



# North Shore Concours d'Elegance

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

376 Hale Street, Beverly, Ma 01915 ■ 978-232-2451 ■ [concours@endicott.edu](mailto:concours@endicott.edu)

North Shore Concours d'Elegance - March 2012 press release

On July 29<sup>th</sup> the Misselwood Estate will welcome once again historic automobiles and motorcycles at the annual **North Shore Concours d'Elegance**. Located just North of Boston, in an area often referred to as the "Gold Coast"; a summer destination for wealthy Bostonians and New Yorkers in the late eighteenth and early nineteenth century, the North Shore Concours d'Elegance rivals other noteworthy concours shows with its location.

"I wanted to accentuate the beauty of the cars and motorcycles by showcasing them at the stunning Misselwood Estate, which is fortunate to have the Atlantic ocean as a backdrop", says Patrick Cornelissen, Director of Operations, who started the show in 2010. "Within the short time frame of a few years, we managed to attract spectacular automobiles, often with an impressive pedigree".

"Being a premier event facility on Boston's historic North Shore, Misselwood already made its name in the wedding and event business, and adding a classic concours just felt right" explains Cornelissen. "This year we will be adding some new features like a champagne brunch as well as a fancy hat competition. I believe we are the first premier event in New England where ladies and gentlemen are invited to wear their fancy hats, just like at the famous Royal Ascot horse races in the U.K. and it certainly brings back the flair of the original European concours events".

In addition to the non-judged collector car area, high-end concours level cars and motorcycles compete for the prestigious 'best in class' and 'best of show' awards. The 2011 Best of Show award went to a stunning **1932 Duesenberg SJ Dual Cowl Phaeton**; only 36 SJ models were ever made worldwide and this particular vehicle was the personal car of manufacturer Fred Duesenberg himself. Other eye-catching cars included a beautifully restored **1910 Oakland 24 Roadster** of which only 3 models are believed to exist and a **1935 Ford Amilcar Special** from Tom Ellsworth that won numerous awards at vintage races and was used as model for our current North Shore Concours d'Elegance logo.

The 2012 edition will be very special, as we commemorate, remember and honor noted car collector, dealership owner and pilot **Ervin "Bud" F. Lyon III**, who passed away early 2012 and owned more than 100 classic and exotic cars. With the support of Lyon-Waugh Automotive Group, we have been able to grow our show and we feel that Bud would have enjoyed this event very much. What makes the North Shore Concours d'Elegance even more special is that 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.

Classes for the 2012 show will be similar to the 2011, with the addition of second place awards and will be determined by the head judging team. In addition, the **Valle R. Nelson Award** was established in remembrance of the late Valle Nelson, a local car enthusiast whose passion for cars far exceeded everyone's imagination. The car driven the furthest distance to attend the show will be honored with this prestigious award.

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](http://www.endicott.edu/concours).

*For additional information, photos or interviews please contact:*

**Patrick J. Cornelissen**

Endicott College

Director of Operations - Event & Conference Services

376 Hale Street | Beverly, MA 01915 | USA

t: 978-232-2451 | f: 978-232-2500

website: [www.endicott.edu/concours](http://www.endicott.edu/concours)

---

*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]*