



## *Small Car Events with One-Size-Fits-All Smiles*

### **The Petite Concours: The Art of Small Cars Invitational at the New York International Auto Show April 19-24, 2011**

#### **FREQUENTLY ASKED QUESTIONS by Microcar Collectors**

What Is It? A car exhibit of 25-30 Micro and Minicars displaying individual cars and collections from the East Coast. A Museum on Wheels, each vehicle will have an information plaque listing its "vital statistics".

What is the Goal? To display, enlighten, educate, entertain and engage the visiting public, car manufacturers, collectors, NYIAS staff, Union Workers – everyone who comes in contact with the exhibit – with an overview of the history of small cars manufactured in Europe, Japan and the US...and the impact they have on today's hottest cars.

What kinds of cars are eligible for The Petite Concours? Any vintage vehicle with an engine displacement of 1000cc or less. We define Microcars as those with 500cc or smaller engines. Minicars are 501 – 1000cc. Experimental cars are welcomed, too...as are Nash Metropolitans and Amphicars!

How Concours-perfect do the cars have to be? The vehicles should be in generally good condition, but not necessarily perfect. They do not have to run.

Where is the NYIAS? Hall 1E, Jacob Javits Convention Center, 11<sup>th</sup> Avenue between 34<sup>th</sup> and 40<sup>th</sup> Streets along the Hudson River (exact address: 655 West 34th Street, NY, NY 10001). NOTE: 11<sup>th</sup> Avenue is 2-way but 12<sup>th</sup> Avenue is one-way going north.

#### What are the Javits Center logistics?

- DROP-OFF Cars must arrive at the Javits Center loading dock between 5-9pm on Tuesday, April 19<sup>th</sup>
- PICKUP Cars can be picked up between 8-10pm on Sunday, April 24<sup>th</sup>
- THE LOADING DOCK LOCATION & PROCESS Collectors and their microcars first check-in at the Freight Trailer located at 39<sup>th</sup> Street & 12<sup>th</sup> Avenue before being directed to the Receiving Doors of the Javits Center. Cars are marshaled at the 33<sup>rd</sup> Street & 12<sup>th</sup> Avenue (Westside Highway) loading dock entrance.
- CAR INSPECTIONS AT THE LOADING DOCK Your vehicle should have no more than 1 gallon of fuel in its tank and there is some chance that there will be a conversation about the "key-locking gas caps" during the inspection. We'll have gaf tape on hand.
- DRIVING YOUR CAR TO/FROM THE EXHIBITION SPACE The Javits Center is a union building. While they state that the union workers must drive your vehicle to its exhibition space, this has never happened with LeMay Collector Cars nor microcars from the past. The Loading Dock workers have allowed the car owners to drive the vehicles to the exhibition space.
- PARKING YOUR TRAILER & TOW VEHICLES There are public parking lots close to the Javits Center which charge between \$45-\$60/day (no in-out privileges). It is not clear that trailers or tow vehicles can park in those lots nor is it clear that spaces can be reserved by collectors anticipating parking needs.

Will the cars be secure from the NYIAS visitors? There will be both NYIAS and LeMay Museum security at the exhibit site at **all times**. Vehicles will be surrounded by roping and stanchions, separating them from visitors.

What do the Car Collectors get: Exclusive tour of The Bulgari Auto Collection (Allentown, PA; June date TBD); exclusive Insiders VIP Tour of the NYIAS (with an industry expert), a complimentary \$75 AMERICA'S CAR MUSEUM Family Membership, invitation to the NYIAS Sneak Preview, an Exhibitor pass (good for Media Days, the Sneak Preview and throughout the weekend) and 1 Guest pass (good for both the Sneak Preview and through out the weekend), access to preferred pricing hotels through NYIAS, exhibit garment and gift bag. And of course an opportunity to get excellent exposure to a huge audience who shares our enthusiasm for Micro and Minicars!

Exhibition Area Size & Number of Cars: 22,000sf – the perimeter of the space will exhibit several Collector Cars from The LeMay Collection and collections from the East Coast with 25-30 Micro and Minicars from New York-area car collections.

Teeny Tiny Productions ([www.teenytinyproductions.com](http://www.teenytinyproductions.com)), partnering with LeMay – AMERICA'S CAR MUSEUM ([www.lemaymuseum.org](http://www.lemaymuseum.org)), is producing the first-ever small car show at the 111<sup>th</sup> Annual **New York International Auto Show** (NYIAS) at the Jacob Javits Convention Center in New York City ([www.autoshowny.com](http://www.autoshowny.com)).