

# MONTEREY GUIDE 2024



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*Lamborghini*  
CLUB AMERICA





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# MONTEREY

2024 CAR WEEK

## WELCOME

This guide is designed to help you get the most out of your time while attending this year's exciting Monterey Car Week. The week is packed with events and activities, many of which occur simultaneously or in close succession. As such, the week can be very busy — even for a veteran attendee.

Whether you are visiting Monterey as a spectator or as an owner bringing your Italian car to participate in events, we hope you find this guide helpful in planning and executing the best experience possible.

Remember to always check the respective event websites for the latest information.

Welcome to Monterey.

**AR**

**ANDREW ROMANOWSKI**  
PRESIDENT, LAMBORGHINI CLUB AMERICA





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620 Blossom Hill Road  
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lamborghini@luxurycarslosgatos.com  
lamborhinosgatos.com

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Phone +1 925 270 9965  
nima@luxurycarswc.com  
theluxurycollectionwc.com

FROM NOW ON



[1] Consumption and emission values of Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO2-emissions combined: 276 g/km (WLTP)

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# SCHEDULE

MONTEREY 2024



6

7

WED AUG 14

FRI AUG 16

SAT AUG 17

SUN AUG 18

6 PM ■ **BROAD ARROW**  
AUCTION STARTS 5:30 PM

**MOTORLUX**  
6:00 PM - 10:00 PM

THU AUG 15

7 AM ■ **MONTEREY MOTORSPORTS REUNION**  
GATES OPEN AT 7:00 AM

**MECUM AUCTIONS**  
VEHICLES BEGIN AT 10:00 AM

**BROAD ARROW**  
AUCTION STARTS 3:00 PM

7 AM ■ **MONTEREY MOTORSPORTS REUNION**  
GATES OPEN AT 7:00 AM

**MECUM AUCTIONS**  
VEHICLES BEGIN AT 10:00 AM

**THE QUAIL, A MOTORSPORTS GATHERING**  
10:00 AM - 4:00 PM

**BONHAMS QUAIL LODGE AUCTION**  
AUCTION STARTS AT 11:00 AM

**GOODING & COMPANY AUCTION**  
AUCTION STARTS AT 5:00 PM

**RM SOTHEBY'S**  
AUCTION STARTS AT 6:00 PM

**LAMBORGHINI LOUNGE**  
7:00 PM - 10:00 PM

7 AM ■ **MONTEREY MOTORSPORTS REUNION**  
GATES OPEN AT 7:00 AM

**MECUM AUCTIONS**  
VEHICLES BEGIN AT 10:00 AM

**CONCORSO ITALIANO**  
9:30 AM - 4:00 PM

**GOODING & COMPANY AUCTION**  
AUCTION STARTS AT 11:00 AM

**RM SOTHEBY'S**  
AUCTION STARTS AT 6:00 PM

**SERATA ITALIANA**  
6:00 PM - 11:00 PM

7 AM ■ **MONTEREY MOTORSPORTS REUNION**  
GATES OPEN AT 7:00 AM

**SHUTTLE TO PEBBLE BEACH**  
9:00 AM - 4:30 PM

**PEBBLE BEACH CONCOURS**  
10:30 AM - 5:00 PM

**FAREWELL DINNER  
AT TARPY'S ROADHOUSE**  
7:00 PM - 10:00 PM





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# MOTORLUX

MOTORLUX.COM

## » WHAT

Share our passion for vintage race cars, state-of-the-art aircraft, the latest super cars, incredible gourmet food and the best of California's wines.

## » WHEN

Wednesday, August 14  
6:00 PM – 10:00 PM

## » WHERE

Monterey Jet Center  
300 Sky Park Drive  
Monterey, CA 93940

## » ATTIRE

Cocktail dress and sportswear are preferred. The event is held mainly outdoors, so please bring something warm to wear.

## » ENTRY

No one under the age of 21 years old is allowed. NO exceptions. No pets. No smoking within the tarmac aircraft display area and hangar area. Security may ask to see ID for any person appearing to be under the age of 30. All tickets purchased are non-refundable including tickets purchased for guests under 21 years of age.

## » PRICE

**\$600** Motorlux Pass

**\$700** Early Entry

## CONTACT

InfoMotorlux@hagerty.com





# MONTEREY MOTORSPORTS REUNION

WEATHERTECHRACEWAY.COM

## » WHAT

Described as a museum springing to life, the Rolex Monterey Motorsports Reunion is the largest event held during the famed Monterey Classic Car Week, and is the only event where cars are doing what they were originally intended to do... race. Approximately 550 race cars are invited to compete in the world's premier motoring event, and are accepted based on the car's authenticity, race provenance and period correctness.

## » WHEN

August 14-17  
(Gates open at 7:00 AM)

## » WHERE

WeatherTech Raceway (formerly known as Laguna Seca)  
1021 Monterey Salinas Hwy  
Salinas, CA 93908  
831-242-8201

## » PRICE

**\$190**

(or \$220 at the gate)  
4-day general admission &  
paddock (Thursday/Friday/  
Saturday/Sunday)

*Visit the event website for 2-day and 1-day ticket  
prices and availability of free parking.*

## » ATTIRE

Casual

**\$175**

(or \$210 at the gate)  
3-day general admission &  
paddock (Friday/Saturday/  
Sunday)



# DARE TO LIVE MORE

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# MONTEREY AUCTIONS

## MECUM AUCTIONS

MECUM.COM

### ▶▶ WHAT

The event will be headlined by a spectacular array of supercars and sports cars from makers such as Lamborghini, Ferrari, Porsche, McLaren, Ford, Bugatti and Aston Martin. Classics from such renowned automotive marques as Duesenberg, Packard and Peugeot will also highlight the sale, while a select array of superbly turned out racing cars will be sprinkled throughout. But that's not all...a tremendous selection of pony cars, muscle cars and Corvettes will make up some of the 600 cars on offer, while the auction boasts 50 of the finest collectible motorcycles from around the world. It's one of the finest selections Mecum Auctions has ever offered in Monterey.

### ▶▶ WHEN

Thursday, August 15 to Saturday, August 17  
Doors open at 8:00 AM, vehicles begin at 10:00 AM.

### ▶▶ WHERE

Hyatt Regency Monterey Hotel & Spa  
1 Old Golf Course Road, Monterey, CA 93940

### ▶▶ ENTRY

Bidder Registration: **\$100** Internet only, **\$200** Standard Spectators (per day): **\$30** for one-day, **\$75** for three-days

## RM SOTHEBY'S

RMAUCTIONS.COM

### ▶▶ WHEN

**Preview:** Thursday, August 15 to Saturday, August 17  
Starting at 10:00 AM\*  
**Auction:** Thursday, August 15 to Saturday, August 17  
Starting at 6:00 PM\*

### ▶▶ WHERE

Monterey Conference Center  
1 Portola Plaza  
Monterey, CA 93940

### ▶▶ ENTRY

Bidder Registration: **\$300**  
Preview Only: **\$40**

\* Please check the event website for the latest info:  
[rmsothebys.com/en/auctions/mo24](https://rmsothebys.com/en/auctions/mo24)

## BROAD ARROW

BROADARROWAUCTIONS.COM

### ▶▶ WHEN

Wednesday, August 14 to Thursday, August 15\*

### ▶▶ WHERE

Monterey Jet Center 2024  
300 Sky Park Drive  
Monterey, CA 93940

### ▶▶ ENTRY

Bidder Registration: **\$300**  
Preview Only: **Complimentary**

\* Please check the event website for the latest info:  
<https://www.broadarrowauctions.com/events/event/Monterey%20Jet%20Center%202024>

## GOODING & COMPANY

GOODINGCO.COM

### ▶▶ WHEN

**Preview:** Wednesday, August 14, starting at 10:00 AM and Thursday, August 15 to Saturday, August 17, starting at 9:00 AM\*  
**Auction:** Friday, August 16, starting at 5:00 PM and Saturday, August 17, starting at 11:00 AM\*

### ▶▶ WHERE

Pebble Beach Equestrian Center  
3300 Portola Road  
Pebble Beach, CA 93953

### ▶▶ ENTRY

Bidder Registration: **\$200** (admits two)  
General Admission: **\$50** (admits one) or Catalog **\$120** (admits two)

\* Please check the event website for the latest info:  
[goodingco.com/auction/pebble-beach-auctions-2024/](https://goodingco.com/auction/pebble-beach-auctions-2024/)

## BONHAMS | CARS QUAIL AUCTION

BONHAMSCARS.COM/QUAIL

### ▶▶ WHEN

**Preview:** Wednesday, August 14 and Thursday, August 15, 9:00 AM – 6:00 PM  
Friday, August 16, 8:30 AM to Auction Start  
**Auction:** Friday, August 16  
10:00 AM (Earliest, may be adjusted)

### ▶▶ WHERE

Quail Lodge & Golf Club's West Field  
27050 Rancho San Carlos Road  
Carmel, CA 93923

### ▶▶ ENTRY

Bidder Registration: **\$150**  
General Admission: **\$20**







# THE QUAIL

## A MOTORSPORTS GATHERING

QUAILLODGEEVENTS.COM

### » WHAT

Celebrating the finer things in life, The Quail, A Motorsports Gathering, will be more elegant than ever before, setting a new standard for motorsports events around the world. Conceived by the team behind the renowned Peninsula Hotels, The Quail will offer more opportunities to enjoy impeccable food, wine, fashion and entertainment, all surrounded by the most distinguished motor vehicles and motorsports luminaries.

"The Quail, A Motorsports Gathering, has evolved into one of the most distinguished automotive and lifestyle events of Monterey Car Week and one of the highlights of the international motoring calendar," said The Quail's co-founder, The Hon. Sir Michael Kadoorie, Chairman of The Hongkong and Shanghai Hotels, Limited.

"We are delighted to play host to motorsports enthusiasts, collectors and friends from around the world, who journey to the Monterey Peninsula to join this intimate gathering and pay homage to the automobile." He added: "The true honors at The Quail go to those who dedicate so much of themselves to preserve and maintain these fine motor cars so that we may continue to enjoy them year after year."

### » WHEN

Friday, August 16  
10:00 AM – 4:00 PM

### » WHERE

Quail Lodge Golf Club  
8205 Valley Greens Dr  
Carmel, CA 93923

### » ATTIRE

Styles range from  
dressy to resort  
casual.

### » PRICE

**\$1,295**/person  
Tickets required;  
please note that they often  
sell out before the event.

### CONTACT

831-620-8887  
thequail@quail lodge.com





# LAMBORGHINI LOUNGE

## » WHAT

The Lamborghini Lounge is a sophisticated, immersive venue created to highlight memorable events and offer an elevated Lamborghini experience to distinguished guests — most notably customers, their families and friends. This intimate environment expresses the essence of Lamborghini, forging a strong and enthusiastic connection with visitors and giving each one an inimitable glimpse of the Lamborghini brand..

## » WHEN

Friday, August 16  
7:00 PM – 10:00 PM

## » WHERE

Inside of the gated Pebble Beach community.

## » ATTIRE

Business Casual / Monterey Cocktail.

## » ENTRY

Tickets and pricing only available through the authorized Lamborghini dealer network.

## » PRICE

Tickets and pricing only available through the authorized Lamborghini dealer network.

## CONTACT

Reach out to your authorized Lamborghini dealer for all details







# CONCORSO ITALIANO

CONCORSO.COM

## » WHAT

A Concours style automobile event.

## » WHEN

Saturday, August 17

10:00 AM – 3:00 PM (display cars must be in place by 9:00 AM)

## » WHERE

Bayonet Golf Course

1 McClure Way, Seaside, CA 93955

## » ITALIAN CAR ENTRY

Tickets may be purchased on the event website in advance (no same-day registrations are permitted for display cars).

**\$225** includes driver and passenger

## » SPECTATOR ENTRY

Tickets sold on the event website or at the gate the day of the event.

**\$300** in advance, day of event tickets at additional cost will be available.

## CONTACT

425-742-0632

ci@concorso.com





# LAMBORGHINI CLASS JUDGING AT CONCORSO

## ▶▶ WHAT

Lamborghini Class Judging at Concorso Italiano for Lamborghini Club members who have contacted either class judge Michael Palmieri, or Roger Wiersema prior to the day of the event to be added to the judging list for the day

## ▶▶ WHEN

Saturday, August 17, 10:00 AM – 1:00 PM

## ▶▶ WHERE

At the Concorso Italiano (judges will be based in the Lamborghini Hospitality Tent).

## ▶▶ ATTIRE

Casual.

## ▶▶ ENTRY

Your Lamborghini must be a registered entrant for the Concorso Italiano event, and have RSVP'd with the lead Lamborghini Club America Concours judges.

## ▶▶ PRICE

No charge for judging, however, you must be a current Lamborghini Club America member in good standing to participate in the judging program.

## CONTACT

Michael Palmieri  
415-309-5542  
[ConcoursJudging@LamborghiniClubAmerica.com](mailto:ConcoursJudging@LamborghiniClubAmerica.com)





# MONTEREY

AUGUST 15-17

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[www.LamboNB.com](http://www.LamboNB.com)





# SERATA ITALIANA

## THE LAMBORGHINI CLUB MONTEREY GALA EVENT

SERATAITALIANA.COM

### » WHAT

Be a part of the 44 year tradition at Monterey Car Week by celebrating the Lamborghini lifestyle at Serata Italiana. Founded in 1975, Lamborghini Club America (LCA) is the world's largest organization of Lamborghini owners and enthusiasts.

### » WHEN

Saturday, August 17  
6:00 PM – 11:00 PM

### » WHERE

Club at Pasadera  
100 Pasadera Dr.  
Monterey, CA 93940

### » ATTIRE

The Serata Italiana event is more than just a stage for Lamborghinis. Guests love to get dressed up and elevate their Monterey resort casual attire in exchange for a polished and stylish appearance. Guests often dress in business casual or Monterey cocktail. It's a good idea to bring a light jacket or shawl as Monterey gets chilly in the evenings.

### » ENTRY

Tickets required. Purchase via website.  
Guests' names will be at the check-in desk.  
ID required for check-in. Event credentials issued at check-in. Onsite parking available.

### » PRICE

**\$525** thru April 30  
**\$625** May 1 - June 31  
**\$725** July 1 - August 16

### CONTACT

949-444-2932, joy@lamborghiniclubamerica.com

### » SPONSORS

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lamborghinipalmyranj.com



# SHUTTLE TO PEBBLE BEACH

## » WHAT

A courtesy shuttle for Lamborghini Club America members to make the day better by avoiding the immense traffic of the Pebble Beach Concours.

## » WHEN

Sunday, August 18, 9:00 AM – 4:30 PM

## » WHERE

Del Monte Shopping Center  
(parking lot next to Whole Foods)  
800 Del Monte Center, Monterey, CA 93940  
The shuttle departs from the Del Monte Shopping center, promptly on the hour starting at 9 AM (9 AM, 10 AM, 11 AM, etc.). Meet in the parking lot near the Whole Foods store at least 10 minutes prior to departure.

Return trips from Pebble Beach will be every hour on the half-hour beginning at 11:30 AM to return to the Del Monte Shopping Center. The last pick up will be at 4:30 PM.

## » ATTIRE

Same as for the Pebble Beach Concours.

## » ENTRY

A 2024 (or Lifetime) Lamborghini Club membership card is required to use the shuttle service.

## CONTACT

Rick Schue  
317-374-9286, rick@lamborghiniclubamerica.com





# PEBBLE BEACH CONCOURS

PEBBLEBEACHCONCOURS.COM

## » WHAT

Once each year in August, 200 of the most prized collector cars in the world roll onto what is often called the best finishing hole in golf — the famed 18th fairway of Pebble Beach Golf Links. Tire meets turf and transformation occurs: the stage is set for one of the most competitive events in the automotive world.

Originally a small social event paired with a road race through the pine and cypress forests of Pebble Beach, the Pebble Beach Concours d'Elegance has grown into the top-ranking collector car competition in the world.

The Concours is not a contest of speed, but of elegance. Automobiles and motorcycles are judged for their historical accuracy, their technical merit and their style — and the best garner reward and recognition.

## » WHEN

Sunday, August 18  
10:30 AM – 5:00 PM

## » WHERE

Pebble Beach Golf Course  
1700 17 Mile Drive  
Pebble Beach, CA 93953

## » ATTIRE

Styles range from dressy to resort casual; temperatures are often cool in the morning and evening yet warm during the day — so layering is recommended.

## » ENTRY

Tickets required and may be purchased at the event gate or on the event website.

**\$475** /person until July 31  
**\$595** /person starting Aug. 1

## CONTACT

831-622-1700  
info@pebblebeachconcours.net





# Beyond the concrete

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2345 Okeechobee Blvd.  
West Palm Beach, FL 33409  
Phone 561-370-7953

[www.lamborghinipalmbeach.com](http://www.lamborghinipalmbeach.com)



## LAMBORGHINI CLUB FAREWELL DINNER

[TARPYS.COM](http://TARPYS.COM)

▶ **WHEN**  
Sunday, August 18,  
7:00 PM

▶ **WHERE**  
Tarp's Roadhouse  
2999 Monterey  
Salinas Hwy  
Monterey, CA 93940  
831-647-1444

▶ **WHAT**  
A casual dinner in  
Monterey for those  
who are still in town.

▶ **ATTIRE**  
Casual.

▶ **ENTRY**  
RSVP by phone or  
email. Note: Everyone is  
responsible for their own  
dinner bill

**CONTACT**  
[jy@lamborghiniclub.com](mailto:jy@lamborghiniclub.com)  
310-597-0064



# DETAILING

## ▶▶ WHAT

Exotic car wash, clean, and detailing available Monterey Car Week.

## ▶▶ WHEN

Thursday, August 15 and Friday, August 16

## ▶▶ WHERE

Mariposa Hotel Parking Garage  
1386 Munras Ave  
Monterey, CA 93940

## ▶▶ ENTRY

Appointments are recommended, but not required.

## CONTACT

Scott Reiner World Wide Detailing Services  
worldwidedetailingservices.com  
520-240-8953  
scott.reiner520@gmail.com

## ▶▶ SERVICES OFFERED

### FULL SERVICE HAND WASH

From **\$150**

### INSIDE ONLY DETAIL

From **\$200**

### CERAMIC PRO SERVICES AVAILABLE

### WASH & WAX (NO BUFFING)

From **\$250**

### WASH, BUFF & WAX

From **\$350**

### COMPLETE DETAIL SERVICE

From **\$450**



# HOTELS

Lamborghini Club America members typically stay at the following hotels. For the Portola Inn and Monterey Plaza, book directly with the hotel. For the Mariposa room request form, contact Joy Anderson at: [monterey@lamborghiniclubamerica.com](mailto:monterey@lamborghiniclubamerica.com). Hotel rooms are in limited supply, and are usually booked out several months ahead of the event. Some members also use services like Airbnb for short-term home rentals during the Monterey Car Week.

## PORTOLA HOTEL & SPA

Two Portola Plaza, Monterey, CA 93940  
[portolahotel.com](http://portolahotel.com)

4 night minimum, starts at

**\$2,149** per night depending on room type

Make reservations directly on the hotel website, or 831-649-4511.

## MONTEREY PLAZA

400 Cannery Row, Monterey, CA 93940  
[montereyplazahotel.com](http://montereyplazahotel.com)

4 night minimum, starts at

**\$1,339** per night depending on room type

Make reservations directly on the hotel website, or 831-920-6709.

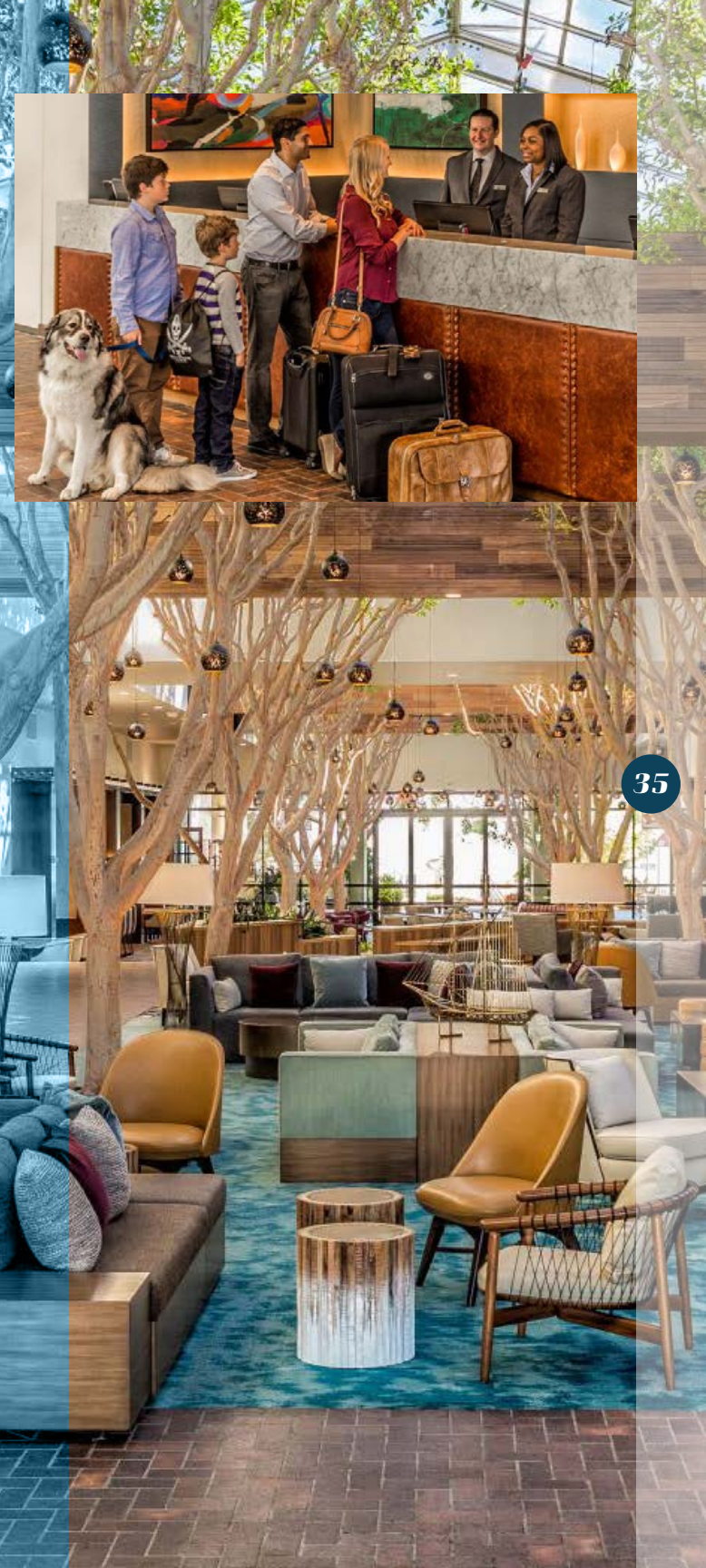
## MARIPOSA INN AND SUITES

1386 Munras Ave, Monterey, CA 93940  
[mariposamonterey.com](http://mariposamonterey.com)

3 night minimum,

**\$562 to \$710** per night

depending on room type





# MAP: DESTINATION AREA

- 1 BONHAMS QUAIL LODGE AUCTION** at Quail Lodge Resort  
7000 Valley Greens Drive, Carmel, CA 93923 | Friday, August 16
- 2 BROAD ARROW** at Monterey Jet Center  
300 Sky Park Drive, Monterey, CA 93940 | Wednesday, August 14 to Thursday, August 15
- 3 CONCORSO ITALIANO** at Bayonet Golf Course  
1 McClure Way, Seaside, CA 93955 | Saturday, August 17
- 4 GOODING & COMPANY** at Pebble Beach Equestrian Center  
3300 Portola Road, Pebble Beach, CA 93953 | Friday & Saturday, August 16 & 17
- 5 LAMBORGHINI LOUNGE**  
Inside Pebble Beach gated community | Friday, August 16
- 6 MOTORLUX** at Monterey Jet Center  
300 Sky Park Drive Monterey, CA 93940 | Wednesday, August 14
- 7 MARIPOSA HOTEL** (Location of Car Detailer)  
1386 Munras Avenue, Monterey, CA 93940
- 8 MECUM** at Hyatt Regency Monterey Hotel & Spa  
1 Old Golf Course Road, Monterey, CA 93940 | Thursday, August 15 to Saturday, August 17
- 9 MONTEREY MOTORSPORT REUNION** at WeatherTech Raceway Laguna Seca  
1021 Monterey Salinas Hwy, Salinas, CA 93908 | Thursday, August 15 to Sunday, August 18
- 10 PEBBLE BEACH CONCOURS** at Pebble Beach Golf Course  
1700 17 Mile Drive, Pebble Beach, CA 93953 | Sunday, August 18
- 11 PEBBLE BEACH SHUTTLE** from Del Monte Shopping Center  
800 Del Monte Center, Monterey, CA 93940 | Sunday, August 18
- 12 THE QUAIL, A MOTORSPORTS GATHERING** at The Quail Golf Course  
8205 Valley Greens Drive, Carmel, CA 93923 | Friday, August 16
- 13 RM SOTHEBY'S** at Monterey Conference Center  
1 Portola Plaza, Monterey, CA 93940 | Friday & Saturday, August 16 & 17
- 14 SERATA ITALIANA: LAMBORGHINI CLUB GALA** at The Club at Pasadera  
100 Pasadera Drive, Monterey, CA 93940 | Saturday, August 17
- 15 TARPY'S ROADHOUSE** (Location of Sunday Farewell Dinner for Those Still in Town)  
2999 Monterey Salinas Highway, Monterey, CA 93940 | Sunday, August 18 (831-647-1444)





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Tony Labejian of LGM Sports  
2100 MONTROSE AVE #834 MONTROSE, CA 91021  
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# EMERGENCY SERVICE

If you have an issue with your Lamborghini, there are three authorized Lamborghini dealers in the northern California region, all with factory trained technicians.

## LAMBORGHINI LOS GATOS

620 Blossom Hill Rd, Los Gatos, CA 95032  
losgatosluxcars.com  
408-354-4000

## LAMBORGHINI SAN FRANCISCO

620 Du Bois St, San Rafael, CA 9490  
LamborghiniSF.com  
Sales: 415-526-7320  
Service: 415-526-7352  
Parts: 415-526-7353

## LAMBORGHINI WALNUT CREEK

2255 N Main St, Walnut Creek, CA 94596  
theluxurycollectionwc.com/lamborghini  
925-444-2000

## AUTOMOBILI LAMBORGHINI ROADSIDE ASSISTANCE

888-464-6040

