

FOR IMMEDIATE RELEASE

Over 100 Vintage and Contemporary Ferraris On Display At Concorso Ferrari 2010 In Old Pasadena

Pasadena, Calif. – April 20, 2010 – Colorado Boulevard will pulse with excitement when over 100 million dollars of the finest vintage and contemporary Ferraris will be on display Sunday, May 16, 2010 from 10am to 3pm for the Concorso Ferrari 2010.

This free and open to the public celebration will be the most exciting car show ever to be hosted in Old Pasadena with over 100 of the finest vintage and contemporary Ferraris on display. Ferraris from around the country will arrive early Sunday morning, May 16, blanketing Colorado Boulevard from Pasadena Avenue to Raymond Avenue. Join us for the day by strolling along the flanks of Colorado to admire the amazing array of vehicles, meet the car owners, listen to on-site interviews and explore all that Old Pasadena has to offer.

Ferraris from 1999 and earlier are eligible for judging and awards, while more contemporary Ferraris are featured as display only. Judging will follow FCA National guidelines IAC/PFA (International Advisory Council for the Preservation of Ferrari Automobiles) and awards presentations in up to 10 classes will be made at 1:30pm by renowned Ferrari experts. An estimated attendance of 5,000 to 10,000 owners, enthusiasts and spectators is expected.

Ferrari is synonymous with innovative design, quality, performance, heritage and racing. Many fine examples of over 60 years of Ferrari production will be on exhibit. Notable cars expected include a Pebble Beach winning 250 Series I Cab, a Cavallino winning Best of Show 250 SWB, the Agnelli 400SA fresh from the Ferrari Museum in Maranello, a Concorso Italiano Platinum winning 400SA, and a rich with racing heritage, one of six produced Vignale 225S.

'The Ferrari Club of America, Southwest Region appreciates the opportunity to once again display our member's beautiful cars in Old Pasadena on historic Colorado Boulevard. We hope that car enthusiasts, casual shoppers and the area merchants alike will enjoy the more than 50 year evolution of design and technology of the vintage and contemporary Ferraris to be displayed for this year's Concorso Ferrari,' notes Tex K. Otto, President, FCA Southwest Region.

Along with the finest vintage and contemporary Ferraris, there will be many sponsors displaying the latest sports and luxury cars. This 'show within the show' will feature The Auto Gallery with Ferrari & Maserati; Galpin Premier Collection with Aston Martin, Lotus & Spyker; Sage Auto Group with GTR & Mercedes-Benz.

Concorso Ferrari 2010 is made possible by the Ferrari Club of America, Southwest Region and the sponsorship of/partnerships with fine organizations such as: The Auto Gallery, Meguiar's Car Care Products, Reliable Carriers Inc., Beverly Hills Classic Cars, Fast Cars Ltd., Galpin Premier Collection, Giovanna Wheels, Premier Motorsports, Sage Automotive Group, Barrett Jackson Insurance, Putnam Leasing, Art Center College of Design, Old Pasadena Management District, The City of Pasadena, Pasadena Visitor's Bureau and Pasadena Magazine.

General Public: Visit www.fca-sw.org for additional Concorso Ferrari 2010 information and vehicle registration applications.

Media: Please contact Arlyn Timmes, 949.331.4394 or bugeye550@gmail.com for additional information, photos and interviews.

###