

Dennis Edwards, Sr.

From: Vickie Ebner <vickie@euroautofestival.com>
Sent: Saturday, March 23, 2024 11:22 AM
To: Vickie Ebner
Subject: Save the Date for EURO 2024!

Hello Folks!

I am happy to announce **EURO Auto Festival 2024** is being worked on and here are some details. **The show will be Saturday, October 19, 2024 at Embassy Suites Preserve at Verdae Golf Course.** We are excited to be back on this beautiful course and look forward to seeing you all there as well. I am working on getting registration live with all information, but we wanted to at least get this on your calendar.

We are featuring “The Original Hybrids” at the 2024 show. What does that mean, you might ask? Here is a piece written to explain:

We’re celebrating the great engineering feats and artistic accomplishments of European automobile companies and doing so in a uniquely Southern American setting. Perhaps it is because America is the World’s melting pot for ideas, music, art, food, and people, that we naturally celebrate these automobiles born outside of our country. The very essence of America was born out the export of European ideas mixed with the experience of this “New World” and the creation of new ideas. This is the inspiration for our 2024 featured marque.

For 2024, we are celebrating the European automobiles that have been born out of great collaborations across European countries and with countries in the New World and even Japan. Think Shelby bringing together British sports cars with American muscle to create the Cobra and Alpine Tiger. Think of all the beautiful Italian sports cars with American V8s powering them. (Like the Italian beauty with Ford powered, Pantera, featured on the official 2024 EURO poster.) There’s also all of the American, French, German, and British cars who’s styling benefitted by a “nip and tuck” from Italian design firms and coach builders. And, we’re not forgetting the American and Japanese cars made better through Lotus Engineering (and others — Nash Healey, anyone?). We’re calling the results of these special cross-border collaborations the Original Hybrids. To our knowledge, this is the first time a major automotive event has featured these automobiles. European automobiles have shaped American car culture and American car culture has shaped European automobiles. Just minutes from our event is the world’s largest BMW factory. And factories for Mercedes-Benz, Volvo, and VW are within a day’s drive. The stories of Luigi Chinetti and Max Hoffman are two great examples of Europeans that came to the US and brought back American ideas that significantly transformed Ferrari, BMW, Mercedes-Benz, and Porsche.

We are extremely excited to welcome you to South Carolina in the Fall of 2024 to celebrate the great cars and people of the European Original Hybrids.

If you have any questions, please let me know. As soon as I get registrations live, I will send another email to notify you. Please share this information with others who may be interested in attending. As usual all European vehicles are welcome and encouraged to register.

Do you know someone who would be interested in sponsoring the show? This could be as a headliner sponsor, merchandise sponsor, VIP tent sponsor or a tent on the course the day of the show. Please contact us today if you are interested to learn more.

Vickie Ebner
EURO Auto Festival
Secretary / Registrations