For Immediate Release: 5 August 2014

**VISITORS TO THE**

**2014 CONCOURS OF ELEGANCE**

**GET THE CHANCE TO VOTE FOR THEIR FAVOURITE CAR**

* **The 2014 Concours of Elegance to gather 60 of the rarest cars from around the world at Hampton Court Palace on 5-7 September**
* **For the very first time, visitors to the annual Concours will be given the chance to choose their favourite car, and make a donation to the official event charities**
* **The 60 exceptional concours cars will be joined by over 700 other fine automobiles from the UK’s leading Car Clubs and organised classic car tours**

In just six weeks time the third international Concours of Elegance will open within the stunning setting of Hampton Court Palace, from 5-7 September 2014.

For the very first time, visitors to the Concours of Elegance will be able to vote for their personal favourite among of the sixty hand-picked concours cars, selected from all around the world, with many of them never seen before in this country.

Voting for the Public Choice, Concours of Elegance visitors will be able to text the entry number of their favoured concours car from their mobile telephone, whilst helping to raise money for the Concours official chosen charities (to be confirmed shortly), with all money raised going directly to the charities.

The annual Concours of Elegance differs from a traditional *concours,* which usually includes a judging panel briefed to scrutinise each entry and select a ‘winning’ car.  The Concours of Elegance organisers maintain that if a car has been invited to participate in the Concours, it is already a winner, with each vehicle owner voting on the other Concours car that he or she considers to be the most elegant car in the event.

In addition to the 60 concours cars, more than 350 other fine automobiles from the UK’s leading Car Club will also be in attendance each day over the Concours weekend, all displayed within the majestic setting of the Hampton Court Palace grounds, with many more classic cars to be found in a dedicated pre-1975 ‘tax exempt’ parking area.

When the inaugural annual Concours of Elegance was established in 2012, a key objective from the outset was to be a highly successful charity fundraising initiative. In the first two years of its existence, the award-winning Concours of Elegance – held at Windsor Castle in 2012 and at St James’s Palace in 2013 – has raised more than £500,000 for charity.

The 2014 Concours of Elegance at Hampton Court Palace will be open to the public on Saturday 6 September and Sunday 7 September, with entry tickets, picnics and hospitality available strictly in advance only. Concours admission tickets will include entry into Hampton Court Palace and its extensive grounds, and these can be purchased now at the Concours of Elegance website (www.concoursofelegance.co.uk). Limited edition Concours of Elegance Posters and Souvenir Catalogues are also available.

**- Ends -**

**For further information, contact:**

Media enquiries and Accreditation Applications:

Gary Axon, Head of Automotive and Classic Car PR, and/or

Adam Tait, Senior Press Officer, Influence Associates

Tel: +44 (0)2072 879 610 or +44 (0)7780 543 255

Email: [gary@influenceassociates.com](mailto:gary@infludenceassociates.com) and/or [adam@influenceassociates.com](mailto:adam@influenceassociates.com)

General information:

Iain Campbell, Thorough Events Ltd – [iain@thoroughevents.co.uk](mailto:iain@thoroughevents.co.uk)

**For regular updates and ticket sales:**

For more information, ticket purchase details and regular Concours of Elegance updates, please visit [www.concoursofelegance.com](http://www.concoursofelegance.com/)

Facebook: [www.facebook.com/concoursofelegance](http://www.facebook.com/concoursofelegance)

Twitter: [www.twitter.com/ConcoursUK](http://www.twitter.com/ConcoursUK)

**About the Concours of Elegance:**

Established in 2012, the inaugural Concours of Elegance was held within the private grounds of Windsor Castle to mark the diamond jubilee of Her Majesty the Queen’s reign. Organised by Thorough Events, the first Concours of Elegance set a new global benchmark for a classic car concours; winning prestigious awards in the process; unheard of for a ‘start-up’ event in its first year. The second Concours of Elegance was held in 2013 to equal fanfare and acclaim at the historic Royal Palace of St James in London. Only the highest caliber of cars are invited to the Concours of Elegance, event, with the rarest cars in the world, from all over the world, painstakingly selected by the Concours Steering Committee; a respected team of authoritative historic car experts. A key objective of the annual Concours of Elegance is to raise significant sums for charity, with the 2013 event at St James’s Palace generating in excess of £250,000.