North Shore Concours d'Elegance

"Celebrating Excellence, Style & Elegance on Boston's Gold Coast"

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North Shore Concours d'Elegance - April 2012 press release

The 2012 edition of the North Shore Concours d'Elegance will be the setting for some of the most unique automobiles and motorcycles in New England, as the event kicks into gear to become one of the social highlights of the summer. Returning to the North Shore Concours d'Elegance for a third consecutive year as premier sponsor is the ***Lyon-Waugh Auto Group***, whose upscale brands include Land Rover Peabody, Acura of Peabody, BMW and MINI of Peabody, Porsche and Audi of Nashua and more recently MINI of Bedford in New Hampshire.

Warren Waugh, managing partner of the Lyon-Waugh Auto Group is truly excited about the show and noted that "it provided us with a great opportunity to be associated with such a stylish event". The North Shore Concours d'Elegance and Lyon-Waugh Auto Group share the same passion for the industry, both representing the premier destination for luxury cars and dedicated service in New England.

The 2012 edition of the North Shore Concours d'Elegance will commemorate, remember and honor noted car collector, dealership owner and pilot ***Ervin "Bud" F. Lyon III***, who passed away early 2012. About a decade ago, Bud put his passion for automobiles into a new venture that began as BMW of Peabody with partners Warren Waugh, Bill Currie and Ken Fullerton. By 2004, the company had grown into the Lyon-Waugh Auto Group with multiple franchises and facilities. He owned and operated multiple aircraft and cherished over 100 classic and exotic automobiles over his lifetime.

In addition, concours owners and spectators will appreciate the changes that were made to enhance the overall concours show for this upcoming year. ***Lorrain Roy Designer Collection*** will feature their latest fashion and guests can pre-register for a champagne brunch buffet overlooking the Atlantic Ocean or partake in the "fancy hat competition". For both gentlemen and ladies, prizes will be awarded for those wearing their most spectacular hats - from the flamboyant to the elegant, this is all about to see and be seen. Concours owners have the opportunity to compete for the Valle R. Nelson Award; established in remembrance of the late Valle Nelson, a local car enthusiast whose passion for cars far exceeded everyone's imagination. This prestigious award will be given to the concours car driven the furthest distance to attend the show.

Funds raised from this event will go directly towards scholarships at Endicott College, benefitting current and future students by providing financial opportunities and allowing them to continue their higher educational dreams, as more than 80% of Endicott students receive financial aid.

If you are interested in buying tickets, participating with sponsoring opportunities, or in showcasing your own vehicle at the judged concours field, or the non-judged collector car area, visit the concours website at www.endicott.edu/concours

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*A **Concours d'Elegance**, from French meaning a competition of elegance, lit. "concourse of elegance", refers to the gathering of prestigious cars and dates back to 17th Century French aristocracy, who paraded horse-drawn carriages in the parks of Paris during Summer weekends and holidays. Over time, carriages became horseless and the gatherings became a competition among automobile owners to be judged on the appearance of their automobiles. [© Wikipedia]*