

## FTLC Auto Exclusives & Best in Show

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### **The 1st Annual Fort Lauderdale Concours presented by Lotus Makes A Splash with Two Automotive Exclusives**

#### **Lotus Launched Its USA Emira Tour & Rolls-Royce Publicly Unveiled the 2022 Black Badge Ghost**

#### **People's Choice Best in Show Winner**

**For Immediate Release** - Deemed epic, sexy and dramatic from the sold-out crowd, the Fort Lauderdale Concours (FTLC) presented by Lotus Cars USA took the rooftop of the Las Olas Parking Garage and turned it into the hottest, most stylish event in town on Friday, 29 October. They came by land and by sea, (well, the Intracoastal Waterway actually) to witness another British invasion as the inaugural year of the FTLC hosted major automotive launches from two of the most respective brands in the industry -- Lotus kicked off the USA tour of its new sports car the Emira and Rolls-Royce North America held the first public unveiling of the luxurious 2022 Black Badge Ghost.

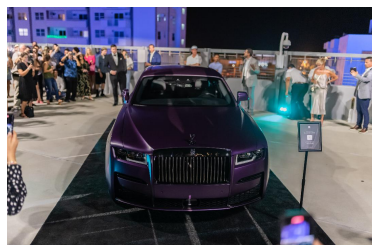
"Lotus is an exceptional iconic brand that I have loved and respected for many years," explained Maria Jannace, CEO of the FTLC and The New York City Concours (TNYCC) Rooftop Concours Series. "I chose Lotus as presenting sponsor because they deviate from the expected, treading their own path to explore the unimaginable, a mission that mirrors our own. I am over the moon that they chose us to launch the U.S.A. Emira Tour."



*Lotus Emira Arrives at the FTLC*

“FTLC offers a unique location and distinctive cultural components unlike any other concours so there was no better event for us to introduce the beautiful styling and key features of our Emira,” expressed Camille Landry, Marketing Lead for Lotus Cars USA “Lotus thinks differently and clearly so does Maria’s Rooftop Concours Series.”

The excitement continued when Martin Fritches, President of Rolls-Royce North American, personally unveiled the Ghost at the event. With FTLC taking place in conjunction with the Fort Lauderdale Boat Show (FLIBS), Holman Motorcars (the luxury automotive dealership with six lines including Rolls-Royce) knew it would be the perfect event to debut the car amongst an audience that was synergistic with the brand.



*Rolls-Royce Black Badge Ghost Unveiled at FTLC*

FTLC is a ‘reinvented classic car show’ designed to reinvigorate the traditional car enthusiast while also attracting a younger, diverse tribe. Established collectors along with concours curators and aficionados who attended all agreed that Jannace’s unique formula was extremely successful. Respected car collector Stephen Plaster said, “We have presented Evergreen Historic Automobiles and Passport Transport at literally hundreds of concours events over the years. Each was in some way unique, but I’ve never seen, or enjoyed one like the Fort Lauderdale Concours. We are truly looking forward to the next one!”

Different from other concours, which has a jury panel decide the automobile awards, FTLC gives the power to the people for Best in Show. Event attendees are directly immersed and engaged in the process, filling out ballots for their favorite car and the People’s Choice Best in Show was awarded to the 1962 Rolls-Royce Silver Cloud II Drophead Coupe. A deservedly sought-after model, this Cloud II is the 6<sup>th</sup> from the last of 73 left drives built between 1960-1962 and is a remarkable example of an H.J. Mulliner coachbuilt convertible, generally accepted to be amongst the most elegant of all post-war coachwork. Jannace presented the elegant crystal trophy to Lorraine Hofheinz from Richard Gorman’s Vantage Motorworks of Miami. Hofheinz also received VIP Windward Club tickets to the 2022 FLIBS and a Pamela Huizenga Jewelry Designs one-of-a-kind Fordite, diamond and 18 carat gold lapel pin.



*1962 Rolls-Royce Silver Cloud II Drophead Coupe FTLC People’s Choice Best in Show*

The stylish coupe took the top award over some stiff competition of 30 iconic and rare cars including a 1971 Lamborghini Miura P400 SV, a 1934 Packard LaBaron Twelve Individual Custom Sport Phaeton, a 1950

Aston Martin DB2 Roadster, a 1962 Chevrolet Corvette Tangier Shrine Patrol Car and the 1952 Lotus Mark VI (the first production car by Lotus).

An event where cars and culture intersect, the gallery of fine automobiles were showcased amidst luxury lifestyle elements including a high-end sneaker curation, a Zaddy fashion flashmob, gallery of art displays and live music from the Valerie Tyson Band and DJ Anna de Ferran (aka ADF).

FTLC worked in association with the City of Fort Lauderdale, the Marine Industries Association of South Florida (MIASF) the owners of FLIBS, the Fort Lauderdale International Film Festival (FLIFF) and the RPM Foundation, both of which are FTLC's charity partners.

For additional event details, including all cars displayed and photos contact:

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