International Champion... an all-around funny guy who is a great conversationalist.

He is retired now after thirty years as a real estate broker specializing in estate settlement. His philosophy in life is that tough issues aren't so tough when you focus on the few things in life that truly matter. Determining what matters is your challenge! And his life motto is—"Passion for few, Compassion for all."

## **Tiffany Colato**

MARKETING MANAGER  
THE NIELLO COMPANY

With over 25 years of automotive experience, Tiffany's tenure at The Niello Company has equipped her with a unique perspective on both the art and science of automotive marketing in the ever-evolving landscape of this industry. Tiffany is



most passionate about building website content and crafting campaign strategies that not only showcase the brands Niello represents, but also captures the culture of The Niello Company. Known for balancing innovation with OEM compliance, she has successfully led campaigns that drive growth while safeguarding the company's reputation and maintaining brand CI and guidelines. Tiffany recently celebrated her 25th anniversary with The Niello Company in June 2024.

## **Wayne Craig**

MASTER OF  
CEREMONIES

We welcome Wayne Craig as our new Master of Ceremonies of the Niello Concours at Serrano. Wayne is the President and CEO of the Lodi Memorial Hospital Foundation. During Car Week in Monterey, you will find him serving as Head Docent of the Pebble Beach Concours d'Elegance.



## **Carolyn Delgado**

ENTRANT REGISTRAR

Carolyn Delgado is the one person who keeps all of the concours entries organized and helps the entrants with any questions they might have about their paperwork. When not inputting information into a spreadsheet, she enjoys spending time with her three daughters and four grandchildren.



## **Jesse A. Bravo**

PHOTOGRAPHER/  
CONSULTANT

Jesse A. Bravo has been racing automobiles since the early 1960's when he campaigned a 1957 MGA on SCCA courses. Bravo has been involved with SCCA's Concours d'Elegance division serving as both its Chief Judge and Chief of Concours. He coauthored the SCCA Judging Guidelines used at this time on the field. A graduate of Brooks Institute of Photographic Arts and Science in Santa Barbara, he was class valedictorian, and worked as a commercial advertising photographer and photojournalist. He also served as President and General Manager for TRW's Imaging Systems Division until his retirement in the 90's. Not one to sit idle, he is currently enjoying yet another career as a digital photographer and archivist for the Crocker Art Museum in Sacramento.



## **Judyth Bravo**

CONSULTANT

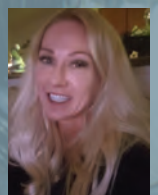
Judyth Bravo finds it difficult to pinpoint the source of her life-long enthusiasm for motor vehicles. Is it the result of her growing up next door to a car dealer who kept a steady stream



## **Diana Evanson**

NEW CAR DEALER  
CONCIERGE

Diana grew up around many cars that were always in some phase of restoration. She brings her love of





classic cars and her program management skills together to assist the advisory board in planning, setup and event day activities to help make the Concours a seamless event. Her "can-do" attitude helps all the teams get the job done while always having a smile on her face. With thirty-five years in the hospital pharmacy field and deep caring for all people's well-being she is motivated to ensure that all attendees enjoy the show.

**McKinley  
C.M. Ferdig**  
EVENT DAY  
ASSISTANT /TICKET  
BOOTH ADMINISTRATOR



McKinley, Brian and Michele's youngest and only daughter, spent time at "the shop," Brian D. Moore Restorations, as well as the Concours Office while growing up. Going to the shop meant seeing which car Brian would choose to drive them to the Father Daughter Dance in, as it was always something classy. McKinley learned to address anyone with two infamous words in the Moore household, "Concours Office!" when she answered the phone at a young age helping Michele in the office. Helping in the office or at the shop always meant a day she was able to spend with her mom and dad and that was very important to her.

McKinley is a graduate of the University of California, Irvine with a Bachelor of Science in political science and a minor in management. McKinley has recently retired from The Irvine Company as a Manager for over six years and is now a stay at home mom to her and Scott's first born, Harper.

**Scott  
Ferdig**  
CONCOURS FIELD  
ASSISTANT



Scott Ferdig officially joined the Moore family in October of 2021 when he married Brian and Michele's daughter, McKinley. From the beginning of their relationship Scott was able to experience the amount of time and work that goes into the concours as he assisted the team with the event. He enjoys seeing all of the entered motor cars on event day as he assists the field crew in placing the cars in the morning and then guiding the winners to the award ceremony in the afternoon.

Scott grew up playing baseball and was always encouraged by his parents to be involved in the community. He was a Boy Scout for many years and achieved the rank of Eagle Scout shortly before graduating high school. He graduated from California State University, Fullerton with a

Bachelor of Arts in communications and minor in print journalism. He has been a Firefighter with the Orange County Fire Authority for over eight years and has been a Firefighter Paramedic with the Fire Department for more than three years. Scott and McKinley had their first baby, Harper, this last February and he is now also enjoying being a father.

**Bob  
Finkbeiner**  
EVENT LOGISTICS



Bob was raised by a car crazy dad who loved and restored antique automobiles. One event that spurred his passion was when their dad asked Bob & his brother if they would rather have him accompany them to Cub Scouts or stay home with him and work on the old cars. Their response was instant and unanimous. Working with and learning from their dad about cars would lead to a lifelong bond and passion. Bob grew up loving not only antiques but anything with a gas pedal and a brake. He was not old enough to drive (legally) when he bought a 1929 Model A Coupe which he still has. And not many high school seniors owned a 1960 Corvette, but Bob did and was happy to drive the Homecoming Queen in a parade. One of Bob's favorite pastimes is hunting for "vintage tin." He and his father spent many fun filled days in the backlands of South Dakota looking for that elusive antique car someone left beside an old barn and forgot about. When not playing with his cars or looking for a barn find, Bob works as a project manager for 5 Star Services, he also owns Capitol Kirby in Sacramento. His wife Sally shares his passion for the motorcar; they own antiques, classics and exotics.

**Sally  
Finkbeiner**  
HONORARY JUDGES  
LIAISON



Sally Finkbeiner has been a lifelong fan of the automobile due to early influences by her big brother Bill. While she was in elementary school Bill restored a 1929 Model A and allowed her and her girlfriends to ride in the rumble seat. A few years later he purchased a 1956 Corvette and her love for a fast car was off and running. So it just seemed natural to marry Bob Finkbeiner, also an avid car enthusiast. In fact she's pretty sure Bob married her for her brother, Bill.

This year Sally retired from commercial property management and is enjoying spending much more time with her grandsons. She held three weeks of "Camp Nana" this summer and will be moving on to be "Uber Nana" once school starts. She is involved heavily with her church where

she plays the piano wherever she is needed and helps out weekly with the church's food pantry. Family time revolves around car events, two grown sons and their families.

**Roger Fuller**  
VOLUNTEER  
COORDINATOR



Roger Fuller has been active in the car restoration hobby for more than thirty-five years. The last twenty-two years he has concentrated on classic Thunderbirds from 1955 through 1957. He is currently a technical editor for Classic Thunderbird International Club, answering questions on the repair, maintenance and history of 1955 Thunderbirds. Although new to the Niello Concours event this year, he has participated in planning and shepherding other local and national Thunderbird Concours events.

**Rosie  
Kessell-Kracher**  
DIRECTOR PUBLIC  
RELATIONS



Rosie has served on the Niello Concours Advisory Board for the last 17 years, where she has grown to appreciate the fine art of the automobile and getting to know the car owners. Having retired from a twenty-eight year law enforcement career, Rosie and her husband Jon, husband Jon enjoy traveling, outdoor activities and spending time with their two grandsons.

**Bob Lozito**  
LOWER FIELD, ENTRY  
CHECK-IN



Bob Lozito has been chasing cars for as long as he can recall. Some figuratively and others he chased literally. As the son of a career military officer, Bob lived in Italy earlier in his life, saw his first Ferrari, Alfa Romeo and Maserati and never looked back vowing to someday own one of the amazing Italian dream cars. His passion for cars has evolved over the years from American muscle cars to the foreign exotics. Bob always had some type of interesting car from his first, a 1955 Chevrolet two-door BelAir; to his latest purchase, a F430 Ferrari. In a former life he served thirty years in law enforcement and nearly the same with the United States Air Force, serving both in the active force and reserve component.

You can usually find Bob puttering on one of his automotive toys, golfing or traveling with his lovely wife Karen. The couple enjoys visiting their growing family of three adult sons with their respective families, which include three little grandkids. No matter where they are, Bob

is always quick to save-the-date for the Niello Concours at Serrano where he enjoys greeting the car owners as they enter the event.

### **John Manby** EVENT LOGISTICS

From early childhood anything mechanical held John's interest, especially cars. Upon leaving for college in his first car, a 1965 Corvair (a car nobody wanted), lead to a sponsorship at the GM training center in Oakland, California. After graduating, top in his class, John received numerous offers from local Chevrolet dealers to work for them as he reached Master Mechanic status. Having entered the USAF after high school he trained in aircraft maintenance. Leaving active duty, he continued his military association with the Air Force reserves. Military promotions opened doors which lead to the USAFR Numbered Air Force which asked him to serve full time as Deputy Director of Transportation. Here he provided day to day management for air cargo/vehicle maintenance units geographically located from the Far East to Chicago, Illinois.

John retired from the officer core after twenty-eight years of service. Since he has always been interested in volunteering for automotive events he has been active in Concourses from Lake Tahoe to the Bay Area. Eleven years ago SCCA Concours, San Francisco Division, asked him to judge in their sanctioned events. This participation opened other doors to judging events and he has since become a certified judge for the Mercedes Benz Club of America. Maintaining a high level of interest in the preservation of automotive history, John has continued to pursue a goal of originality in numerous automotive restorations so that the next generation of car enthusiasts will experience automobiles as they actually were

### **Allan McCrary** ENTRY COMMITTEE ADVISOR

Allan McCrary has been a member of the Auburn Cord Duesenberg Club since 1974 serving on its Board of Directors, as President, and is currently the National Chief Judge where he is involved in the development and implementation of newly revised judging standards that focus on the authenticity of these Marques.

He has owned a number of award winning Cords all through his adult life and maintains



an eclectic collection of automobiles covering a wide spectrum of interests; Classics, Post War English and German Sports cars and American Luxury/Muscle.

In addition to ACD, he is an active member of the CCCA, 356 Registry and the American Bugatti Club. He holds a current SCCA Full Competition License.

### **John McNamee** CHAIRMAN CONCOURS BRANDING

John McNamee has been in the apparel business for over thirty years. As owner of one of the largest silk screen printing and embroidery shops in the Sacramento area, he is an important asset in keeping the standards of the Niello Concours at Serrano brand.

John's company supplies to various corporate accounts and has been involved in many large events in Sacramento including both Olympic Trials, the Sacramento Music Festival, the Pig Bowl as well as countless fun runs. Being a car guy, owning a Porsche twin turbo, a 458 Ferrari and a DeTomaso Pantera, he is very excited to be associated with the Niello Concours in producing the souvenir apparel. He feels that being at this event every year and selling merchandise while surrounded by so many incredible cars, life simply doesn't get any better.

### **Addison T. Moore** EVENT LOGISTICS

Addison Moore grew up in the car world, helping out at his dad's auto restoration shop from a young age. When he's not working, you'll find him at Giants and Rivercats games with his wife Amanda. He enjoys watching his step daughter Alexis cheer at Del Oro High School. Addison and Amanda got married in 2022 and welcomed their daughter Adelynn in 2023. Addison just wrapped up his first season on the Sacramento Rivercats grounds crew, where he's known for being both a diehard fan and a hard worker

### **Brandon T. Moore** CONCOURS FIELD, CREW CHIEF

Brandon, son of event organizers Brian and Michele



Moore, has been comfortably stuck in the world of cars since birth. Growing up working at "the shop", Brian D. Moore Restorations, with his father, Brandon experienced rare automobiles firsthand and has cultivated his own passion for unique vehicles. Taught by Brian, he has not only mastered the art of wet sanding, but has learned lifelong lessons along the way.

Brandon and wife Kate live in Roseville where they're raising their two sons, Jack and Luke. In his spare time, you'll find Brandon at the golf course or coaching the boys on various youth sports teams. Exploring the outdoors and maintaining meaningful relationships with his family and friends are priorities and a value he hopes to instill in his sons as they grow.

### **Brookes T. Moore** ADMISSION SUPERVISOR

Brookes is Brian and Michele's youngest son. He has always loved assisting his parents with anything and everything for the Niello Concours at Serrano. From stuffing envelopes at the table as a child, to greeting each and every guest as they arrive at the event, he always enjoys being a part of the action.

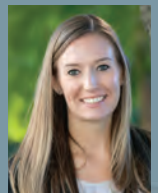
Brookes is a graduate of University of California, Santa Barbara. He is now a Project Scheduler & Data Analyst for a national railroad engineering firm. In his free time, he enjoys getting out to the beach, traveling and spending time with family and friends.



### **Kate Moore** AWARDS COORDINATOR

Kate discovered her love for cars when she met and fell in love with Brandon Moore, son of Brian and Michele. The couple wed in 2012 and have two sons, Jack and Luke.

A University of Nevada, Reno alum, Kate ensures that the Moore house is always rooting for The Pack! She is currently a Development Project Manager for Buzz Oates, one of the largest privately held commercial real estate investment management companies in the country. In her free time, Kate enjoys the company of friends and family, travel, and making memories with Brandon, Jack and Luke.





# advisory board

## **Carolyn Oliveira**

NIELLO CONCOURS  
AT SERRANO  
COORDINATOR,  
THE NIELLO COMPANY



Carolyn Oliveira, having over twenty years of experience working in all aspects of the events industry, has the expertise, connections and memorable and exceed expectations. Carolyn's gifts of organization, attention to detail, creative imagination, concept design and her contagious enthusiasm have earned her a reputation for unparalleled excellence as an event planner and designer. She is able to execute concepts flawlessly while maintaining a pleasant, calm and helpful demeanor to ensure an amazing experience for all guests. Carolyn believes strongly in giving back to the community through volunteerism and is a passionate advocate for the education, and protection of the elder population. She volunteers for Snowline Health in El Dorado County, as a hospice volunteer, as well as with the Dementia Connection division. She also serves on the Theater Department Board at Oak Ridge High School.

## **Patti Plant**

VENDOR CONCIERGE

Patti's love of cars began as a little girl in her dad's Dodge dealership showroom, where she used to pose in the new 1969 Challenger, with aspirations of growing up and becoming the next Dodge Girl.



Her love of cars continues today and that's why she has volunteered in various capacities at the Concours over the past 13 years. She is a retired elementary school specialist who now spends her time working on her golf game at North Ridge Country Club. She also enjoys volunteering at the AT&T National Pro-Am - Pebble Beach and at Salvation Army's holiday events.

## **Steve Rudy**

UPPER FIELD, ENTRY  
CHECK-IN

Steve Rudy's passion for cars began in the 1960's with drag racing and the muscle cars he owned. His first car was a 1966 GTO that he had to sell when he went into his four years of service in the U.S. Air Force. He followed up with 427 Chevy's and a 1970 Plymouth GTX 440.



After his military service, Steve began college in the Bay area. College costs and gas prices moved Steve out of his muscle cars over to more affordable British cars, which he still pursues today. He and his family have all owned British automobiles, from Triumph's to Austin Healey's.

Steve moved to Sacramento in 1973 to complete college and graduated from Sacramento State University with a degree in Business and Economics. He then began a twenty-five year career with AT&T, retiring in 2003. After his retirement, Steve started a business negotiating cell tower sites. Steve has since retired from everything except his love for golf, British cars, music, and his wife, Teri.

## **Ben Salerno**

UPPER CONCOURS FIELD,  
CREW CHIEF

Ben Salerno's interest in motor cars can be traced back to the nights he spent holding the light for his dad while they worked on the family car. By the age of sixteen Ben had the three essentials every teenager needs: a driver's license, a car (Triumph Stag) and a job (working on imports at a local Shell station). Three years later he purchased a 1970 Porsche 911 S, which he still owns today, and the one that sparked a life-long passion for European sports cars in Ben. After working at various shops through the 80's Ben and his wife, Janet, decided to open their own business, Salerno Motorsports. After twenty-five years as a business owner and over thirty-five years in the car industry, Ben is still as enthusiastic as ever. Today he takes great pride in sharing that enthusiasm with his sons, Chuck and Tim.



## **Eric Schwarz**

PROJECT MANAGER

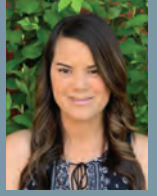
Eric has always had an appreciation and love of cars. He brings that passion, together with his twenty-five years of project and program management expertise, to the Niello Concours at Serrano to help organize and manage the volunteer team. His experience in the healthcare, finance and automotive industries ensures that the volunteer team will be well organized and ready for any task. Eric's goal is that all attendees will have an enjoyable day at the concours.



## **Vanessa Sheldon**

VIP CONCIERGE

Vanessa Sheldon has been involved with the Niello Concours at Serrano; since the inaugural event. She grew up as an honorary member of the Moore family and has been so since she was eleven years old, having lived in the same neighborhood. Vanessa works full time as an office manager in the steel industry. She is a busy and involved mother in the lives of her children, Isabella and Bryton. In her spare time she enjoys doing anything outdoors with her family.



## **Frank Simpson**

EARLY PLACEMENT  
SUPERVISOR/ JUDGES  
LIAISON

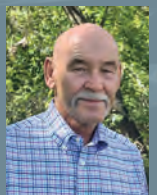
Frank Simpson is an award-winning news anchor and correspondent whose career began at KIIIS FM in Los Angeles and eventually brought him to KOVR 13 in Sacramento. Frank was also Public Affairs Director for CalRecycle, the State's premier recycling and conservation department. Now, six years into retirement, Frank and his wife Mardel enjoy travel, golf, and quality time with friends.



## **Don Wiberg**

OFFICIAL DIRECTOR OF  
PARKING LOGISTICS

Don Wiberg, retired Metropolitan Fire Captain, has tinkered with everything from bicycles to boats and then cars since the age of ten. After graduating from Mira Loma High School, Don was offered a position with Chrysler Corporation following placement in their Trouble Shooting Contest. After six months with the company, Uncle Sam called him into service where he served three tours in Vietnam in the US Army.



Following his military service, Don had a successful thirty-four year career in the Fire Service. Don's various experience dealing with emergencies and logistics enables him to assist with planning for events while allowing him to spend time around beautiful automobiles and great people.

**Francis "Frank"  
X. Weismantel**  
CONTRIBUTING WRITER



Frank is a lifelong automobile enthusiast and dreamer. Born in Miami Beach, Frank's passion for cars started with his first love, a 1970 Dodge Challenger 383 Magnum SE RT hot rod. Originally intending to be an English/Literature teacher, instead Frank chose to join the Air Force and learned a trade, Electronics Technology. Unable to find a local supplier and dealer of B-52 Bombers, Frank went into the Telecommunications Industry and now has over thirty-four years experience building, maintaining and upgrading today's cellular and radio based communications networks.

His passions are automobiles, cooking and whenever possible writing and editing automobile themed articles for a variety of charitable events. Frank now lives in Elverta, California, on a small ranch property with his

wife of over 35 years, Claudette along with two dogs, one horse and two cats. Life has never been so sweet.

**Jessica  
Young**  
ADMINISTRATIVE  
ASSISTANT



Jessica has been Michele Moore's assistant at the Concours since 2010; she is truly her "Girl Friday!" Passionate about the process of the Concours, Jessica has had the opportunity to oversee every detail of planning and execution of the event and has delighted in the beautiful classic cars displayed on the green.

Jessica majored in Child Development with a focus on family and community as her passion has always been helping families and children. In March 2021 Jessica had her first daughter Chloe, who she absolutely adores. Hopefully Chloe will soon join the concours team!

**Jill Young**  
ART DIRECTION



Jill has been working with the Concours on their design work for the past six years. She loves the passion owners have for their cars and has come to appreciate these beautiful machines as true pieces of art.

Jill has been working in the marketing and advertising field for over 20 years. Since graduating from California State University, Chico with a Bachelors of Arts in Journalism and Public Relations, she has worked for advertising agencies in San Francisco and Reno, as well as in the marketing department of the McCombs School of Business at University of Texas, Austin. In 2016, she decided to open her own freelance graphic design business so that she could spend more time with her son, Henry. Currently based in Reno, you can usually find her hiking, relaxing at Lake Tahoe or running Henry to and from his many activities!



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# On The Green Today

## 1965 Sunbeam Tiger GP 3 Prototype Race Car

Owned by Rick Caron of Fair Oaks, California



The journey of Rick Caron's Sunbeam Tiger is an interesting one; its story began across the pond, includes the expertise of Carroll Shelby, and boasts a racing pedigree that helped build the Tiger Brand. The latest chapter ends with an incredible restoration that brought the car back to the racer it was, recreating its vintage past with all the receipts to prove it.

Rick Caron restores cars and he is quite good at it. What makes him so good is not just the hands-on talent to put a car back together again—from a shell and boxes of parts—but his willingness to take the time to do it right; the way the car began in its original build.

Rick was told the Sunbeam Tiger was available for purchase from the estate of Chris Gruys in Jackson, CA. After going to see the condition of the Tiger he started making phone calls to find out the provenance of the car. He contacted the people from the original build and anyone else who had any history with the car. Rick discovered that this particular Tiger was the 8th one ever built, and the first prototype of a GP 3 race car, which was given to the Alan Fraser Racing Team by the Sunbeam company's owner Lord Rootes as a prototype for a race development team. After many phone calls and research, Rick decided to take on the project, which took him two years to complete.

How does the aforementioned Carroll Shelby expertise fit into this story? Jump across the pond to the beginning of the journey... Lord Rootes had a problem: his race cars were not winning races. So, his son Ian went behind his father's back and scoured American car dealerships to find an engine that would fit in Sunbeam's race cars. What Ian found was the 260 & 289 engine that Carroll Shelby was building for the AC Bristol, the first Cobra. Shelby was able to retrofit the engine for the race cars, and after doing so, asked for a piece of the Sunbeam company for his efforts. Rootes didn't want to pay the steep price and wanted to have his vehicles 100% built in the UK. So, he contracted with Jensen, who purchased the engines from Ford, imported them from the US to the Jensen Factory in England, and Jensen installed the Shelby created engine there. Shelby did garner himself a royalty from each of the cars built despite not receiving the assembly contract. Shelby would be proud knowing there is a little bit of Cobra in every Tiger.



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## AN ABBREVIATED HISTORY OF THE COMPANY AS THEY CELEBRATE 100 YEARS

BY JIM PERELL

*M*any classic automotive marques came from Great Britain during both the pre-World War II and Postwar periods. While this author could name many of those from Abbey to Xtra, arguably, the MG marque is one of the most endeared to the British car enthusiast.

The MG was extremely popular both in its home market and abroad; particularly in the United States. This fondness peaking after WWII, was in no small part due to its modest price compared to the Jaguar, Triumph and Austin Healey. Whilst the returning G.I. was no doubt responsible for the major introduction of the MG TC, he also, unknowingly, saved Britain's automotive industry from a near collapse. Further, the returning G.I.'s taught a serious lesson to Detroit by accelerating the interest in sports cars and its leader's myth that only women made the car buying decision and men no longer wanted to drive for their own sake or tinker with the mechanics.

So, here is a little history for your pleasure. Who knows? You may want to start your own trivia game concentrating solely on MGs.

The MG evolved from the creative mind of Cecil Kimber, who built a lean two-seater, in the Morris Garages, after being hired as the General Manager in 1922. To make a long story short, Kimber was responsible for developing what became known as "Old No. 1," the first MG car from none other than Morris Garages; hence the name MG.

In 1929, the garages were relocated to Abingdon, about 10 miles south of Oxford, in order to keep up with the demand. MG remained in Abingdon until the last MGB was built in 1980. The Abingdon factory closed and MG ceased production of the well-known vintage marque it had been.

MG cars are best known for their two-seat open sports cars, but MG also produced saloons and coupes. Many of the early cars were commonly referred to as "Midget". This term refers to MG's sports car models. More recently, the MG marque has also been used on sportier versions of other models belonging to the parent company, but not sold in the US market.

The majority of the MG cars that you may see on the field today will be from the 30s through the mid 60s. Therefore, in order to restrain myself from writing a book, I'll discuss a few of the more well-known MG motor cars.

It's July 1932 and sports car fans are ecstatic as they are introduced to the Type J. Production for the various models J1 thru J4 ran through January 1934. Approximately 515 Type J cars were built in total. The number of ardent followers of the Type J are numbered in the thousands.

Without breaking stride, the Type P Models were released and production for the PA Model commenced and the PB Model followed a year later. Around 3000 in total were produced until the close in May of 1936.

By the start of World War II, MG was developing the replacement for the Type P cars with their Type T series of cars, including the TA, TB, TC, TD, and TF. Each was a basic body-on-frame convertible sports car produced from 1936 through 1955.

At the outbreak of WWII in 1939, production of cars at MG in Abingdon had given way to production and maintenance of machines of war. A very variety of jobs were undertaken, ranging from servicing guns and production of aircraft parts to overhauling tanks. No job was too large, too small, or too difficult for the workers at MG.

With a return to peacetime in 1945, thoughts at MG turned once again to building cars, but things were never to be the same again.

With the urgent need for the country to earn foreign income to aid reconstruction, priority was given to supplying raw materials to those companies who concentrated on exporting their products. The phrase "export or die" had a very real meaning.

Little development work was carried out during the war on the post-war generation of cars. Consequently, it was decided to concentrate initially on the car which had been the mainstay of MG's reputation as a manufacturer of sports cars—the Midget.





# MODELS AND SPECIFICATIONS

## MG TC (1945-1949)

The pent-up demand of the returning GI's from abroad fueled the sales of well over half of the approximate 10,000 that were built. Basically, the TB was simply dusted off, cleaned up and wheeled out and since a few performance upgrades were done, the TC was born. The TC, for the first time in America, brought sports car racing to men of more modest means. Sporting right hand drive, 19" wire wheels, and with performance allowing for speeds up to 80 mph, the TC was an instant hit. The engine was a 1250 cc 4 cylinder allowing the TC a 0-60 mph time of 21 seconds!

## MG TD (1950-1953)

The 1950 TD changed up the automotive sports car world again. Combined with the TC's drivetrain (now modified) and the familiar T-type style body, the new TD had an independent suspension, rack and pinion steering, smaller 15-inch disc type road wheels and a left-hand drive option. Bumpers and over-riders became standard for the first time.

Nearly 30,000 TDs in all were produced. 23,488 were exported to the United States. The engine here was still a 1250 CC 4 cylinder. Zero to 60 mph was down to 18.2 seconds

## MG TF (1953-1955)

The TF was essentially a stop-gap car to keep production going while waiting to release the new MGA. The 1953 TF was a face lifted TD that was fitted with the TD Mark II engine the 1250 cc 4 cylinder, a sloping radiator grille and the headlights in the wings.

In 1954 the engine was a re-designated XPEG and enlarged to 1466 cc giving 63 bhp. The car was designated the "TF1500."

The last Type T car from MG was built on April 4, 1955 after 9,602 TFs had been completed. Zero to 60 mph was 16.0 seconds.

## MGA (1956-1962)

The MGA sports car was produced by MG division of the British Motor Corporation from 1955 to 1962, with 101,081 made, most being exported. In the 1950's and 1960's MG produced the highest export percentage of any British car.

The MGA was a body-on-frame design and used the straight-4 "B series" 1500 cc 4-cylinder engine from the MG Magnette and a 4-speed gearbox. Suspension was independent with coil springs and wishbones at the front and a rigid axle with semi-elliptic springs at the rear. Steering was by rack and pinion and not power assisted. The car was available with either wire wheels or steel disc road wheels.

Very few changes were made other than the engine size starting at 1500 cc with the last production car having a 1622 cc engine. Performance in the zero to 60 mph was 13.3 seconds with the 1622 cc engine.

Of further note was the production of an MGA Twin-Cam added for 1958. The Twin-Cam was dropped in 1960 after 2,111 had been produced. The car can best be distinguished from the pushrod models by its center lock steel road wheels. Zero to 60 mph was 9.1 seconds with a top speed of 113 mph.

## MGB (1962-1980)

Without a doubt, most Americans will recognize the MGB as the most familiar of the models. Of course, a production run of over 500,000 cars in 18 years might have something to do with that perception.

The MGB came out to play in May 1962 and played it did by being one of the all-time top selling sports cars ever, manufactured until October 1980 through much transition of companies such as the British Motor Corporation (BMC), to British Motor Holdings (in 1966) and to British Leyland Motor Corporation (in 1968).

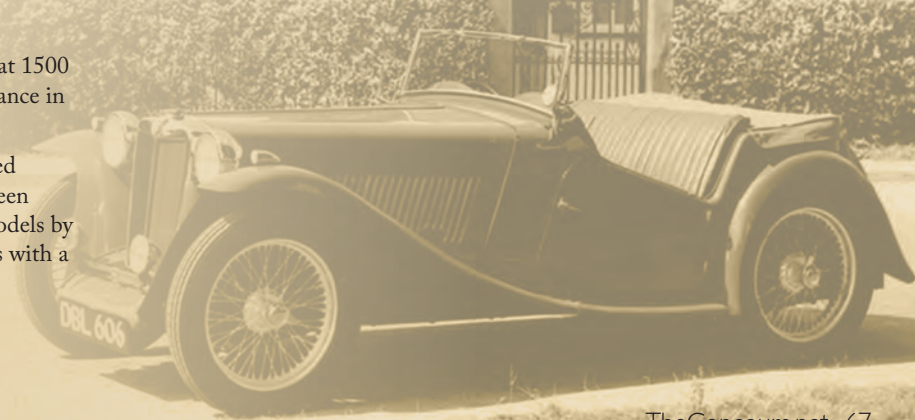
Production of the MGB started as a convertible ("roadster"), the hatch-backed GT, "coupe" with 2+2 seating, was introduced in 1965. The MGB featured a four-cylinder petrol engine. The "MGC" featured a six-cylinder engine and then the later model was the, "MGB GT V8" fitted with the ex-Buick Rover V8 engine was made from 1973 to 1976. Combined production volume of MGB, MGC and MGB GT V8 models was 523,836 cars.

The MGB was a relatively modern design with a monocoque body at the time of its introduction. The monocoque structure reduced both, weight and manufacturing costs as well as adding chassis strength.

The MGB's performance was brisk for the period, with a 0-60 mph at 11+ seconds. The engine was now a 1798 CC (1800) 4-cylinder engine turning out about 95 bhp. Handling was one of the MGB's strong points. In 1974, as US air pollution emission standards became more rigorous, US-market MGBs were de-tuned for compliance. As well as a marked reduction in performance, the MGB gained an inch in ride height and the distinctive rubber bumpers which came to replace the chrome for all markets.

In the second half of 1974 the chrome bumpers were replaced altogether. A new, steel-reinforced black rubber bumper at the front incorporated the grille area as well, giving a major restyling to the B's nose, and a matching rear bumper completed the change. The change in bumper material and the loss of performance with the later emission laden versions marked a decline in sales and finally the last MGB was imported to the US in 1980.

Today, the Chinese own MG and production of its sports cars are coming out of many countries rapidly gaining traction outside the United Kingdom. Although the innovation and technology evolving from its ownership is catapulting the marque forward, with the addition of the electric car models, one would hope MG will return to the US market.





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At the event, you'll have the opportunity to see our products up close, explore a range of lighting kits designed for every need, and ask any questions you have. We pride ourselves on our customer service and are always eager to help you find the perfect fit for your vehicle. You can also schedule an installation appointment at our state-of-the-art facility.

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At Ferrari of San Francisco, we take pride in everything we do. We offer new Ferrari models and used cars and have the staff in all departments to adequately serve our Northern California friends. We want to be your choice for all Ferrari services in California and will do what it takes to keep you 100% satisfied.

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## **The Niello Company**

916.643.7300

### **Candid Van Photobooth**

Get ready to capture the fun on the green today with The Niello Company and Candid Van. With an array of props, say "cheese" and save your Concours experience in an instant with this vintage Volkswagen photo booth.

## **On the Patio at the Concours**

We welcome you to enjoy a complimentary treat provided by the delicious Lazy Dog Chocolateria. Homemade, hand dipped ice cream bars and more! Then, take a stroll across the Niello Patio and witness how far we've come in the Automotive world. From the classic vehicles that paved the way for innovation to the cutting-edge models of today's technology. This is where past, meets present.

## **The Niello Company Lakeside Electric Vehicle Display**

Whether you're interested in the latest in green technology, innovative features or the future of sustainable transportation, this is your chance to see the latest in Electric Vehicles from luxury brands like; Audi, BMW, Porsche and many more. Head over Lakeside at the Concours and explore The Niello Company's current lineup of vehicles shaping the future of driving.

## **Shine With Purpose**

916.834.3932

Our mission is to empower and inspire families and children to shine by serving through volunteer opportunities and supporting community projects and other community non-profit organizations. This makes a difference in our communities and teaching life purpose because our community cares. Shine with Purpose will be the conduit connecting the community and the projects needed. Visit [www.ShineWithPurpose.today](http://www.ShineWithPurpose.today) for more information.

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916.453.2000

Come by the Shriners Children's vendor tent to see one of the many Ben Ali Shriners custom-made go karts that will participate in this year's EuroSunday Rally4Kids Toy Drive event on Sunday, December 3, 2023 at Shriners Children's Northern California. This annual rally has hundreds of collectible, classic, vintage, custom and exotic cars, trucks and motorcycles that cross a finish line at the hospital. Their mission? To cheer up children and make their holidays brighter as 1000's of new toys are dropped off for the patients at the Sacramento Shriners Children's.



# 2024 Niello Concours at Serrano

## *entries*

CELEBRATING 125 YEARS OF PACKARD  
& FEATURING THE EVOLUTION OF THE SUPERCAR

### **125 Years of Packard**

#### **CLASS P-2**

##### SENIOR PACKARDS CLOSED

1937 Packard Super Eight 1500  
5-Passenger Touring Sedan  
George Beck of Concord, California

1947 Packard 2106 Club Sedan  
Henry Hopkins of Richmond, California

1940 Packard 160 Touring Sedan  
George Myers of St Helena, California

#### **CLASS P-3**

##### SENIOR PACKARDS OPEN

1937 Packard 1507  
Larry Nannini of Pine Grove, California

1929 Packard 640  
Adam Simms of Napa, California

1935 Packard Senior 12 Convertible Sedan  
The Niello Company of Sacramento, California

1940 Packard 160 2-Door Convertible  
Coupe, 1803  
John VanSpeybroeck of Arcata, California

#### **CLASS P-4**

##### JUNIOR PACKARDS

1940 Packard 110 2-Door Sedan 1800  
Ronald Carpenter of Alamo, California

1941 Packard 120 Four-Door  
Touring Sedan/ 1901  
Cheryl Fox of El Dorado Hills, California

1937 Packard 120C  
Lynn Kissel of Cameron Park, California

1939 Packard 1701/120  
Steven Soldavini of Penn Valley, California

1937 Packard Six 115-C  
The Niello Company of Sacramento, California

#### **CLASS P-5**

##### PACKARD WOODIES

1940 Packard 120 Woodie Sedan  
George Myers of St Helena, California

1941 Packard 120 Woodie Sedan  
George Myers of St Helena, California

1939 Packard 120 Woody Sedan  
George Myers of St Helena, California

#### **CLASS P-6**

##### PACKARDS 1948 - 1958

1948 Packard Station Sedan  
Jon Fuiks of Sacramento, California

1950 Packard Super Eight  
Rodney Dahlgren of Napa, California

### **Evolution of the Supercar**

#### **CLASS SCE**

##### SUPER CARS EARLY

1987 Lotus Esprit Turbo HCl  
Dean Caccavo of Placerville, California

1971 DeTomaso Pantera Pre-L  
Rick Carlile of Sacramento, California

1972 Maserati Bora  
Jim Gee of Carmichael, California

1979 Maserati Merak SS  
Andrew Petreas of Moraga, California

1978 Porsche 930  
Curtis Popp of Sacramento, California

1974 Ferrari 365 GT4 BB  
Curtis Popp of Sacramento, California

1972 DeTomaso Pantera  
Carl Stein of Carmichael, California

1997 Acura NSX  
Tom & John Tyer of Carmichael, California

1969 Mangusta Coupe  
Phil White of Redwood City, California

#### **CLASS SCEM**

##### SUPER CARS EARLY MODIFIED

1973 DeTomaso Pantera  
Glen Cramer of Sloughhouse, California

1968 GT40 MKI  
Phil Katzakian of Lodi, California

2024 Leaver-GT Custom  
Jeff Leaver of Belmont, California

#### **CLASS SCM**

##### SUPER CARS MODERN

2021 Bentley Continental GT  
Todd Bissell of El Dorado Hills, California

2016 McLaren 570  
Jeremy Burr of El Dorado Hills, California

2023 Lamborghini Huracán STO  
Jeremy Burr of El Dorado Hills, California



2024 Maserati MC20 Cielo  
Ted Gains of Manteca, California

2006 <sup>1/2</sup> Lamborghini Murcielago Roadster  
Allen Mohanna of Folsom, California

2018 Mercedes Benz AMG GTC  
David Nystrom of Gold River, California

2020 Chevrolet C8 Corvette  
William Roth of Pleasanton, California

2016 Porsche 911 S  
Matt Start of Roseville, California

2024 Lotus Emira  
Glenn Stasky of Folsom, California

## **MG Centennial**

### **CLASS MG-I** MG EARLY T SERIES

1952 MGTD  
Dennis Andersen of Pilot Hill, California

1954 MGTF  
Linda Belmore of Meadow Vista, California

1952 MGTD  
Joe & Sue Gresch of San Jose, California

1955 MGTF 1500  
Mario Johnson of Live Oak, California

### **CLASS MG-2** MGA SERIES

1958 MG MGA Roadster  
Don & Pamela Davis of Gold River, California

1960 MG MGA Coupe 1600  
Andy Preston of Rohnert Park, California

### **CLASS MG-3** MGB AND MIDGET

1969 MG C/GT  
William Doyle of Tahoe Vista, California

1969 MG MGB Roadster  
Dennis Flosi of Vacaville, California

1973 MGB Roadster Race Car  
Kevin Kemper of Meadow Vista, California

1968 MG G-GT Rally Car  
Kevin Kemper of Meadow Vista, California

1978 MG Midget  
Paul Lewis of El Dorado Hills, California

1967 MG B-GT  
Ted Odell of Meadow Vista, California

1969 MG B-GT  
Ted Odell of Meadow Vista, California

1964 MG B  
Greg Stimpson of San Ramon, California

## **Concours Classes**

### **CLASS A** US CCCA APPROVED CLASSICS 1915 -1948

1933 Chrysler Imperial Dual Windshield  
Phaeton  
Academy of Art University of San Francisco,  
California

1936 Chrysler C10 Imperial Airflow Coupe  
David Felderstein of Sacramento, California

1933 Pierce-Arrow 1242 Convertible Sedan  
Bob Jacobsen of Los Altos, California

1941 Cadillac 62 Convertible Coupe  
John MacPherson of Reno, Nevada

1936 Cord Series 810  
Allan McCrary of Vacaville, California

### **CLASS AE** EUROPEAN CCCA APPROVED CLASSICS, 1915 - 1948

1937 BMW 326 Sport Cabriolet  
Karra Canum of San Jose, California

1936 Delehay 135 Competition Convertible  
Ken Smith of La Jolla, California

### **CLASS F** MUSCLE CARS THROUGH 1973

1971 Dodge Challenger  
Alan & Laurie Eldridge of El Dorado Hills,  
California

1969 Pontiac GTO  
Mike Leeper of Rocklin, California

1965 Shelby 427 Continuation Series  
Steve Owles of Meadow Vista, California

1970 Dodge Challenger  
Walter Schmidt of Tiburon, California

1969 Chevrolet Camaro RS  
David Vickroy of El Dorado Hills, California

1969 Mercury Convertible Cougar XR7  
Louie Toro of Carmichael, California

### **CLASS F-2** FERRARI THROUGH 1974

1962 Ferrari 250 GTE  
Bill Finkbeiner of Auburn, California

1967 Ferrari 330 GTC  
Joseph Hensler of Fair Oaks, California

1966 Ferrari 330 GTC  
Greg Nickless of Sacramento, California

### **CLASS F-3** FERRARI 1975 - 1990

1983 Ferrari 308 GTS Quattrovalvole  
Erik Bonney of Lincoln, California

1977 Ferrari 308 GTB  
Anthony Marquez of Sacramento, California

1986 Ferrari 328 GTS  
Jeff Stone of Fair Oaks, California

### **CLASS F-4** FERRARI 1991 - PRESENT

2017 Ferrari 488 GTS  
Dave Neitzel of Shingle Springs, California

2009 Ferrari 430 Scuderia  
Jeff Porcar of Sacramento, California

2014 Ferrari FF  
Leonard Ely of Palo Alto, California

### **CLASS MM** MODIFIED MUSCLE

1965 Ford Mustang  
John Clemens of El Dorado Hills, California

1966 Chevrolet Corvette  
Steve McFarland of Fair Oaks, California

1967 Chevrolet Camaro  
Brett Roderick of Sparks, Nevada

### **CLASS P** AMERICAN MANUFACTURE 1949 -1969

1960 Chevrolet Impala  
Guy George of Rancho Cordova, California

1957 Chevrolet Bel Air  
Charles Green of Danville, California

1957 Chevrolet Bel Air Convertible  
John Grigsby of El Dorado Hills, California

1964<sup>1/2</sup> Ford Mustang  
Richard Hohas of El Dorado Hills, California

1962 Chevrolet Impala 409 S/S Convertible  
Jon Overholt of Gold River, California

**CLASS P-356**  
PORSCHE 356

1964 Porsche 356C  
Brad LaPoint of Loomis, California

1959 Porsche Convertible D  
The Niello Company of Sacramento, California

1964 Porsche 356 C  
Tom & Diane Roderick of Sonoma, California

**CLASS PL**  
AMERICAN LUXURY  
1949 - 1969

1960 Lincoln Continental  
Brent Faria of Granite Bay, California

1954 Cadillac 62 Coupe DeVille  
Jim Hearn of Folsom, California

1958 Cadillac Series 62 Sedan DeVille  
Steve & Kaye Kramer of Shingle Springs, California

1962 Chrysler 300 Convertible  
Doug Warrenner of Fair Oaks, California

**CLASS Q-AM**  
ASTON MARTIN

2014 Aston Martin Vantage  
Janice Bron of Fair Oaks, California

2021 Aston Martin Vantage  
Jeremy Burr of El Dorado Hills, California

2005 Aston Martin DB9  
Jeffrey Gustafson of El Dorado Hills, California

2019 Aston Martin DBS Superleggera  
Jeffrey Jarvis of El Dorado Hills, California

2008 Aston Martin Vantage V-8  
Richard Keenly of El Dorado Hills, California

**CLASS T**  
AMERICAN SPORTS CARS  
1953 - 1967

1957 Ford Thunderbird  
Deborah Clendenning of El Dorado Hills, California

1969 Chevrolet Corvette L88 Tribute  
Glenn Evans of Shingle Springs, California

1961 Chevrolet Corvette  
Roger Schmidt of Pacifica, California

1962 Chevrolet Corvette  
Cheryl Wiegand of Orangevale, California

1958 Corvette Roadster  
Dan Quam of Roseville, California

**CLASS U**  
FOREIGN SPORTS CARS  
THROUGH 1956

1953 Sunbeam - Talbot Alpine MKI  
Jeffrey Brown of Grover Beach, California

1954 Riley RME  
Jennifer Caldwell of Sacramento, California

1953 Jaguar XK120 SE  
Fred Chapman of El Dorado Hills, California

1955 Jaguar XK 140FHC/SE  
Geoffrey Horton of Sonoma, California

1954 Lancia Appia  
Leif Neuman of Lincoln, California

1956 Jaguar XK140 DHC SE/MC  
Jim Perell of Loomis, California

**CLASS V**  
FOREIGN SPORTS 1957 - 1979  
UNDER \$5K - CLOSED

1958 Peerless Cars Peerless GT  
Dean Caccavo of Placerville, California

1974 Lancia Rally 1.3S  
Todd Radke of Red Bluff, California

1962 Jaguar XKE Coupe  
Owen Taylor of Sacramento, California

1963 BMW 700 Coupe  
Norm Walters of Sacramento, California

**CLASS VO**  
FOREIGN SPORTS 1957 - 1979  
UNDER \$5K - OPEN

1971 Mercedes Benz 280 SL  
Doug & Linda Cook of Granite Bay, California

1967 Triumph TR4A  
Glenn Evans of Shingle Springs, California

1963 Lancia Flaminia Convertible 2.8, 3 C  
Beth & Joe Hurwich of Piedmont, California

**CLASS VRC**  
VINTAGE RACE CARS

1965 Sunbeam Tiger GP# Prototype  
Rick Caron of Fair Oaks, California

1964 Triumph Gyronaut  
Steve Tremulis of Redwood City, California

1969 OSCA Chassis 767  
Phil White of Redwood City, California

1969 Datsun 510  
Frank Zucchi of Oakdale, California

**CLASS W**  
FOREIGN PASSENGER CARS  
1957 - 1979, OVER \$6K

1964 Maserati Mistral Coupe  
Timothy & Cara Hoxie and Michael Rubinstein of Orinda, California

1976 Porsche 912E  
Rick Rollens of Granite Bay, California

1965 Lancia Flaminia Super Sport  
Paul Tullius of Chico, California

**CLASS Y**  
FOREIGN PASSENGER CARS  
1957 - 1979

1970 Rover 3500S  
Albert Boasberg of Daly City, California

1958 Volkswagen Microbus  
Ron Mainer of Carmichael, California



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- » Our students built the car, performed an engine swap, fabricated a custom roll cage and added safety equipment, which combined technical skill-building with real-world racing experience and teamwork.
- » This year, we're excited to expand our efforts with new vehicle builds and more racing events.

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# BEST OF SHOW AWARD WINNERS

- |             |  |             |   |
|-------------|--|-------------|---|
| <b>2004</b> | 1966 Lincoln Continental<br>owned by William McCoy<br>of Fair Oaks, California         | <b>2014</b> | 1952 Bentley Mark VI Mulliners of<br>Birmingham owned by Leon Garoyan<br>of Davis, California                       |
| <b>2005</b> | 1955 Mercedes Gullwing<br>owned by Tom Thornhill<br>of San Rafael, California          | <b>2015</b> | 1957 Ford Skyliner<br>owned by Robert Tiffin<br>of Red Bay, Alabama   |
| <b>2006</b> | 1913 Pope Hartford<br>owned by Bill Gularte<br>of Soledad, California                  | <b>2016</b> | 1949 Delahaye Model 175<br>Saoutchik Coupe De Ville<br>owned by the Stephens Family<br>of San Francisco, California |
| <b>2007</b> | 1934 Packard 1107 Phaeton<br>owned by Jay Moore<br>of Lahaina, Hawaii                  | <b>2017</b> | 1933 Chrysler Imperial C.C. Sedan<br>owned by Lorenzo Nannini<br>of Pine Grove, California                          |
| <b>2008</b> | 1933 Packard 1104 Coupe Roadster<br>owned by Robert Tiffin<br>of Red Bay, Alabama      | <b>2018</b> | 1928 Issotta-Franschini Tipo 8<br>Cabriolet owned by The Academy of<br>Art University Automobile Museum             |
| <b>2009</b> | 1947 Jaguar Mark IV Drophead<br>owned by Howard Clarke<br>of Springfield, California   | <b>2019</b> | 1935 Mercedes Benz 500K Cabriolet A<br>owned by The Academy of Art<br>University Automobile Museum                  |
| <b>2010</b> | 1933 Rolls-Royce P II Continental<br>owned by Jay Moore<br>of Lahaina, Hawaii          | <b>2021</b> | 1957 Chrysler Ghia Super Dart 400<br>owned by John White<br>of Sacramento, California                               |
| <b>2011</b> | 1936 Auburn Boattail Speedster<br>owned by Paul Petrovich<br>of Sacramento, California | <b>2022</b> | 1932 Chrysler CL Imperial<br>owned by Lorenzo Nannini<br>of Pine Grove, California                                  |
| <b>2012</b> | 1957 Ford Skyliner<br>owned by Robert Tiffin<br>of Red Bay, Alabama                    | <b>2023</b> | 1937 Packard 1507<br>owned by Lorenzo Nannini<br>of Pine Grove, California  |
| <b>2013</b> | 1921 Duesenberg A Bender Coupe<br>owned by James Castle<br>of Monterey, California     |             |   |



NIELLO  
CONCOURS at SERRANO

2023

# BEST OF SHOW

1937 PACKARD 1507

LORENZO NANNINI OF PINE GROVE, CALIFORNIA





## THE HONORARY JUDGE AWARD



1955 OSCA Sports Racing Special  
Phil White of Portola Valley, California

## THE HAGERTY CHOICE AWARD



1965 Ford Mustang  
John Clemens of El Dorado Hills, California

## THE DOCTOR'S CHOICE AWARD *SPONSORED BY MARSHALL MEDICAL*



1941 Cadillac 62  
Joe Hensler of Fair Oaks, California

## DEARCOS FAMILY CHOICE AWARD *IN HONOR OF TONY DEARCOS*



1970 Ford Torino GT  
Deborah Clendenning of El Dorado Hills, California

## THE CHAIRMAN'S AWARD *IN HONOR OF GEORGE A. MOORE*



1957 Continental Mark II  
Cody Smith El Dorado Hills, California



# AWARDS 2023

## FAVORITE PORSCHE AWARD *IN HONOR OF RICHARD NIELLO, SR.*



1973 Porsche 911T  
Brad LaPoint of Loomis, California

## OUTSTANDING PORSCHE AWARD *IN HONOR OF RICHARD NIELLO, SR.*



1951 Porsche 356 Roadster  
Phil White of Portola Valley, California

## THE MOST ELEGANT MOTORCAR



1932 Auburn 8-100A Cabriolet  
David Knopp of Roseville, California

## OUTSTANDING LAMBORGHINI AWARD



1971 Lamborghini Espada  
Jeff Muss of Sacramento, California

## THE FAVORED ENTRANT AWARD *IN HONOR OF CLYDE CASSADY*



1971 Porsche 911T  
Allan McCrary of Vacaville, California

## SCCA CHAMPIONSHIP AWARD



1937 Packard 1507  
Lorenzo Nannini of Pine Grove, California



# CLASS AWARDS

## CLASS A

US CLASSIC MOTOR CARS



1937 Packard 1507

Lorenzo Nannini of Pine Grove, California

## CLASS E

PRESERVATION CLASS  
UNRESTORED MOTOR CARS



1969 Chevrolet Caprice

Bill & Lucy Smathers of Roseville, California

## CLASS F

MUSCLE CARS



1969 Chevrolet Camaro Z28

Harmon Anderson of Johnstown, California

## CLASS F-2

FERRARI  
THROUGH 1974



1970 Ferrari 365 GT 2 + 2

Kenneth Miselis of Stockton, California

## CLASS F-4

FERRARI  
1991 THROUGH PRESENT



1997 Ferrari F355 GTS

Kevin Enderby of Redwood, California

## CLASS L

LAMBORGHINI



2020 Lamborghini Aventador

SVJ Roadster

John Barakat of Loomis, California

## CLASS M

ANTIQUE MOTOR CARS



1913 Kissel Kar 4-40

Lynn Kissel of Cameron Park, California

## CLASS MM

MODIFIED MUSCLE CARS



1967 Dodge Charger

Marie Reichmuth-Shirley of Elk Grove, California

## CLASS P

AMERICAN MANUFACTURE



1962 Oldsmobile F85 Jetfire

Chandler T. Knapp of Fair Oaks, California



## CLASS P-1

*PORSCHE 356*



1964 Porsche 356 C  
Tim & Annabell Conkling  
of Sacramento, California

## CLASS P 1-O

*PORSCHE 356 OPEN*



1959 Porsche 356 D Cabriolet  
Bill Sardella of Granite Bay, California

## CLASS P-2

*PORSCHE 911/912*



1972 Porsche 911T  
Don Wenstrand of Denair, California

## CLASS P-3

*PORSCHE 911*



1979 Porsche 911 930 Turbo  
Mike Burns of Napa, California

## CLASS P-6

*PORSCHE 914*



1974 Porsche 914 2.3  
Mark Setzer of Minden, Nevada

## CLASS P-9

*PORSCHE BOXTER/CAYMEN*



2007 Porsche Boxster  
Tom Hopkins of Placerville, California

## CLASS P-11

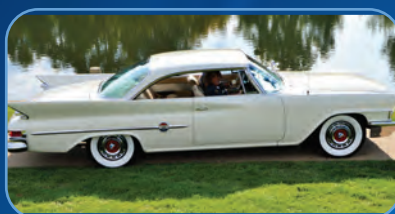
*PORSCHE MODIFIED*



1964 Porsche 356 C  
Tim Conklin of Sacramento, California

## CLASS PL

*AMERICAN LUXURY*



1961 Chrysler 300C  
Barbara Major of Newcastle, California

## CLASS Q

*EXOTICS*



2011 Aston Martin V12  
Vantage 6 Speed  
Lawrence Hansen of Placerville, California

## CLASS T

*AMERICAN SPORTS CARS*



1957 Ford Thunderbird  
Alan Biagi of Rodeo, California

## CLASS U-XK

*JAGUAR XK MOTOR CARS*



1955 Jaguar XK 140 FHC/SE  
Geoffrey Horton of Sonora, California

## CLASS VO

*FOREIGN SPORTS CARS*



1963 Austin Healey  
Randy Andorko of Elk Grove, California

CLASS VRC  
VINTAGE RACE CARS



1951 Porsche 356 Roadster  
Phil White of Portola Valley, California

CLASS Y  
FOREIGN PASSENGER CARS



1961 Volkswagen  
Karmann Ghia Convertible  
Kyle & John Leet of El Dorado Hills, California

CLASS Z  
FOREIGN PASSENGER CARS



1972 BMW 3.0 CS  
Karra Canum of San Jose, California

*We understand that the premise of a Concours is celebrating the motor car, but with this event we feel that it is also about the people that we meet and get to know along the way. Realizing how the automobile is such a huge part of people's lives—memories of a car from the past, their first car or the car they left for their honeymoon in. It really is true..."The car is the only thing that can take you from point A to B, but also take you back in time."*



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# Evolution of the

BY JUDY BRAVO

*T*he phrase may be French, but the beginnings of the Concours d'Elegance are rooted firmly in ancient Rome, where chariot drivers paraded around the arenas in their highly prized chariots with decorated harnesses and magnificently adorned horses. When the automobile replaced the horse-drawn carriage, an area or space where the latest automobiles could be admired was known as a "Concours" — simply a gathering place wide enough to accommodate a crowd. Here autos could be displayed in a grand manner to please the elite of the 1900s, to whom style was of prime importance.

By the end of WWI, with basic engineering problems out of the way, automobile designers turned their attention to speed, comfort, and above all, elegance. Since coachwork was produced separately from the engine and chassis, there were few constraints

for design, and the resultant automobiles have never been equaled for opulence or aesthetic appeal. In both Europe and the United States, people of wealth were eager to spend lavishly on these exciting machines.

In a shrewd move to attract elite clientele, hoteliers at exclusive European resorts held competitions for these stylish cars. The result was a series of annual and semi-annual Concours in which cars were "judged" on their style, engineering, and aesthetic appeal. The cars were all new and were the best money could buy. Hence, drivers added still another variable by dressing appropriately to the styles of their automobiles. Judges were asked to weigh the overall effect of the creative entries in those contests of elegance.





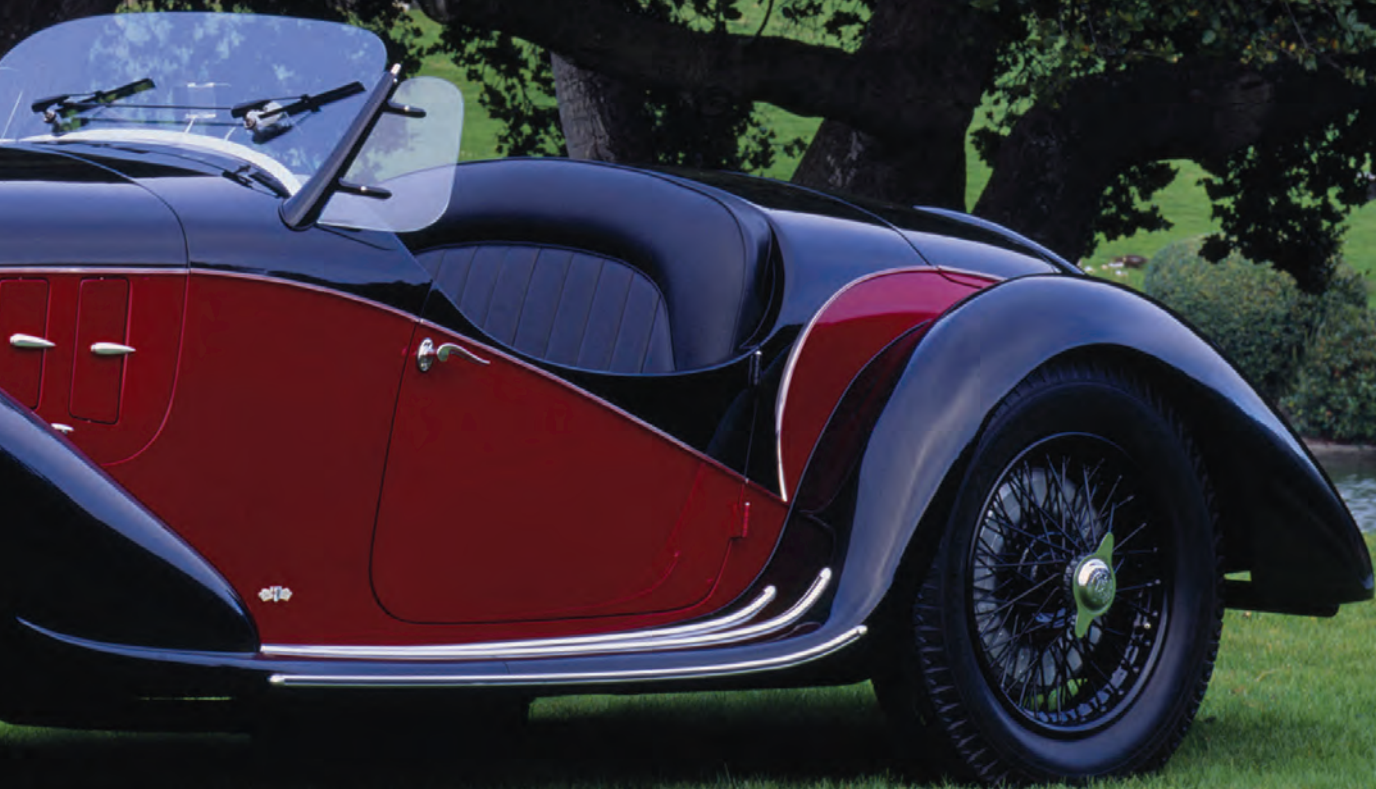
# Concours d'Elegance

The Great Depression put an end to the Concours that had been such enjoyable events for both entrants and spectators alike. Fortunately, the end of WWII produced a tremendous interest both in the collecting and the restoring of antique and classic cars. Informal Concours were held once more, and in 1951 a full-blown Concours d'Elegance was held at Del Monte Lodge in Pebble Beach for mixed makes of cars from the West Coast. This pivotal show served as the model for Concours to come.

In the modern Concours d'Elegance, strict judging takes into consideration historical significance, presentation, appearance, authority, and the restored or original condition of each vehicle. The engine, chassis, interior and exterior of

each car is inspected. The owner must start the entry, move it forward and backward (if space allows), and turn on lights, turn signals, and brake lights. Windows must be put up and down; doors opened and closed.

Each entry begins with a perfect score of 100 points. Judges deduct one to five points for any flaw found depending on its severity. The entry with the highest score in each class wins first place. In an SCCA-sanctioned Concours, a vehicle must have at least 80 points to win first place, 60 points to win second, and 50 to take third. Often only a point or two separates winners. The "Best of Show" is chosen from the first place winners in all classes, but the Honorary Judges' award is chosen from the entire field by a group of dignitaries and enthusiasts. Let the show begin!






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