



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

### **SMALL CARS – BIGGEST SHOW: Call To Collectors**

#### **The Petite Concours: The Art of Small Cars Invitational at the 111<sup>th</sup> New York International Auto Show April 19-24, 2011**

Since 2006, The LeMay – AMERICA'S CAR MUSEUM (ACM), located in Tacoma, WA, has had an increasingly large presence at The New York International Auto Show, with their "Heritage & Horsepower" exhibit of classic cars that celebrate the very essence of spirited motoring throughout the years. For 2011, the NYIAS organizers asked ACM and Teeny Tiny Productions to invite microcar collectors to exhibit their prized vehicles – in anticipation of a clear message from car manufacturers from around the world that "small is in" and "less is more". Smaller than their Americanized counterparts that will be part of this year's Show – Fiat 500, Mercedes Benz SmartCar and BMW Mini Cooper – the vintage Micro and Minicars are sure to delight visitors of all ages, including the next generation of collectors.

"What a great way for the entire family to be engaged with these big personality small cars that mobilized Europe and Japan after World War II, improving the world economy then and becoming phenomenal collectibles now," said David Madeira, CEO of ACM. "Microcars are like puppies...everyone loves them!"

#### **WHAT IT IS**

A 5-day small car exhibit of 25-30 Micro and Minicars, circa 1950s and 1960s, displaying individual cars and collections from the East Coast, The Petite Concours will be held during the first days of the 12-day NYIAS including the closed-to-the-public Media Days and Dealer Previews. Each vehicle will have an information plaque listing its "vital statistics". The goal of The Petite Concours is 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.

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. Despite its name, this is not a Concours as much as it is an exhibit with daily People's Choice winners. Complementing the vintage Micro and Minicars in the same 22,000sf of exhibition space will be a selection of classic cars from local collections. The juxtaposition with the small cars will be eye-catching, remarkable and astounding.

Participating car collectors receive an exclusive Insiders VIP Tour of the NYIAS (with an industry expert), a complimentary \$75 ACM 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!

"I've never met a Microcar that I didn't like," says McKeel Hagerty, CEO of Hagerty Insurance. "Children think they were made for them. Women see them as accessories. Men are baffled by them and seniors recall vividly their parents and their neighbors owning them. Priceless. The Petite Concours will be an outstanding addition to the NYIAS!"

#### **NYIAS DETAILS**

Location: 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)

The Petite Concours Exhibit Location: Hall 1E, lower level

The NYIAS Dates: *Media Days* – Wednesday, April 20 – Thursday, April 21; *Sneak Preview* – Friday, April 22; *Public Days including the Microcar Exhibit:* Saturday, April 23 – Sunday, April 24, 2011\*\*. *Additional Public Days:* Monday, April 25 – Sunday, May 1.

NYIAS Hours: Monday - Saturday: 10am - 10:00pm; Sundays: 10am - 7pm

Number of Visitors expected at the NYIAS: 1 million people visited the NYIAS over 12-days in 2010, making it the largest attended auto show in North America!

#### **FOR MORE INFORMATION, CONTACT:**

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111<sup>th</sup> Annual New York International Auto Show (NYIAS) [www.autoshowny.com](http://www.autoshowny.com)

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LeMay – AMERICA'S CAR MUSEUM [www.lemaymuseum.org](http://www.lemaymuseum.org)