



FALL IN LOVE WITH

The art of the automobile



2023 MEDIA REPORT

17TH LA JOLLA CONCOURS d'ELEGANCE

APRIL 21-23, 2023

LA JOLLA COVE

LA JOLLA, CA



FEATURED MARQUE

DUESENBERG

BENEFITING THE LA JOLLA HISTORICAL SOCIETY



WEEKEND STATS

A WEEKEND EXPERIENCE LIKE NO OTHER

FRIDAY NIGHT VIP

Beyond the Garden Gates – April, 21, 2023

840 Attendees

LA JOLLA CONCOURS TOUR D'ELEGANCE

April 22, 2023

246 Attendees

CHAIRMAN'S HAPPY HOUR VIP PARTY

April 22, 2023

355 Attendees

PORSCHE ON PROSPECT

April 22, 2023

5,500 Attendees

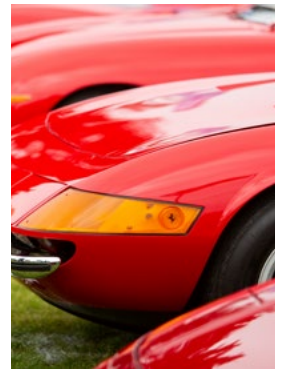
LA JOLLA CONCOURS D'ELEGANCE

April 23, 2023

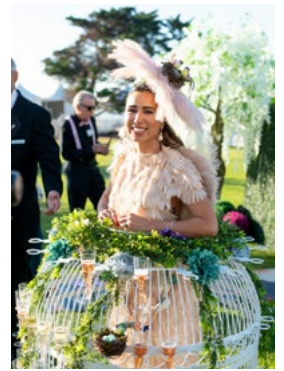
8,800 Attendees on the field

15,320 La Jolla Concours Motor Car Classic

15,000+ Total Sunday Attendees









MEDIA REPORT 2023

Welcomed 8,800 to the La Jolla Concours d'Elegance Field & 15,000 to the Show Overall
Friday, April 21-23, 2023

TELEVISION

Television Spots Secured by McFarlane Promotions, Inc.

- Preview shots at event
- Weather live onsite at event
- Interviews

[Concours d'Elegance returns to La Jolla](#)

[KUSI Twitter](#)

[KUSI Twitter 2](#)

[Concours d'Elegance returns to La Jolla - \(kusi.com\)](#)

RADIO

Radio and promotional mentions secured on the following local radio stations

KFMB FM 100.7

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

Sunny 98.1

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

KFMB AM 100.7

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

RADIO (CONTINUED)

MAX FM

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

Radio Latina

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

KOGO AM

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

KGB AM

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion



MEDIA REPORT 2023

RADIO (CONTINUED)

STAR 94.1

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

PULSAR

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

Invasora

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

Univision

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway
- 5-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- 10-:15 or :30 second promotional mentions per day for two weeks leading up to the event
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

STAR

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

Sunny 98.1

- 35- Recorded promotions and 20- live recorded promotions for on-air contest promotion and ticket giveaway to air March 18th – April 7th
- 5-:15 or :30 second promotional mentions per day starting on March 17th – March 30th
- 10-:15 or :30 second promotional mentions per day starting on March 31st – April 14th
- 1 On-Air Interview with a La Jolla Concours d'Elegance member to Run the week of March 30th
- Event information listed on website
- Minimum 4 Facebook, Twitter, and Instagram posts on station's social media accounts
- Email blast inclusion

SOCIAL MEDIA

ADS OVERVIEW

- Campaigns - 392
- Reach - 1,998,172
- Impressions - 7,813,771

Facebook Overview of the La Jolla Concours d'Elegance, October-April:

- 177 Posts
- 1,929 New Followers
- 334,053 Unique Engagements
- 1,743,009 Page Reach
- 1,915,506 Paid Reach
- 8,905,665 Paid Impressions
- 60,016 Facebook Page Visits
- 36,105 Link Clicks

Facebook Event

- Reach: 162, 117
- Responses: 7,775

Top Locations for Followers

- San Diego
- Los Angeles
- Tijuana
- Los Angeles
- Chula Vista
- Phoenix
- Las Vegas
- Oceanside



MEDIA REPORT 2023

SOCIAL MEDIA (CONTINUED)

Instagram Overview of the La Jolla Concours d'Elegance Campaign:

- 5,371 New Followers
- 949,660 Total Impressions
- 13,590 Profile Visits
- 1,359 Website Taps
- 50,482 Content Interactions
- 9,883 Post Interaction
- 8,588 Likes
- 1,200 Shares
- 384 Story Interactions
- 3,760 Reel Interactions

Instagram Most Engaged Hashtags:

- #Ljcde
- #Lajollaconcours
- #carshow
- #concours
- #sandiegoevents
- #autoshow
- #sandiego_ca
- #carsofinstagram
- #visitsd

Total Social Impressions

- 9,140,514 for IG, FB and Twitter

WEBSITE REPORT

La Jolla Concours d'Elegance Google Analytics, February-April

- 91,000 Total Users throughout 2023 campaign
- 113,000 Total Sessions throughout 2023 campaign
- An average visit duration of 2:34 per session

La Jolla Concours d'Elegance Google Analytics, April

- 55,000 Total Users throughout 2023 campaign
- 69,000 Total Sessions throughout 2023 campaign

La Jolla Concours d'Elegance Google Ads

- 807.1K Impressions throughout the 2023 campaign
- 46,406 Clicks throughout the 2023 campaign

Website Traffic Acquisition

- 17,623 Users sent from Organic Search
- 25,611 Users sent from Direct Links
- 82,924 Users sent from Social Media
- 5,682 Users sent from Referrals
- 7,982 Users sent from Email

Website Demographics

- Male: 68%
- Female: 32%
- Age 25-34: 7.9%
- Age 35-44: 21.1%
- Age 45-54: 24.4%
- Age 55-64: 22.9%
- Age 65+: 24.1%

PRINT ADVERTISING

Sports Car Market

- Half Page Ad in February Issue
- Full Page Ad in Concours Guide
- Expanded Write-Up and Photo in Concours Guide
- Full Page Ad in March Issue

Highline Autos

- Full Page Ad in January Issue
- Full Page Ad in February Issue
- Full Page Ad in March Issue
- Full Page Editorial in March Issue
- Full Page Ad in April Issue
- Half Page Post Event Editorial

Ranch & Coast Magazine

- Full-Page Ad in April issue
- Editorial multi-page editorial interview/photo shoot "At Home with Michael Dorvillier by Andrea Naversen"
- Bonus editorial: Elizabeth Hansen's Ettore Bugatti piece, 1-pager
- Editorial listing within magazine's Attend section to promote upcoming event

Dream Homes Magazine

- Full Page Ad in March Issue in SD, LA, OC Editions
- Full Page Ad in April Issue in SD, LA, OC Editions

Discover Magazine

- March/April Issue in all 4 Editions of the Publication
- 2-Page Layout in the May/June Issue Featuring Photos from Concours

Edible SD

- Full Page Ad in Spring Issue

Ferrari Sempre

- Full Page Ad



MEDIA REPORT 2023

DIGITAL ADVERTISING

101 Things to Do

- Homepage Website Takeover for Two Weeks
- Homepage Featured Article
- Included On Event Calendar
- Personal Landing Page with Photos, Links, Click-Throughs, And Map
- Dedicated Newsletter
- Social Media Posts

Automobilia Resource

- Publicize return of event in broadcast email offering subscribers a chance to win tickets.
- 6 social posts on FB/IG/LinkedIn: 3 doing ticket giveaways, 3 vendor solicitation
- Ticket inclusion in broadcast email

Carsyeah

- (3) Features On Podcasts

ClasiqHQ

- (2) Facebook Posts (2) Instagram Posts
- Remain On Clasiqhq Website
- 1 Newsletter Promo
- Daily Live Streams During LJCDE Weekend on Facebook and Instagram Pages

Classic And Sports Car Magazine

- Banner Ad on Website For 1 Month
- Calendar Listing on Website

Edible San Diego

- Box Ad on Website
- Calendar Listing on Website
- Newsletter Ad in April
- Edible Spotlight

Discover Magazines

- Dedicated Eblast
- Event Featured on Social Scene Section of Website
- Event Featured in Weekly Newsletter
- Event Article and Photos Featured in Weekly Newsletter
- 2-Page Post Event Spread in May Issue

DOSD

- Featured Event Ad on Website and On Dostuff App
- Newsletter Ad
- At Least 2 Featured Content Pieces in Newsletter, Across Social Media Networks, On Website, And on Dostuff App
- (5) Promotional Post on Dosd's Facebook, Instagram, And Twitter

Hagerty

- (2) Banner Ads on Website

Highline Autos

- Dedicated E-Blast
- Enewsletter Inclusion in March Edition
- Digital Editorial
- Social Media Promotion

Hemmings Motor News

- Calendar Listing on Website
- Banner Ad on Website to Geo-Targeted Locations For 30 Days

Just My Ticket

- Dedicated E-Blast
- Dedicated Social Push to San Diego
- "Fun Things to Do" Item

Myclassiccars.Com

- Advertorial Feature in Newsletter

Ranch & Coast

- Editorial Inclusion Of La Jolla Concours D'elegance On Ranch & Coast's Website
- Digital Ad on Website For 1 Month
- Video Ad on Website For 1 Month
- 2 Dedicated Eblasts

San Diego Entertainer

- Pre-Event Feature Article
- Top Home Page Placement For 30 Days
- Ongoing Social Media Promotion For 30 Days
- Cover Feature Inclusion in Weekly Email to Subscribers
- Banner Ad Starting on April 3

San Diego Automotive Museum

- Dedicated E-Blast

San Diego Magazine

- Banner Ad Featured In "Best of San Diego This Week" Newsletter

San Diego Reader

- (2) Source Spots In E-Newsletters, Including Text and Link to Website

SanDiegoVille

- Sidebar Ad on Website For 6 Weeks
- E-Blast Inclusion
- Listing On Events Page on Website
- List Raffle on Giveaways Page on Website
- Preview Article on Website
- Share Link to Article on Social Media

Socal Car Culture

- Banner Ad on Website December Through Event
- Press Release Shared on Blog



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DIGITAL ADVERTISING (CONTINUED)

Sports Car Market

- Weekly Newsletter Banner Ad December-April
- Social Media Exposure
- Feature In Eblast
- Directory Listing on Sports Car Market and American Car Collector Websites
- Ad On the Back of Every Sports Car Market and American Car Collector Platinum Subscriber Digital Issue
- Ad On Any Apple Store Digital Sports Car Market Issue Purchased on Mobile Device

Yelp

- Sponsorship For Two Weeks Of "The Local Yelp"
- Event Page on Yelp.Com/Events Promoting Event

INFLUENCERS

- VANESSACAMPOS
- TAYLORGRACE
- PS. CESTLAVIE
- STYLEWITHNIHAN
- COFFEEWITHJOHANNA
- OVERTHEMOONFARAWAY
- ESMIRNATAPIA
- ROTHGLAM
- CALIGARAGE
- STANCENATION
- CLASSICCAR
- EMPIRESANDIEGO
- ALPHAVEHICLE
- CLASSICSDAILY
- CHRISDUKETV
- T_S_PHOTOGRAPHY
- DECKEDOUT_RESTORATIONS
- TRAVEL_AND_CLASSICS
- INDIANOFSD
- OLDCARSANONYMOUS
- MODERNIMAGE
- CARSYEAH
- CEDETAIL
- GARAGECOLLECTIVECO

DIRECT MARKETING/COLLATERAL

- 2 Bridge Banners
- 250 Window Vinyl's
- 120 Posters
- 2,500 Flyers
- 800 Commemorative Posters
- Event Invites
- Event Tickets
- Champagne/Honey/Chocolate Tasting Tickets

REGIONAL COVERAGE

- CBS 8
- Classic Showcase
- Community Publications
- The CW 6
- Decines Photography
- Del Mar Historical Society
- Dining Out SD
- Discover Magazine
- Ellrod Images
- Exotic Cars LLC
- Film 360 Company
- Finish Line Magazine
- Fireball Publishing
- Forking in Public
- FOX 5
- Glenn A. Miller Photography
- GreenCore Capitol
- iDriveSoCal
- Inspired Communications
- Jadedfreedom
- KUCR
- KUSI
- La Jolla Blue Book
- La Jolla Lifestyle
- La Jolla Light
- La Jolla Village News
- Matt Nugent Productions
- Motorblock
- The Motorcar Society
- MPK Photos
- MyCarQuest
- The Hollywood Times
- The Nardcast
- NBC
- Nick's Car Blog
- North County Sun
- North County Times
- Photodesign Studios
- PS Cest Lavie
- Ranch and Coast – Cover Feature
- Ray Faketty Photography
- Rolls-Royce Owner's Club
- San Diego CityBeat
- San Diego Community Newspaper
- San Diego Family Magazine
- San Diego Home & Garden Magazine
- San Diego Magazine
- San Diego Reader
- San Diego Union Tribune
- SavvySweets
- Schick Photography
- SoCalPulse
- Southern California Automotive Enthusiast
- Steve Natal
- Taytaygracehomeblog
- Thrillist
- Vanessa Campos
- Vanguard Culture
- The Vista Press
- The Union Tribune

NATIONAL & INTERNATIONAL COVERAGE

- Airheads Beemer Club Magazine
- American Heritage USA
- Autobody News
- AutoWeek
- CarsYeah
- Classic Car Club of America
- Classic Car Collections Around the World
- Clasiq
- Discover Magazine
- Finish Line Magazine
- Hagerty
- Hemmings Motor News
- Highline Autos Magazine
- Import Export Magazine
- The Motorcar Society
- Patch.com
- Rolls-Royce Enthusiasts' Club (UK)
- RPM Foundation
- Sports Car Market
- The Sunday Drive
- Superformance
- Velocetoday.com
- Vintage Road & Racecar

HIGHLINE AUTOS



17TH LA JOLLA CONCOURS d'ELEGANCE IS BEST ATTENDED EVER

written by David M. Brown

A 1931 Duesenberg Model J Weymann "Taper Tail" Speedster was selected Best in Show at the 17th La Jolla Concours d'Elegance, presented by LPL Financial, Pacific Sotheby's International Realty and Paneral, April 21, 22 and 23 at Ellen Scripps Browning Park above La Jolla Cove. The winning owner is the William Lyon Family.

This was the best-attended event yet, with 8,800 guests and 128 cars for the ticketed La Jolla Concours and more than 15,000 visitors for the free La Jolla Concours d'Elegance Motor Car Classic held on Saturday. Also concurrent events, the Motor Car Classic showed 43 Ferraris and Porsches on Prospect 80 Porsches.

"Everyone has been raving about the event and, of course, the amazing venue, cars, hospitality and weather," says Co-Chairman G. Michael Dorvillier, who was one of the event honorees with Randy Ema.

Brian Graff, founder and CEO of Highline Autos, a sponsor, adds "La Jolla has always been a favorite weekend for our magazine. It combines great classic cars and motorcycles,

parties, fabulous food and drinks, three days of events, fellow car lovers and the fabulous park setting above the Pacific. You just can't top that."

On Friday, April 21, the La Jolla Concours began with the Friday night VIP soiree "Beyond the Garden Gates" on the park lawn. On Saturday, April 22, car aficionados motored around San Diego County. The tour guests ended their cruise with a private lunch at the La Jolla Beach and Tennis Club.

On Sunday, an all-volunteer committee led by Co-Chairs G. Michael Dorvillier, Robert F. Kerner Jr. and Chief Judge Nigel Matthews judged the classic cars. Complementing this was La Jolla Champagne and Honey Tasting Garden, offering champagne cocktails and tastings of chocolate and flights of honey from around the world. VIP guests also enjoyed food from more than 16 local chefs and bar service.

Another Duesenberg, a 1933 Duesenberg SJ Arlington Torpedo Sedan, was the Outstanding Pre-War vehicle, from The Nethercutt Collection, Helen & Jack Nethercutt. The Outstanding Post-War car was a 1959 Maserati GT 3500

HIGHLINE AUTOS



Best of Marque Award LPL Financial-
1935 Duesenberg J Convertible Roadster
photo Michael & Kate Photography



Sotheby's Award-1921 Duesenberg
Straight Eight Model A Coupe
photo Michael & Kate Photography



photo Michael & Kate Photography



photo Michael & Kate Photography



photo Matthew Fink



photo Matthew Fink

Spyder, owned by Phil White; another 3500 GT from 1960, owned by Jim Gianopoulos, won the Paneral Timeless Elegance Award.

Two beautiful Delahayes won, respectively, the Aubrey Taylor Upholstery Award and the Honorary Judges Award: a 1953 135MS CL Spéciale Faget-Varnet Coach, Anthony Collé, owner; and a 1951 35 Saoutchik, Peter and Merle Mullin, owners.

American-made car winners included, for the Mayor's Award, a 1957 Cadillac Eldorado Brougham 4 Door Sedan, James Justus, owner; the Paul Emple Award "Paul's Choice," a 1936 Auburn 852SC Speedster, Ray and Sue Carpenter; Taylor Kahle American Muscle Award, 1964 Corvette Stingray Convertible, Ade Tuyo. And, Tom Armstrong won the Marc

Camille Lemieux Motorcycle Award for his 1959 BMW R50 Motorcycle.

"The La Jolla Concours has world-class cars and a world class experience. I have heard over and over even if you're not a gear head there is something for everyone. It's the perfect event to bring your friend, partner and/or significant other as everyone will have a fantastic time," Dorvillier says. "We really worked hard to create an event that shows the beauty of La Jolla, the beauty of cars in a very southern California/La Jolla charming way and also raised needed funds for the La Jolla Historical Society."

Next year's 18th event will be held April 19, 20 and 21.

For more information, see lajollaconcours.com.

VOLUME XX, NUMBER 04

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WWW.HIGHLINE-AUTOS.COM

VOLUME XX, NUMBER 04

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WWW.HIGHLINE-AUTOS.COM



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CALENDAR LISTINGS SENT TO THE FOLLOWING PUBLICATIONS

- Alaska Airlines Magazine
- Alpine Sun
- America West Magazine
- American Way
- Asian Journal
- Associated Press
- Beach And Bay Press
- Better Home and Gardens
- Californian
- City News Service
- Coast News
- County News Service
- Del Mar Times
- Downtown News
- GQ Magazine
- Hemispheres
- Imperial Beach Eagle & Times
- La Jolla Light Newspaper
- La Jolla Village News
- Downtown News
- Living in Style Magazine
- Los Angeles Times
- Metropolitan News Company
- Night & Day
- Northwest Airlines World Traveler
- OC Weekly
- Presidio Sentinel
- Rage Monthly SD & OC
- Riviera Magazine
- San Diego Boomer Advisor Magazine
- San Diego Business Journal
- San Diego City Beat
- San Diego Community
- Newspaper Group
- San Diego Daily Transcript
- San Diego Family Magazine
- San Diego Home/Garden Lifestyles
- San Diego Magazine
- San Diego Masterplanner
- San Diego Metropolitan
- San Diego Ranch Coast Newspaper
- San Diego Reader
- San Diego Union -Tribune
- San Diego Voice and Viewpoint
- San Francisco Bay Times
- San Jose Mercury
- SignOn San Diego
- Smooth Jazz 98.1 Jefferson Pilot
- Southwest Spirit
- Spectrum
- Star News
- Where San Diego
- Pacific Magazine
- Sun Newspapers
- Sunset Magazine
- The Concierge Connection
- The Daily Aztec
- The Press-Enterprise
- The Ranch & Club Magazine
- The San Diegan
- Time Warner Cable
- U.S. Air Publishing
- UCSD Guardian
- Univision
- VIA Magazine

CONCOURS NEWSLETTERS

- Concours Newsletter #1 - Registration Open
- Concours Newsletter #2 - Honored Marque Announced & Registration
- Concours Newsletter #3 - Black Friday
- Concours Newsletter #4 - Cyber Monday
- Concours Newsletter #5 - Happy Holidays from Concours
- Concours Newsletter #6 - Ticket price increase
- Concours Newsletter #7 - Ticket price increases tomorrow
- Concours Newsletter #8 - Focus: VIP tickets & benefits
- Concours Newsletter #9 - Focus: GA & VIP Tickets
- Concours Newsletter #10 - Focus: Price Increase/GA&VIP Tix/Best in Show, comes see best in show 2023
- Concours Newsletter #11 - Focus: Last change to save! Price increases tomorrow!
- Concours Newsletter #12 - Focus: Chefs/Restaurants
- Concours Newsletter #13 -Focus: St. Patrick's Day. 7 Luckiest things you will see at the Concours
- Concours Newsletter #14 -Focus: Ticket price increase
- Concours Newsletter #15- Focus: Price increase
- Concours Newsletter #16 -Focus: Fun tips that give you extra bonus points from the judges; One more week!
- Concours Newsletter #17 - Focus: Find your favorite pairing of honey, chocolate, and champagne at our tasting gardens. Concours t-minus 4 days
- Concours Newsletter #18-Focus: San Diego's Most Prestigious Car Show is Back This Weekend

PRESS RELEASES

- Calendar Notice
- Press Release #1 – Honored Marque Announced
- Press Release #2 – VIP Receptions and Offerings
- Press Release #3 – La Jolla Tour d'Elegance
- Press Release #4 – Judging and Trophies
- Post-Event Press Release – Event Recap and Winners
- Media Alert
- PSA
- 30 Dedicated Email Blasts by McFarlane Promotions, Inc.
- 4 Newsletters Sent to McFarlane Promotions, Inc. Email Database

MEDIA REPORT 2023

MEDIA LINKS

1. La Jolla Concoeurs d'Elegance Official Website –<https://www.lajollaconcoeurs.com>
2. La Jolla Concoeurs d'Elegance Facebook - <https://www.facebook.com/lajollaconcoeurs>
3. La Jolla Concoeurs d'Elegance Twitter-<https://twitter.com/LaJollaConcoeurs>
4. La Jolla Concoeurs d'Elegance Instagram - <https://www.instagram.com/lajollaconcoeurs/>
5. Ticketing - La Jolla Concoeurs d'Elegance | La Jolla Historical Society (ticketsauce.com)
6. La Jolla Concoeurs d'Elegance Celebrates Three Days of Classic Cars Events Featuring Over 150 Cars On April 21-23, 2023 - Car Collectors Club
7. La Jolla Concoeurs d'Elegance 2023 - Car Scene International
8. The La Jolla Concoeurs d'Elegance: When, Where, and How to Attend
9. La Jolla Concoeurs D'Elegance | San Diego Car Shows
10. The La Jolla Concoeurs d'Elegance: When, Where, and How to Attend and Stay at Grande Colonial Hotel La Jolla (thegrandecolonial.com)
11. Concoeurs d'Elegance returns to La Jolla - (kusi.com)
12. La Jolla Concoeurs d'Elegance - Saturday, April 22, 2023, 6 p.m. to 10 p.m. | San Diego Reader
13. La Jolla Concoeurs D'Elegance 2023 (fraseryachts.com)
14. La Jolla Concoeurs d'Elegance Weekend | 2023 | San Diego, CA (idrivessocal.com)
15. La Jolla Concoeurs d'Elegance 2023 | Special Events & Filming | City of San Diego Official Website
16. La Jolla Concoeurs d'Elegance Sunday April 23 2023 – South OC Beaches
17. La Jolla Concoeurs Returns for the 17th Year in 2023; Discounted Tickets Now on Sale - Lincoln and Continental Owner's Club - Western Region (lcocwestern.org)
18. 2023 La Jolla Concoeurs d'Elegance & Motor Car Classic - La Jolla (lajollalocal.com)
19. La Jolla Concoeurs d'Elegance | San Diego Automotive Museum (sdautomuseum.org)
20. La Jolla Concoeurs d'Elegance | Classic & Sports Car (classicandsportscar.com)
21. 2023 La Jolla Concoeurs d'Elegance (eventstopten.com)
22. La Jolla Concoeurs d'Elegance - Fox5SanDiego Calendar
23. Concoeurs d'Elegance Brings Best in Classic, Luxury Autos to La Jolla - Times of San Diego
24. The La Jolla Concoeurs d'Elegance: When, Where, and How to Attend and Stay at Grande Colonial Hotel La Jolla (thegrandecolonial.com)
25. La Jolla Concoeurs D'Elegance 2024, an Event in La Jolla, California (festivalnet.com)
26. Calendar (jbaspeedshop.com)
27. La Jolla Concoeurs d'Elegance | April 21st-23rd — San Diego Association of Car Clubs
28. California Concoeurs d'elegance Car Shows (seecalifornia.com)
29. Luxury car show in La Jolla (breebornstein.com)
30. La Jolla Concoeurs d'Elegance Is Back With Another World Class Weekend Of Celebratory Automotive Events (theresandiego.com)
31. La Jolla Concoeurs d'Elegance –
32. La Jolla Concoeurs d'Elegance | Upcoming Events in San Diego | sandiegomagazine.com
33. California Concoeurs d'elegance Car Shows (seecalifornia.com)
34. 2023 La Jolla Concoeurs d'Elegance, Ellen Browning Scripps Park, La Jolla, April 21 to April 23 | AllEvents.in
35. Concoeurs d'Elegance returns to La Jolla - (kusi.com)
36. 101 Things To Do In San Diego (101thingstodosw.com)
37. Concoeurs D'Elegance Brings Best In Classic, Luxury Autos To La Jolla | San Diego, CA Patch
38. Frivolous Friday! La Jolla Concoeurs d'Elegance: Luxury Car Show – Savoring the Sweet Life Blog
39. FCA Southwest Region - Calendar of Events (fca-sw.org)
40. Upcoming Events – La Jolla by the Sea
41. Events (lajollahistory.org)
42. Events - La Jolla Light
43. Woodside Credit Sponsors the La Jolla Concoeurs d'Elegance - MarketWatch
44. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concoeurs (yahoo.com)
45. The La Jolla Concoeurs (CA) (stungbykia.com)
46. La Jolla Concoeurs d'Elegance — Ranch & Coast Magazine (ranchandcoast.com)
47. Parades, Festivities and Special Events, Oh My! - La Jolla Insiders
48. A Porsche Only Car Show on Prospect Avenue - Porsche Club of America San Diego Region (pcasdr.org)
49. La Jolla Concoeurs D'Elegance in La Jolla, CA - Rides Collective
50. 17th Annual La Jolla Concoeurs d'Elegance | Corvette Mike | Used Chevrolet Corvettes for Sale
51. Woodside Credit Sponsors the La Jolla Concoeurs d'Elegance
52. La Jolla Concoeurs d'Elegance - Fabulous California
53. La Jolla Concoeurs d'Elegance Porsches On Prospect Free Event Saturday April 22 2023 – South OC Beaches
54. The art of the automobile: La Jolla Concoeurs d'Elegance returns this weekend - La Jolla Light
55. La Jolla Concoeurs d'Elegance 2023 Guide Friday April 21 2023 thru Sunday April 23 2023 – South OC Beaches
56. The La Jolla Concoeurs Tour d'Elegance is Back for The 2023 Iteration of the World-Class Car Show - LaJolla.com
57. https://twitter.com/KUSI_GMSD/status/1649559435948462081
58. https://twitter.com/KUSI_GMSD/status/1649538421160054784
59. La Jolla Concoeurs d'Elegance Celebrates 17th Year (theresandiego.com)
60. Auto lovers brake for La Jolla Concoeurs d'Elegance car show - La Jolla Light
61. La Jolla Concoeurs d'Elegance Guide Saturday April 22 2023 – South OC Beaches
62. Duesenberg tagged as feature marque of 17th Annual La Jolla Concoeurs d'Elegance - Old Cars Weekly
63. La Jolla Concoeurs d'Elegance - Sunday, April 23, 2023, 6 p.m. to 10 p.m. | San Diego Reader
64. La Jolla Concoeurs d'Elegance - Friday, April 21, 2023, 6 p.m. to 10 p.m. | San Diego Reader
65. La Jolla Concoeurs d'Elegance Cruises Back into San Diego - Highline Autos - Your source for distinguished automobiles (highline-autos.com)
66. La Jolla Concoeurs d'Elegance | San Diego Automotive Museum (sdautomuseum.org)
67. La Jolla Concoeurs d'Elegance VIP Party | San Diego Automotive Museum (sdautomuseum.org)
68. Photo Galleries - La Jolla Light
69. La Jolla Concoeurs d'Elegance VIP Party | San Diego Automotive Museum (sdautomuseum.org)
70. Upcoming Events – Car Scene International
71. Concoeurs d'Elegance Brings Best in Classic, Luxury Autos to La Jolla - Times of San Diego
72. Party at Scripps Park gets La Jolla Concoeurs d'Elegance off to a jumping start - La Jolla Light
73. Concoeurs d'Elegance returns to La Jolla - (kusi.com)



MEDIA REPORT 2023

MEDIA LINKS (CONTINUED)

74. San Diego Weekend Guide: April 21-23 – Earth Day edition - Times of San Diego
75. Concours d'Elegance Brings the Best in Classic, Luxury Autos to La Jolla (msn.com)
76. The best things to do this weekend in San Diego: April 20-23 (msn.com)
77. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concours (yahoo.com)
78. Auto lovers brake for La Jolla Concours d'Elegance car show - La Jolla Light
79. lifestyle Archives - Page 3 of 9 - LaJolla.com
80. Events - San Diego (rroc-sandiego.org)
81. Photo: Regarded as one of the top events of the year in La Jolla, the La Jolla Concours d'Elegance offers one-of-a-kind automotive experiences. | San Diego Reader
82. Woodside Credit Sponsors the La Jolla Concours d'Elegance (yahoo.com)
83. Photo: On Saturday, from 5-9 PM we will be showcasing 75 incredible Porsches along La Jolla's Prospect Street for all to enjoy. | San Diego Reader
84. Concours d'Elegance Showtime (discovermagazines.com)
85. Daily Business Report: Tuesday, April 11, 2023, San Diego Metro Magazine
86. Dip into Avocado Festival, luxury cars, Chicano Park Day and more - The San Diego Union-Tribune (sandiegouniontribune.com)
87. Woodside Credit Sponsors the La Jolla Concours d'Elegance - EIN Presswire (einnews.com)
88. World-Class La Jolla Concours d'Elegance Car Show Returns to San Diego on April 21 - LaJolla.com
89. La Jolla Concours d'Elegance - Fabulous California
90. Check Out the Finest Ferraris Around at the Concours d'Elegance La Jolla Motor Car Classic - LaJolla.com
91. Auto lovers brake for La Jolla Concours d'Elegance car show - La Jolla Light
92. La Jolla Concours d'Elegance Porsches On Prospect Free Event Saturday April 22 2023 – South OC Beaches
93. 2nd Win and 2nd Place | Corvette Mike | Used Chevrolet Corvettes for Sale
94. 2023 Schedule – LYN HINER STUDIOS
95. Best Bets: A quick guide to online and in-person entertainment and experiences - La Jolla Light
96. 2023 La Jolla Concours d'Elegance | KPBS Public Media
97. La Jolla Concours d'Elegance - Fox5SanDiego Calendar
98. La Jolla Concours d'Elegance - 101 Things To Do In San Diego (101thingstodosw.com)
99. Woodside Credit Sponsors the La Jolla Concours d'Elegance (globenewswire.com)
100. Pebble Beach Concours d'Elegance Home Page
101. Posts - San Diego (rroc-sandiego.org)
102. 2023 Concours guide | The top events you need to experience | Articles | Classic Motorsports
103. 2023 La Jolla Concours d'Elegance | Food Wine | sandiegomagazine.com
104. SanDiegoVille: The Ultimate Event For Auto Aficionados, La Jolla Concours D'Elegance Returns To San Diego This April 21-23 | Save On Passes & Enter To Win VIP Tickets
105. La Jolla Concours d'Elegance: Luxury & Classic Car Show | San Diego (acsb-test.com)
106. Full List of Events — San Diego Association of Car Clubs
107. Events for April 23, 2023 – La Jolla by the Sea
108. Secret Garden Tour of La Jolla and Secret Garden Boutique (lajollahistory.org)
109. 17th annual La Jolla Concours d'Elegance celebrates featured marque Duesenberg | SDNews.com
110. 17th La Jolla Concours d'Elegance is April 21, 22 & 23 - Highline Autos - Your source for distinguished automobiles (highline-autos.com)
111. La Jolla's Concours d'Elegance: Got Your Tickets Yet? | LaJolla.com
112. Concours d'Elegance Drives into La Jolla April 21 - 23 - La Jolla by the Sea
113. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concours (autoweek.com)
114. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concours | Flipboard
115. What is the Cheapest Duesenberg? (optimabatteries.com)
116. 2287: Bob Kerner | CARS YEAH
117. El premio "Best in Show" de La Jolla Concours d'Elegance 2023 fue un 1931 Duesenberg Model J, Weymann "TaperTail" Speedster (latino-edge.com)
118. The 17th La Jolla Concours d'Elegance | CarEvents.com
119. Best Bets: A quick guide to online and in-person entertainment and experiences - Rancho Santa Fe Review
120. 2023 La Jolla Concours d'Elegance, Ellen Browning Scripps Park, San Diego, 21 April to 24 April (stayhappening.com)
121. 2023 La Jolla Concours d'Elegance, Ellen Browning Scripps Park, La Jolla, 21 April to 23 April (stayhappening.com)
122. Duesenberg - Old Cars Weekly
123. Duesenberg tagged as feature marque of 17th Annual La Jolla Concours d'Elegance - Old Cars Weekly
124. Is This the Most Beautiful Duesenberg Ever? (autoweek.com)
125. Home - Highline Autos - Your source for distinguished automobiles (highline-autos.com)
126. BROAD ARROW GROUP ANNOUNCES EARLY MONTEREY AUCTION HIGHLIGHTS INCLUDING BUGATTI, DUESENBERG, STUTZ, AND CADILLAC MOTOR CARS FROM - Bloomberg
127. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concours (yahoo.com)
128. La Jolla Concours d'Elegance - Wikipedia
129. La Jolla Concours D'Elegance 2024, an Event in La Jolla, California (festivalnet.com)
130. 12 Must See Concours d'Elegance Car Shows in North America - Car Collectors Club
131. 2023 La Jolla Concours d'Elegance | KPBS Public Media
132. 2023 La Jolla Concours d'Elegance Tickets, Fri, Apr 21, 2023 at 6:00 PM | Eventbrite
133. Ranch & Coast Magazine - April 2023 (uberflip.com)
134. La Jolla Concours d'Elegance 2023 | Special Events & Filming | City of San Diego Official Website
135. World-Class La Jolla Concours d'Elegance Car Show Returns to San Diego on April 21 - LaJolla.com
136. La Jolla Concours d'Elegance Celebrates 17th Year (theresandiego.com)
137. Enjoy a special all day Happy Hour with stunning ocean views. (hotellajolla.com)
138. 2023-04-21 00:00 - La Jolla Concours d'Elegance (thegrandcolonial.com)
139. The La Jolla Concours - Cars and Coffee Events
140. Celebrating Duesenberg in Style — Ranch & Coast Magazine (ranchandcoast.com)
141. Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concours | Flipboard
142. Concours d'Elegance - Taste California Travel
143. San Diego Jaguar Club - Events (wildapricot.org)



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MEDIA LINKS (CONTINUED)

144. La Jolla traffic board gives approval to street closures and no-parking zones for Concours d'Elegance - La Jolla Light
145. Party at Scripps Park gets La Jolla Concours d'Elegance off to a jumping start - La Jolla Light
146. [] La Jolla Concours d'Elegance + Coastal Bioluminescence Is Back! | San Diego, CA Patch
147. San Diego Weekend Guide: April 21-23 – Earth Day edition - Times of San Diego
148. See + Do | There San Diego
149. YouTube, Gateway Bronco - La Jolla Concours d'Elegance 2023 | Gateway Bronco - YouTube
150. YouTube, La Jolla Concours d'Elegance 2023 | La Jolla, California, USA - YouTube
151. YouTube, What a Weekend! | La Jolla Concours d'Elegance 2023 - YouTube
152. YouTube, La Jolla Concours d'Elegance 2023 Preview | Gateway Bronco - YouTube
153. YouTube, Inside the World's Most Prestigious Auto Show: 2023 Concours d'Elegance La Jolla - YouTube
154. YouTube, 2023 LA JOLLA CONCOURS D'ELEGANCE! - YouTube
155. YouTube, La Jolla Concours D'Elegance 2023 (Not Worth \$600 VIP Package) - YouTube
156. YouTube, La Jolla Concours d'Elegance 2023 - RARE Duesenbergs, Ferraris, Porsches, Corvettes, & Mercedes Benz - YouTube
157. YouTube, Concours d'Elegance returns to La Jolla - YouTube
158. YouTube, La Jolla Concours d' Elegance 2023 - YouTube
159. YouTube, 2023 La Jolla Concours d'Elegance, April 23, 2023 - YouTube
160. Jeff M Martin on Instagram: "Random #pics & #video of #scenes in, and around the #lajollaconcours this last #weekend. #fancy #classiccars #collectorcars #Porsche..."
161. A perfect California day. #gatewaybronco #fordbronco #sandiego #lajolla #california #dreamcar #luxurycars #classiccars #dreamstodrive... | Instagram
162. Joe Cali on Instagram: "#lajollaconcours #fraser #ferrarisandiego #ogaralajolla #tiarayachts #hagerty #orahouse #gatewaybronco"
163. Emmanuel Mendes on Instagram: "... #carporn #cars #ferrari #carphotography #lajollaconcours #sandiego #california #sportscar #photography #motivation"
164. Lisa Mastracci | San Diego | Real Estate Entrepreneur on Instagram: "What an amazing night! #sothebys #sothebysrealty #sothebysinternationalrealty #lajollaconcours #lajollaconcoursdelegance"
165. O'Gara on Instagram: "Who else couldn't get enough of the magnificent cars on display at @lajollaconcours? We had everything from a Czingler 21C, 1959 Ferrari..."
166. Gary Schwartzwald on Instagram: "Triumph! #lajollaconcours #LaJollaConcoursd'Elegance #classiccars #classic #classiccars #classicar #lajollashores #lajolla #carshow..."
167. Heritage Gruppe on Instagram: "Enjoy the last round of @lajollaconcours photos featuring some cool @maserati cars and a @alfaromeoofficial _____ #heritage..."
168. Pedal on Instagram: "[] Ferrari Friday ~ Around @lajollaconcours [] Get PEDAL - Free in app stores [] PEDAL is a free, must have automotive enthusiast picture &..."
169. Coast to Mountain Media on Instagram: "Where the sea meets the cars and entertainment is always on the horizon. [] See you next year @lajollaconcours!..."
170. Gary Schwartzwald on Instagram: "Close Up at the La Jolla Concours d'Elegance. #lajollaconcours #LaJollaConcoursd'Elegance #classiccars #classic #classiccars #classicar..."
171. David Woodhouse on Instagram: "My fellow judges this past weekend #lajollaconcours"
172. Elena QM on Instagram: "@lajollaconcours . . . #lajollaconcours #lajollaconcoursdelegance #lajolla #duesenberg #classics #classiccars #lovemyjob"
173. Rex McAfee on Instagram: "[] Ciao! [] #ferrarifclub #ferrari #classicferrari #museoferrari #enzoferrari #ferrariclassiche #cavallinoclassic #casaFerrari..."
174. Matthew on Instagram: "Art on wheels - - - @timcad #pagani #paganihuayra #paganihuayraroadster #hypercar #hypercars #lajollaconcours #supercars #supercar..."
175. Heritage Gruppe on Instagram: "Enter the prancing pony. Great time at @lajollaconcours and a beautiful garden setup by @ferrariusa , appreciate those who go above and..."
176. Ferrari of San Diego at La Jolla Concours d'Elegance. We hope everyone who attended our section felt part of our Ferrari Famiglia... | FERRARI OF SAN DIEGO (@ferrariofsandiego) on Instagram
177. The Lunch Guru on Instagram: "Did you get your sugar cookies this past weekend at Concours?! If not, Imk AND I'll be out and about this week handing out more..."
178. Ed Justice Jr on Instagram: "I had a great time emceeing the La Jolla Concours d'Elegance yesterday with Dave Kunz. The La Jolla Concours d'Elegance is a world class..."
179. A special 'thank you' to all who visited us at the @lajollaconcours. Enjoy a look back at an amazing event weekend in La Jolla... | Instagram
180. Heritage Gruppe on Instagram: "Life is better driving an exotic. And classics [] _____ #heritage #lajolla #lajollaconcours #concours #concoursdelegance #elegant..."
181. Heritage Gruppe on Instagram: "As a first time attendee at @lajollaconcours we were pleased to see the caliber of historic race cars and sports cars. If you haven't been,..."
182. Cherrywine Modern Asian cuisine on Instagram: "#sandiego #events #lajollaconcours"
183. Twitter - Haurly's Collision on Twitter: "Gorgeous Gordon Buehrig-Designed Duesenberg Wins La Jolla Concours <https://t.co/H2vAQ0Ti69>" / Twitter
184. Twitter - Pacific Sotheby's International Realty on Twitter: "2023 La Jolla Concours d'Elegance [] As the proud title sponsor of the 17th La Jolla Concours d'Elegance, we had the pleasure of joining the local community in an unforgettable celebration of automotive excellence. Video & Editing: Tim Ferrar @timferrar @lajollaconcours <https://t.co/TiA0z9qDDG>" / Twitter
185. Twitter - gbmag on Twitter: "The 17th annual La Jolla Concours d'Elegance! This world class experience showcased 150+ cars and was sponsored by @PaneraiOfficial in La Jolla! <https://t.co/6AEUBiACHb> <https://t.co/O9ZHhwZ39I>" / Twitter
186. Twitter - SoCal Paint Works on Twitter: "2023 La Jolla Concours d'Elegance @ Ellen Browning Scripps Park on April 22nd 7am - 2pm and 23rd 9am - 4pm <https://t.co/iXHOChUBk4>" / Twitter
187. Twitter - southcoastbeaches on Twitter: "La Jolla Concours d'Elegance Porsches On Prospect Free Event Saturday April 22 2023 <https://t.co/EPAfK9BDmT>" / Twitter
188. Twitter (Video) KUSI - KUSI Good Morning San Diego on Twitter: "The Duesenbergs are the crown jewels of the 17th annual La Jolla Concours d'Elegance. Some of these early 20th century vehicles are nearly 100 years old. More info: <https://t.co/>



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MEDIA LINKS (CONTINUED)

- zctYWt8BIQ <https://t.co/v99YACYETf> / Twitter
189. Twitter - 101 Palm Springs Mag on Twitter: "Friday Fun! Have a Suntastic weekend San Diego! You can still get tickets for this weekend's must event, La Jolla Concours d'Elegance here <https://t.co/v0fev7XYD>. @lajollaconcours @mcfarlanepromo @lajollahistory <https://t.co/ILG12IYJ55>" / Twitter
190. Twitter - Visitor Savings on Twitter: "Friday Fun! Have a Suntastic weekend San Diego! You can still get tickets for this weekend's must event, La Jolla Concours d'Elegance here <https://t.co/TnKEk8IX7Y>. @lajollaconcours @mcfarlanepromo @lajollahistory <https://t.co/a4pGIOLiuU>" / Twitter
191. ARRIVED San Diego on Twitter: "La Jolla Concours d'Elegance, San Diego EarthFest, Tequila & Taco Music Festival, and more ... Here's your S.D. Weekend Roundup! <https://t.co/1nCc4co1ZA>" / Twitter
192. Times of San Diego on Twitter: "The La Jolla Concours d'Elegance celebrates its 17th year beginning Friday with events shining a spotlight on classic rare automobiles, from Duesenbergs to Porsches. <https://t.co/mUJUck1vUt>" / Twitter
193. Twitter - EIN Presswire: Auto Industry Newswire on Twitter: "The art of the automobile: La Jolla Concours d'Elegance returns this weekend <https://t.co/9syNYOMafI>" / Twitter
194. Twitter - Pacific Sotheby's International Realty on Twitter: "Those in search of the finest homes in the world know exactly where to turn. Pacific Sotheby's International Realty is proud to announce our Title Sponsorship of the 2023 La Jolla Concours d'Elegance. Join us on next week from April 21-23 at the La Jolla Concours d'Elegance. <https://t.co/urwPBodcf6>" / Twitter
195. Highline Autos on Twitter: "ARIZONA The La Jolla Concours is a world-class 3 day event with a VIP opening party & Porsches on Prospect leading up to the Concours. Limited Spots Available, VIP pkg is \$2,970 for 2 guests event passes, hotel room, etc. email info@Highline-Autos.com for details #lajollaconcours <https://t.co/5B73HmSo1T>" / Twitter
196. Twitter - Mark Greene on Twitter: "Today on Cars Yeah my guest is Laurel McFarlane of McFarlane Promotions where they create events including the La Jolla Concours. <https://t.co/18CRsy7QVH> <https://t.co/pWebldyWfY>" / Twitter
197. Twitter - Dream Homes Magazine on Twitter: "La Jolla Concours D' Elegance Returns Friday April 21-23 World-Class Cars. World-Class Experience. For more information or to purchase tickets, visit <https://t.co/kk1iu6E07j> #councours #autoshow #classiccars #carshow #sandiego #lajolla @LaJollaConcours <https://t.co/hzNjZK4JIV>" / Twitter
198. Twitter - LaJolla.com on Twitter: "The La Jolla Concours d'Elegance has a lot in store for fine car enthusiasts this year, including the famed and exclusive Tour d'Elegance package. Here's what you need to know to register: <https://t.co/EApfoNKzHY> <https://t.co/gUhs6qHPvQ>" / Twitter
199. Twitter - Mark Greene on Twitter: "Today on Cars Yeah my guest is Bob Kerner, the Co-Chairman of the La Jolla Concours d' Elegance and Chair of the Concours Car Selection Committee. <https://t.co/8gKp0X4SeH> <https://t.co/2v6X2N08lw>" / Twitter
200. Twitter - Mark Greene on Twitter: "Today on Cars Yeah my guest is Nigel Mathews, Chief Judge at the La Jolla Concours d'Elegance that takes place April 21, 22, and 23. <https://t.co/MaX7oJRPft> <https://t.co/JBAxolX5c0>" / Twitter

