



**EXCLUSIVE PREVIEW
OF
THE 3rd CARTIER ‘TRAVEL WITH STYLE’ CONCOURS D’ELEGANCE
ON
26th NOVEMBER AT BHAU DAJI LAD MUSEUM, MUMBAI**

Mumbai, 26th November, 2012:

An exclusive automotive preview of the 3rd edition of **Cartier ‘Travel with Style’ Concours d’Elégance** was held yesterday at the recently renovated architectural wonder **Bhau Daji Lad Museum in Mumbai**. The globally renowned Concours will showcase a collection of rare and beautiful Indian vintage automobiles. After two spectacular editions in 2008 and 2011, the magnificent journey of the Cartier ‘Travel with Style’ continues with the eagerly anticipated 3rd Concours d’Elégance arriving in Mumbai in February, 2013.

The preview of the event was attended by **Mr. Louis Ferla, Regional Director of Cartier, Middle East, India & Africa, Manvendra Singh of Barwani** – India’s most respected and experienced vintage car expert and curator of the Cartier Concours and **Mr. Mark Shand** - consultant for Cartier Concours d’Elégance. The exhibit was held over High Tea at the museum gardens and a conference area inside the museum.

On display at the museum entrance were four extraordinary automobiles lent for the occasion by renowned collectors **Mr. Vivek Goenka (CMD, the Indian Express Group), Mr. Yash Ruia and Mr. Rony Vesuna**.

An exciting new addition to the 2013 Concours d’Elégance will be the introduction of motorcycles. These will be presented in three categories: ‘Pre-War Classics’, ‘Post-War Classics’ and ‘Racing Motorcycles’ - showcasing some of the best-preserved motorcycles in the country for the first time. Representing this new category at the preview, were rare vintage motorcycles belonging to **Mr. Mandar Phadke, Mr. Dnyanesh Samant and Mr. Jacob Varghese**.

Addressing the media on the occasion, **Mr. Louis Ferla** said: *“The relationship between Cartier and India dates back over 100 years, when the royal families of the time commissioned jewellery and watches from Cartier. Cartier ‘Travel with Style’ is our very special endeavour to celebrate the remarkable design and craftsmanship of India’s automobile heritage which brings forth the most luxurious and distinctive of cars.”*

Ferla further added that *“the 2008 Cartier Concours d’Elégance was a big moment in the history of Indian motoring, gaining widespread recognition both in India and internationally. It was a true eye opener to the nation’s rich heritage and heralded the beginning of the classic car movement in India. New Delhi 2011 was another major milestone in our unique association with India’s rich automotive heritage and we are now looking forward to taking this association a step further in 2013, when the Cartier Concours d’Elégance will return to Mumbai at The Taj Lands End in February. We are very excited to return to this great city where it all started”*

Manvendra Singh of Barwani, Curator of the Concours, said: *“For each edition we try to raise the bar higher with the introduction of exciting new categories and this year we will be showcasing rare, vintage motorcycles for the first time. Another unique addition to the Concours automobile category will be the ‘Edwardian Class’.* These cars are from the turn

of the 20th century to 1919. Some of the earliest cars were specially ordered by the Maharajas as they graduated from horse carriages. He added that *“The Cartier Concours d’Elégance has generated great excitement among Indian collectors. More and more owners are now taking interest in maintaining and restoring their cars to the high standards required for such international events. The aim this time around is to once again highlight the automobile heritage of this astonishing country in a larger and improved format.”*

Mr. Mark Shand said *“we are now ranked alongside some of the most famous International Concours such as Pebble Beach and Villa d’Este, exhibiting over 60 of the rarest and best preserved vintage automobiles from across India. The Cartier ‘Travel With Style’ celebrates the remarkable design and craftsmanship of these cars and the total Indian essence, which I think makes it more interesting and different from other Concours. I can assure you it will get better and better each year”*

Cars and Motorcycles that were displayed at the Cartier ‘Travel With Style’ Preview:

- Mr. Vivek Goenka (CMD Indian Express Group) - 1934 Packard Tourer
- Mr. Yash Ruia - 1947 Rolls Royce Wraith (ex-Mountbatten car)
- Mr. Yash Ruia - 1947 MG TC
- Mr. Rony Vesuna - Fiat 1100 Select
- Mr. Mandar Phadke - 1944 Indian Chief American motorcycle (V Twin Cylinder 1200cc)
- Mr. Dnyanesh Samant - 1955 Norton Manx racing motorcycle (Single Cylinder 350cc)
- Mr. Jacob Varghese – 1926 AJS (Single Cylinder 500cc in Original paint)

About the Cartier ‘Travel With Style’ Concours d’Elégance

The Cartier Concours d’Elégance is a unique vintage car exhibit and competition held biannually in India. It is curated by the India’s most respected automotive expert Manvendra Singh of Barwani and organised by HRH The Duchess of Cornwall’s brother, Mark Shand,

The international panel of renowned vintage car Judges will include HRH Prince Michael of Kent, Mr. Marc Newson, Jean Todt, Professor Gordon Murray, Professor Peter Stevens, Mrs. Sandra Button, Sir Stirling Moss, Mr. Giacomo Agostini and Mr. Phil Read among many others. The automobiles on show will be judged according to distinct categories with awards such as ‘Best of Show’, ‘Indian Heritage Class’, ‘Preservation Class’, ‘Pre-War Classics’ and ‘Post-War Classics’.

Cartier hosted the first ever international Concours d’Elégance in India at the Royal Western India Turf Club Mumbai in 2008. In 2011, The New Delhi Jaipur Polo Club played host to the second edition of the prestigious Concours and now, in February 2013, the third Cartier Concours d’Elégance will return to Mumbai at The Taj Lands End.