Incredible India

21 GUN SALUTE
CONCOURS SHOW

Nominated amongst the Top 5 Motoring Events for the 'Breakthrough Event of The Year' Award

THE INTERNATIONAL HISTORIC MOTORING Awards OF THE YEAR · 2018 ·

21 Gun Salute International Rally & Concours d'Elegance

Enticing India's Royal Heritage Motoring Culture

15th & 16th February 2020

The Glory of Indian Heritage

The love for motoring masterpieces has its roots embedded in the princely India times, when the aristocracy would parade their beautifully designed, custom-built cars, during royal processions and ceremonies. With the advent of the automobile, the demands evolved from regular cars to rare-customized pieces; few of them were built with an ivory steering wheel, others ordered gold-plated fittings, dials encrusted with jewels, body paint to match the color of the state flag; along with that increased the choice between picking automobile manufacturers and custom coachbuilders.

Acknowledgments to the Maharajas and Nizams of Princely-India for their taste of picking finer things in life and the means to acquire them too!

In keeping with our tradition of showcasing vintage & classic, rare and magnificent automobiles of the past; 21 Gun Salute Concours d'Elegance, continues to invite a unique collection of vehicles to be displayed at the show field. What was once a social gathering of enthusiasts is now an esteemed Concours with many activities throughout the weekend!

The 9th edition of the show brings forth the excellent antiquity of princely India to the present times.

अतुल्य ! भारत
Incredible India

21 Gun Salute Concours d'Elegance
succinctly communicates
the unique combination of

Heritage & Motoring Tourism!

The 21 Gun Salute Concours d'Elegance is a niche tourism event, which is best manifested through the visible increase in international participation and increased interest in learning about Indian culture, custom, and tradition. This motoring tourism initiative has been at the forefront of placing India on the global motor tourism map as a destination that can successfully host grand heritage motoring events.

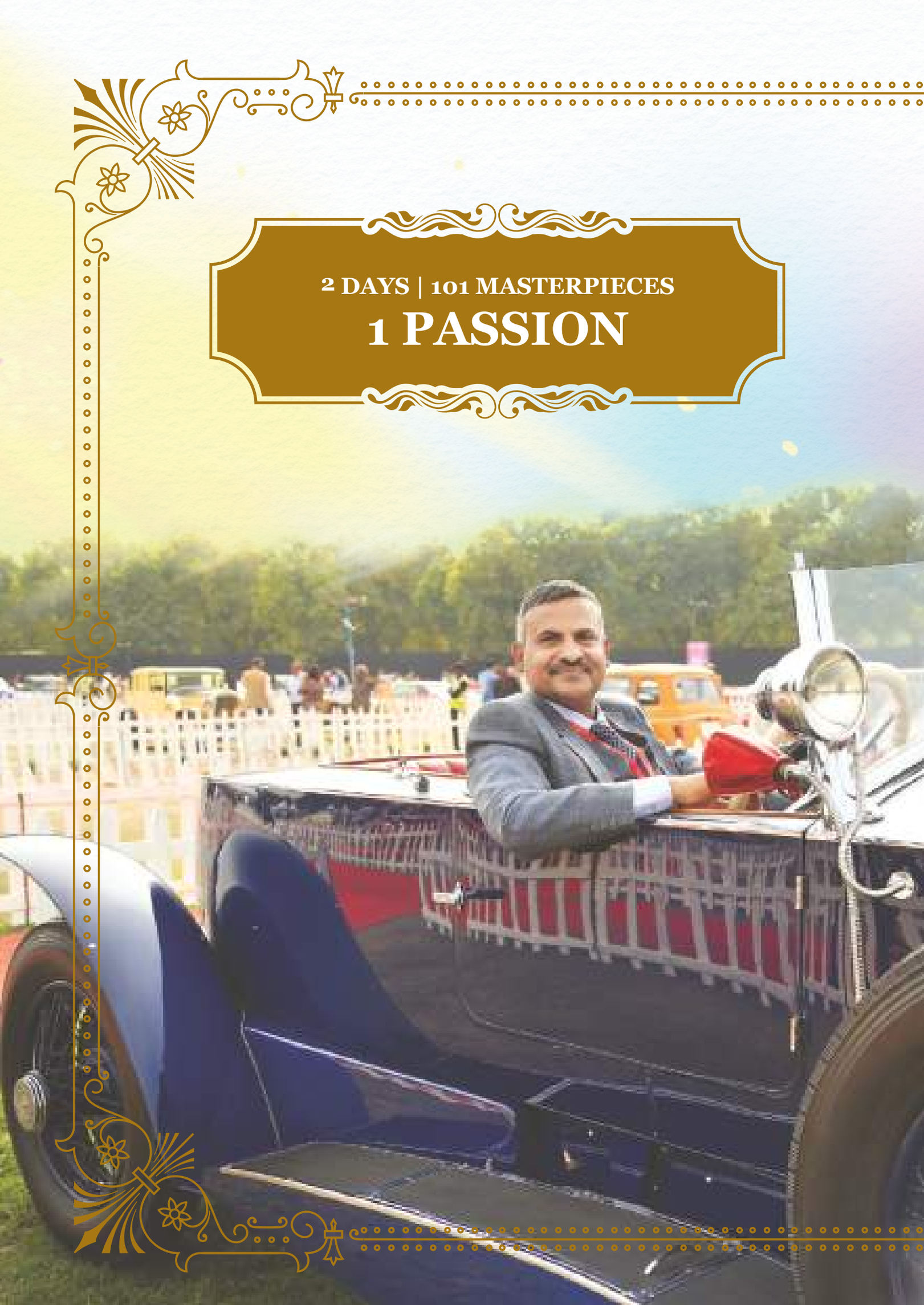
Both goal-driven and value-based, the event promotes India as a top-notch motoring tourism destination through the autonomous power of attraction of the motoring event itself along with cultural performances and a historic venue to complement this celebration. This event is a new-innovative; heritage tourism-oriented product that interconnects multiple participants at a historic Indian destination.

Bringing the finest & rarest vintage & classic cars, from various parts of the world, at one platform, The 21 Gun Salute Concours d'Elegance event aims at, promoting India as a world-class motoring tourism hub. The event is planned to offer a dynamic combination of culture & motoring and concentration on tourist attractions (Red Fort, India Gate, Taj Mahal, and Royal Palaces), warm hospitality, impeccable services, and multi-cultural activities together creates tourist experiences that are very unique.

The special appeal of this event comes partly from the authentic display of rare marques, world-renowned motoring legends', the ICJAG (icjag.org) judging guidelines and Concours standards and of course India's cultural heritage is what makes this event different from other motoring events around the world.

2 DAYS | 101 MASTERPIECES

1 PASSION



HISTORIC CARS AND INDIAN HERITAGE IS A WINNING COMBINATION.

Nothing can beat the Indian hospitality, relaxed atmosphere and fantastic vehicles in attendance!

We're back with a new set of masterpieces to be displayed at the 21 Gun Salute Concours d'Elegance. Yet another grand celebration of Indian heritage together with 100's of featured marques from around the globe; our 9th edition of the Concours d'Elegance will go down in history as an exclusive heritage motoring fiesta. Vintage Cars and Indian heritage is a winning combination. Along with a selection of fascinating cars from the bygone era, this three-day heritage motoring experience will entertain the motoring community while showcasing the best of Indian heritage and culture.

It has been an absolute privilege to have overseen the development of what is now globally famous – The 21 Gun Salute International Rally & Concours d'Elegance. The show has demonstrated rapid growth and has the potential to propel the image of host destination-India-to new heights as a heritage motoring tourism destination. It has not only gained popularity within the domestic motoring fraternity but has also developed international significance. The show has bagged trophies at not just one, but two prestigious events that include: The Historic Motoring Awards 2018, London and the Concours took the accolade of being the 'Most Innovative & Unique Tourism Product' at the National Tourism Award (2016-2017), presented by the Ministry of Tourism, Government of India. The event was also amongst the top 5 nominees for the 'Breakthrough Event of The Year' alongside Heveningham Hall Concours de Elegance, Veloce Track Day, Luft-GB and The London Concours at The Historic Motoring Awards 2018.

With the support of our patrons, the Concours d'Elegance is proud to give back to the community. Throughout our journey, the 21 Gun Salute Concours d'Elegance has been dedicated to philanthropic efforts contributing the proceeds to spastic and blind children. Also, we have succeeded in creating a truly outstanding visitor offer which contributes significantly to promoting Indian Heritage & Motoring on a global platform. The 21 Gun Salute Concours d'Elegance is an outcome of an immense amount of passion, innovation and sheer determination which has, and continues to be, at the core of all we do; we're exceptionally proud of it!

"The only thing I can be completely sure of, about the future of this event is that it will be absolutely fantastic." With these words in mind, I welcome you all to be a part of the forthcoming edition of the 21 Gun Salute Concours d'Elegance!

Madan Mohan
Chairman & Managing Trustee

Incredible India

INDIA'S MOST CELEBRATED VINTAGE CAR RALLY & CONCOURS D'ELEGANCE.

Since its inception, the 21 Gun Salute Concours d'Elegance has had one key objective: to showcase the very finest vintage & classic automobiles in existence while celebrating the cultural heritage of one of the most cherished places in the world - India.

As always, the main focus of the weekend is the Concours but there will be much more for everyone to enjoy. India's dance, music, food, and customs are influenced by a history that is several millennia old and our event beautifully presents a very colorful display that reflects an amalgamation of distinct and unique cultures, which is an incredible sight to behold.

The 21 Gun Salute Concours d'Elegance celebrates the beauty of vintage cars and the vivacity of Indian culture. Together with motoring, the show offers an added appeal of the rich cultural ethos that arises from the rich diversity in food, clothing, culture, language, beliefs, art & architecture of this legendary country - India.

The show has built and maintained a proud tradition of honoring automotive excellence and celebrating Indian heritage.

We call you on-board for an epic journey!

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Introducing

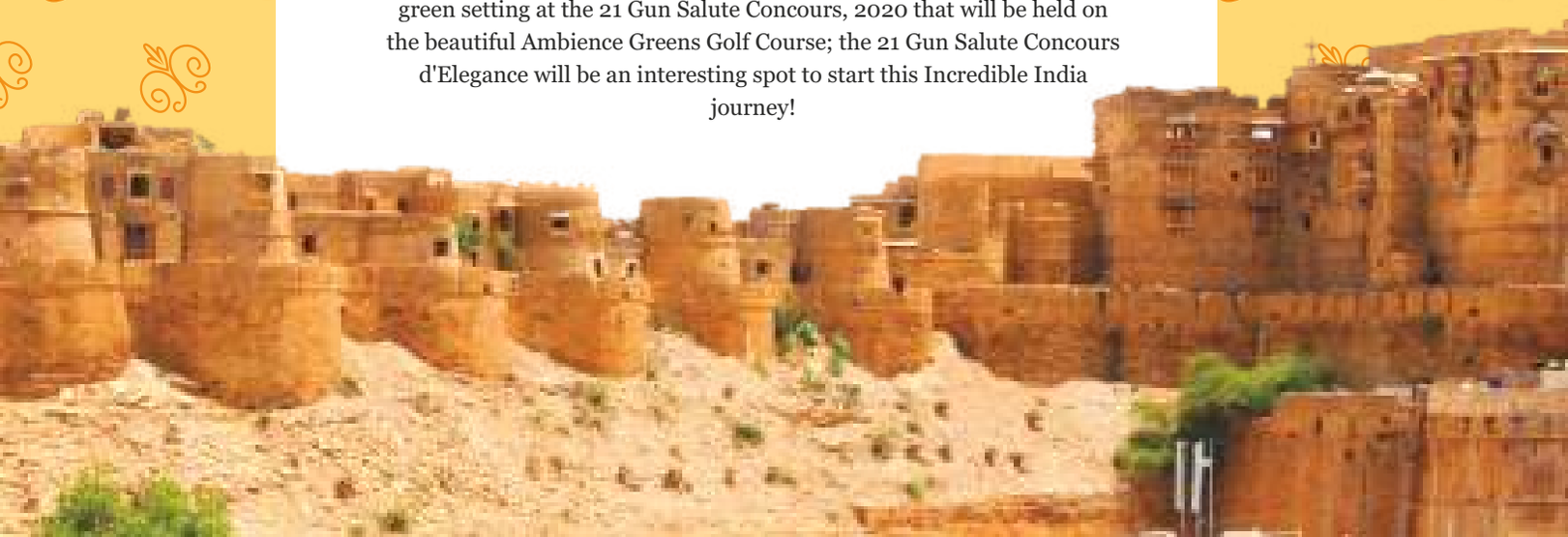
A New Era of Heritage Motoring Tourism in India

Supported by the Ministry of Tourism, Government of India in association with 21 Gun Salute Heritage & Cultural Trust, this will be one of the most élite & exhilarating car rally wherein, renowned motoring enthusiasts along with their masterpieces will travel together to unique destinations in India, stay at palaces of erstwhile Maharajas of India, dine with royal families at palaces, visit colossal forts of the Maharajas; while building lifelong bonds tied by the thread of motoring & heritage, along the way!

This will be one of India's most exclusive & unforgettable heritage motoring rally that will, for the first time, cover palaces of Gujarat; offering an ultimate experience; covering a very unique and never before travelled terrain; as Ministry of Tourism, Government of India will be a part of this rally; the safety, security, and hospitality offered to all our International Guests will be absolutely remarkable; it will be a guaranteed experience of a lifetime that no one has ever experienced before.

An exclusive group of 35 car enthusiasts along with their masterpieces (read vintage/classic cars) from all over the world will be a part of this 4000 km journey and will drive on some of India's most scenic roads. One of its own kinds, the post-event tour to the 2020 Concours will be flagged off from Delhi and will involve 23 days of carefully prepared routes that will take the tour to Delhi, Agra (en route-Bharatpur,Karauli,Sawai Madhopur), Jaipur (en route-Fatehpur),Bikaner, Jaisalmer (en route Pokhran, Khimsar), Jodhpur(en route-Barmer, Palanpur, Rann of Kutch, Bhuj), Mandvi(en route-Morvi palace, Wankaner palace), Gondal (en route-Jetpur, Junagarh), Gir(en route-Lathi), Bhavnagar (en route-Rajpipla,Statue of Unity),Vadodara (en route Champaner, Santrampur), Dungarpur, Udaipur & back to Delhi.

This group of 35 magnificent cars will also be on display amidst a lush green setting at the 21 Gun Salute Concours, 2020 that will be held on the beautiful Ambience Greens Golf Course; the 21 Gun Salute Concours d'Elegance will be an interesting spot to start this Incredible India journey!



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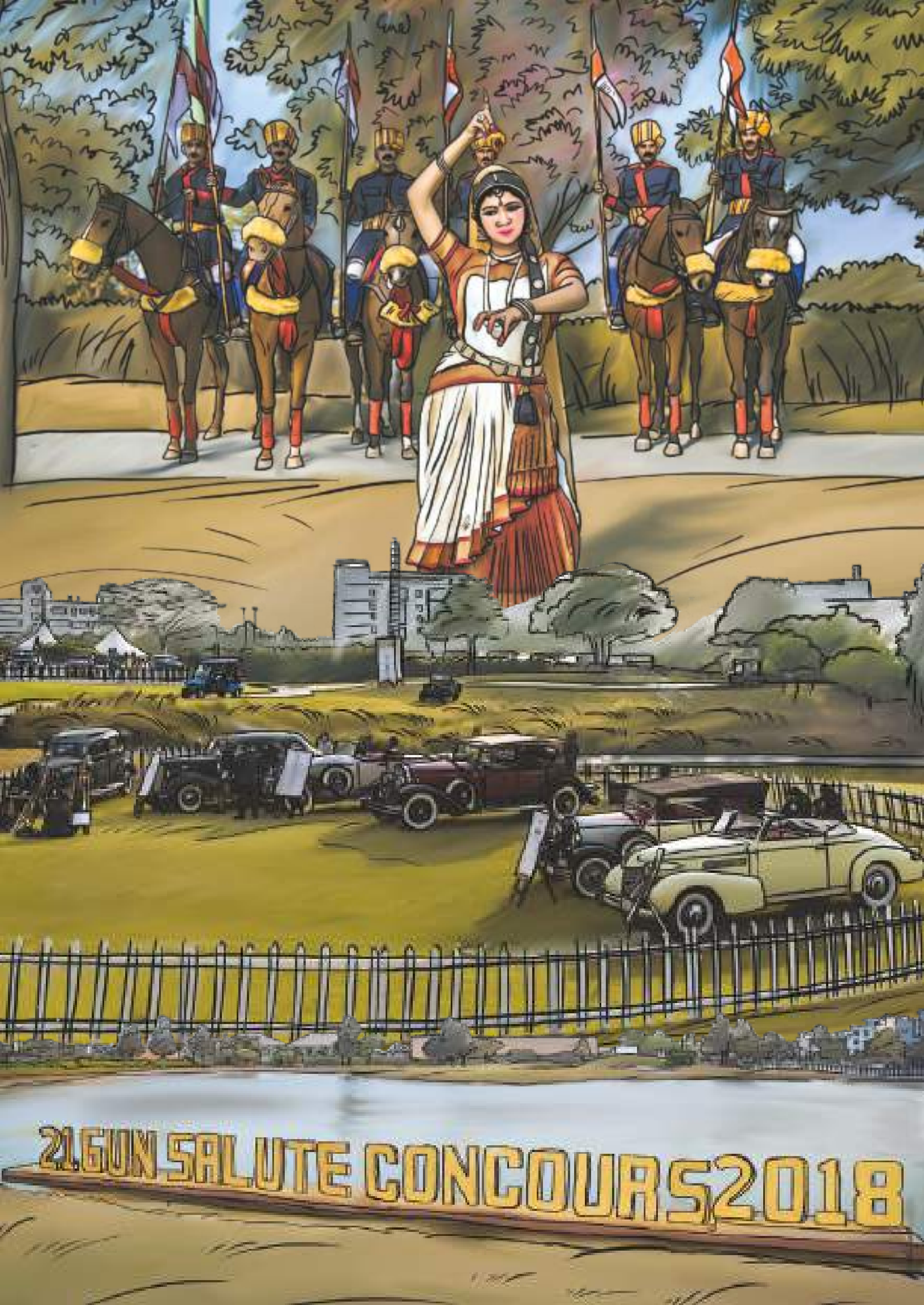

21 GUN SALUTE CONCOURS 2018

Incredible India

WORLD-CLASS CARS

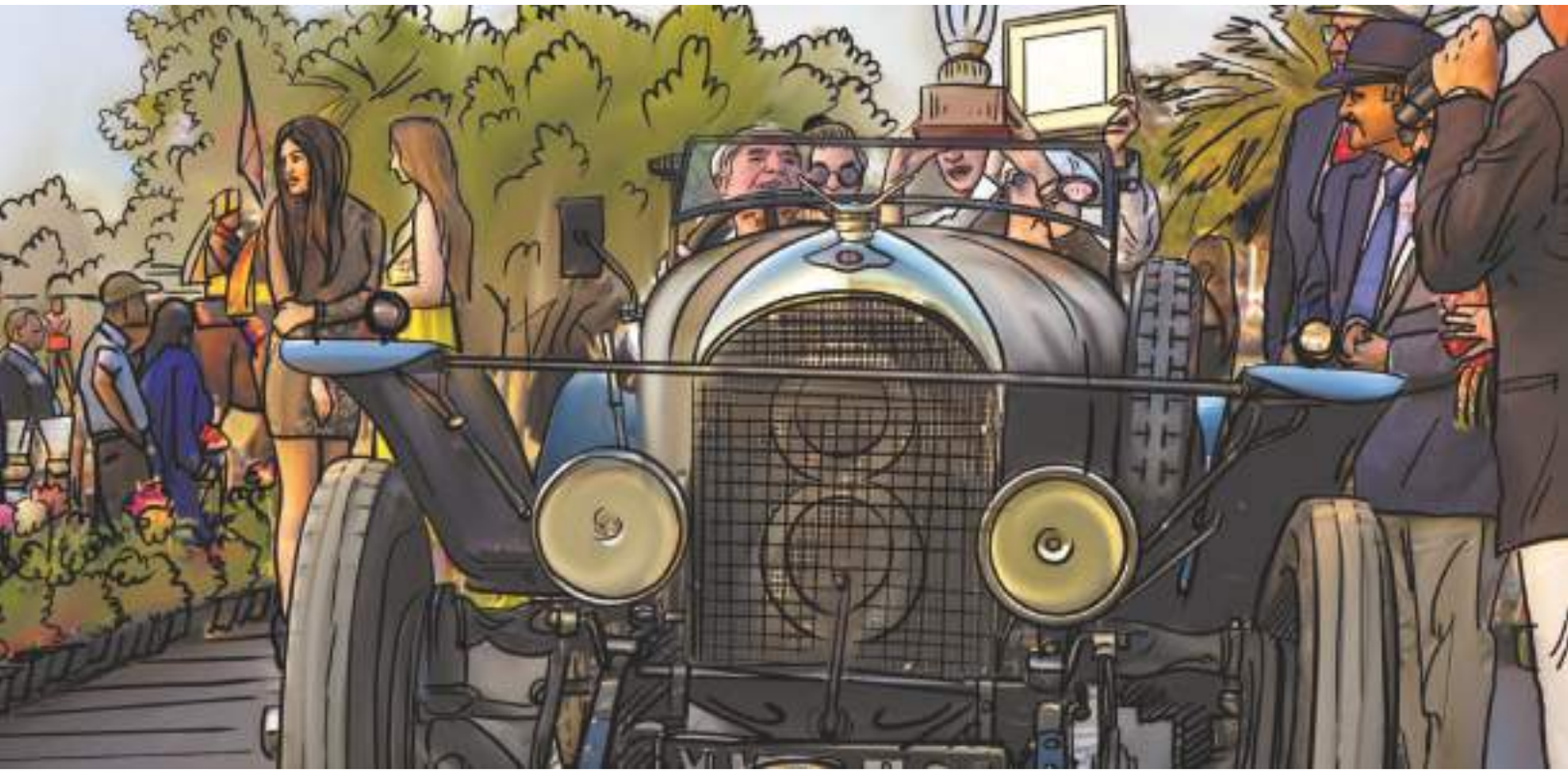
WORLD-CLASS EXPERIENCE

February 15, 2020

We look forward to welcoming you to the 9th Annual the 21 Gun Salute Concours d'Elegance: the second day of the Concours d'Elegance, will be executed on the handsome Karma Lakeland, Golf-course , showcasing exclusive, top-notch cars. This spectacular space, brimming with cultural aura, signature Indian hospitality, and time-honored masterpieces will offer a fine celebration of rich Indian culture while **featuring hand-picked motoring beauties that will include:**

- An ostentatious Flag off from the historic India Gate at 08:00 AM.
- One-off models cruise through Lutyens' Delhi.
- Assembly of cars at the Karma Lakelands Golf Course, Gurgaon at 09:30 AM.
- Royal Welcome by a brigade of horses, the military bagpiper band & cultural performances.
- Special Military band performance.
- 125 magnificent handpicked Indian Vintage & Classic Cars.
- 15 international cars from the U.K, U.S.A, Germany, France & Italy.
- Culinary delights of various states of India.
- Judging of cars by 37 International connoisseurs.
- The presence of Maharaja cars and royal families.
- Painting competition for budding artists.

A wonderful showcase of masterpieces you won't want to miss it.



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BMU 3355
BENTLEY

Incredible India

CURIOUS TO KNOW WHAT YOU CAN EXPECT DURING THE LAST DAY OF

THE CONCOURS D'ELEGANCE THIS YEAR?

February 16, 2020

Passionate vintage car owners will compete for recognition for their commitment to preserving automotive authenticity. Bold & vibrant, colorful & creative, social & inspirational; the last day of the Concours will celebrate the spirit of heritage & motoring right from dawn to dusk.

- Display Ground opens up at 09:30 AM
- Concours continues with the display of cars.
- Cultural performances on the Show ground.
- Grand Award Ceremony starts from 12:30 PM onwards.
- Best of show and category awards.
- Lively cultural celebrations, scrumptious food & entertainment.
- Special pavilion for 10 Vintage & Classic beauties from around the globe.
- A celebration of the old age automotive legacy.

With an aim to cultivate future generations of car enthusiasts by providing privileged access to some of the world's most celebrated automobiles and by serving as a channel for informative automotive knowledge and lore; the 21 Gun Salute Concours d'Elegance offers a chance to marvel at the timeless automotive designs whose aesthetics, innovative engineering, character, and attention to detail make them as relevant today as they were when first introduced decades ago.

We hope you enjoy the day!

The 21 Gun Salute Concours follows the International Chief Judges Advisory Group (ICJAG) guidelines. Each participating car will be judged not only not only the design but also technical condition and appearance; these would be assessed by an international panel of judges, comprising of vintage & classic car experts, car aficionados'

MAHARAJA OF TEHRI-GARHWAL PALACE
NATIONAL RAIL MUSEUM
AMBIENCE GREENS GOLF COURSE

Incredible India

Royal Dinners!

13th Feb 2020

WELCOME DINNER

You are invited to the 21 Gun Salute Concours d'Elegance Welcome Party to meet fellow judges and Concours participants on a pleasant February evening in 21 Gun Salute Restaurant - A Fine Dining Experience.

14th Feb 2020

TOAST TO THE SPECIAL EVENING

An evening at the British High Commission in India; dedicated to thank the Royal families, our esteemed international participants' and the honorable jury - for spending their valuable presence at the 21 Gun Salute Concours d'Elegance.

15th Feb 2020

WINE & DINE

On Saturday evening you will be transported to the National Rail Museum for a majestic Dinner. This glamorous black-tie occasion is definitely one of the highlights of the Concours experience.

16th Feb 2020

CELEBRATORY DINNER

We invite you to an evening of toasts, good cheer, and ambrosial Delights At Karma Lakelands, Golf Course, Gurugram

We can't wait to raise a toast to another successful edition of the 21 Gun Salute Concours d'Elegance.

Atithi DEVO BHAVA

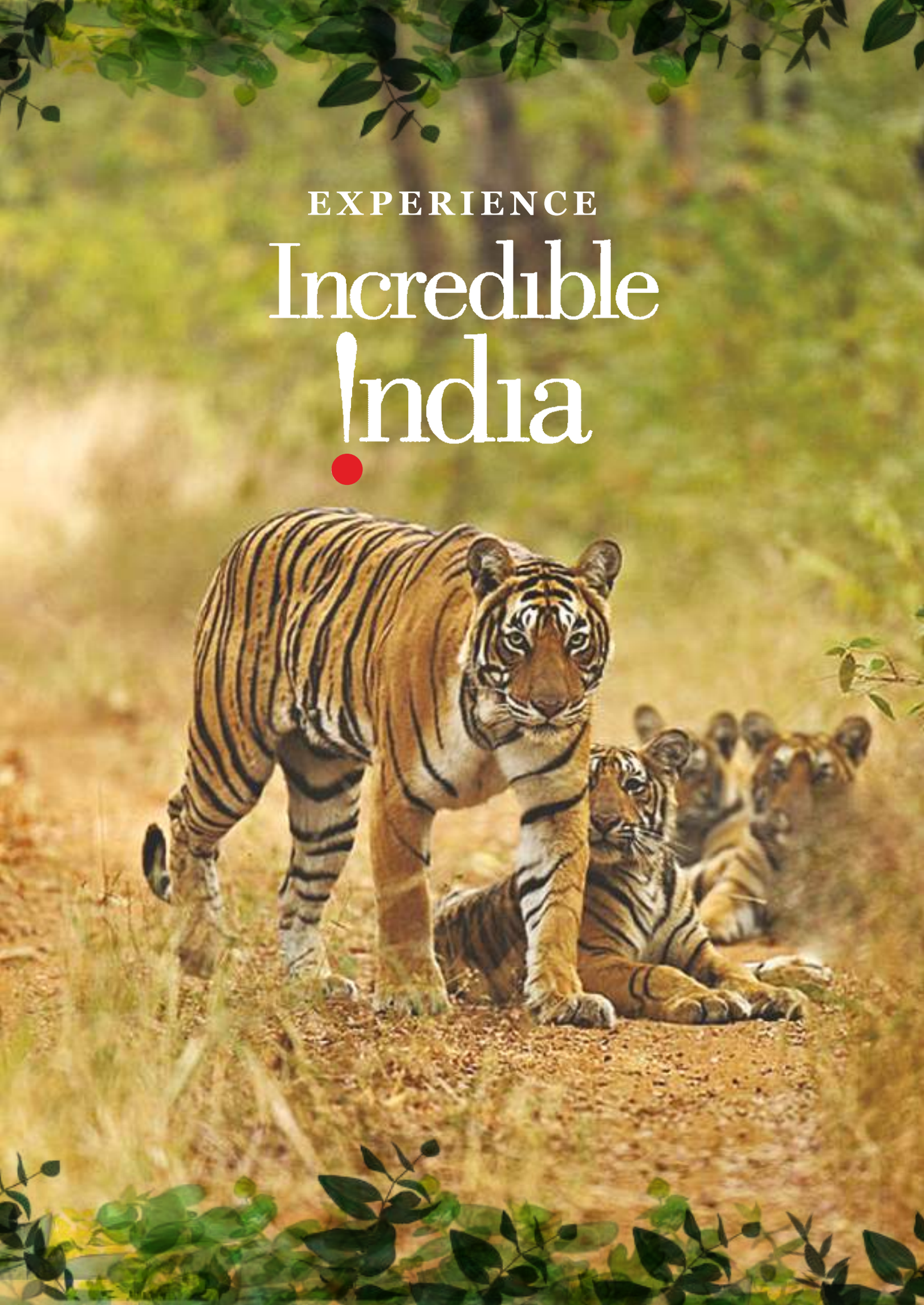
Guest is God!

The 21 Gun Salute Heritage & Cultural Trust stands for traditional Indian hospitality - Atithi Devo Bhava (Guest Is God) - in every sense of the word.

Besides the three-day event, the 21 Gun Salute Concours d'Elegance event aims at, promoting India, we are also responsible for reserving other important dates in your calendar. Our international guests, participants, and the jury will be traveling to the heritage sites of Agra & Jaipur to enjoy:

- The celebrated heritage monuments.
- The splendid Indian hospitality and
- The exhilarating celebration of the festival of colors - Holi with royally decked up elephants showering fragrant– color water on our guests.

A splendid stay, a place full of royal forts & palaces, cultural notes, days buzzing with activities, great culinary delights, much-treasured Indian art, music, and literature is sure to make this cultural journey, much more vibrant and enticing.


EXPERIENCE
Incredible
India

EMBARK ON A JOURNEY INTO THE JUNGLE...

where magic and mystery truly come alive.

Climb aboard an open safari vehicle for a game drive in Pench National Park in Seoni and Chhindwara districts of Madhya Pradesh in India.

This park is home to animals from tigers to deer. Spend the entire morning in search of the wonderful flora and fauna. Spot the legendary "Royal Bengal Tiger" and other magnificent creatures in the wilderness. Benefit from the help of a qualified guide and enjoy brunch at one of the many picnic spots. Then continue your quest to see more incredible wildlife in this magically well-forested area of the present Pench Tiger Reserve that is also the setting of Rudyard Kipling's - The Jungle Book.

Smell the dust and the sun-warmed grass, listen to the sounds of nature and enjoy the thrilling art of exploring & discovering things in the wild!

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Incredible India

Celebrating

Automotive Excellence!

An international jury panel of restorers, historians, appraisers, enthusiasts, and collectors will perform the arduous task of selecting the best of the finest cars present on the show field.

The 21 Gun Salute Concours d'Elegance has set the bar high. This time, we will award the following categories...

AWARD Classes

- Concours d'Elegance • Edwardian Class
- Concours d'Elegance • Pre-War American
- Concours d'Elegance • Post-War American
- Concours d'Elegance • Pre-War European
- Concours d'Elegance • Post-War European
- Concours d'Elegance • Pre-War Rolls Royce
- Concours d'Elegance • Limousine
- Concours d'Elegance • Bentley
- Concours d'Elegance • Preservation Cars
- Concours d'Elegance • Jaguar & Daimler
- Concours d'Elegance • Pininfarina Cars
- Concours d'Elegance • Indian Heritage Class
- Concours d'Elegance • Pebble Beach Class
- Concours d'Elegance • Exhibition Class
- Concours d'Elegance • MG

Best of Show

SPECIAL CLASSES: TRIBUTE TO THE MAHARAJAS

- Maharaja of Mysore Trophy
- Maharana of Udaipur Trophy
- Maharaja of Jodhpur Trophy
- Maharaja of Karauli Trophy
- Maharaja of Jaipur Trophy
- Maharaja of Bharatpur Trophy
- Maharaja of Tehri Garhwal Trophy
- Maharaja of Kishangarh Trophy
- Maharaja of Bhavnagar Trophy
- Raja of Tirwa Trophy
- Maharaja of Rajpipla Trophy
- Maharaja of Wankaner Trophy
- Thakur Sahib of Rajkot Trophy
- Thakur Sahib of Wadhawan Trophy
- Maharaja of Sirohi Trophy
- Nawab of Rampur Trophy
- Nawab of Balasinor Trophy
- Maharaja of Idar Trophy
- Maharaja of Bastar Trophy
- Maharaja of Alwar Trophy
- Maharaol of Mansa Trophy
- Maharaja of Nabha Trophy
- Maharaja of Santrampur Trophy
- Darbar Shri of Jasdan Trophy

As Good as it gets.

Artistic elements at The 21 Gun Salute Concours d'Elegance are very diverse and that blended with motoring works as a catalyst for facilitating the development of heritage motoring tourism in India.

- Shri Suman Billa (IAS)
Joint Secretary, Ministry of Tourism, Government of India

The 21 Gun Salute Concours d'Elegance is an internationally recognized vintage & classic car show that highlights some of the most spectacular automobiles of all time.

- Mr. Patrick Rollet, Belgium
FIVA President

A weekend of social interactions, cultural celebration and heritage motoring at its best. New Delhi offers one of the most beautiful settings for a Concours in the country.

- Ms. Quirina Louwman

21 Gun Salute Concours d'Elegance offers a forum for passionate vintage car owners to showcase their prized vehicles and to compete for respect and recognition for their commitment to preserving automotive authenticity.

- Christian H. Kramer, Chief Judge – 21 Gun Salute International Vintage Car Rally & Concours Show

21 Gun Salute Concours d'Elegance is a unique event in the country that offers a **twin celebration of India's heritage and motoring;** this niche event is one of its kind that is going to go a long way to establish India as a heritage motoring tourism destination.

- Nigel Matthews

As a life-long car enthusiast, I was particularly inspired by the hugely impressive collection of historic motor cars that arrived from around the globe at the 21 Gun Salute Concours d'Elegance.

- Mr. Peter

Congratulations on another outstanding Concours. The vintage and veteran cars taking part in the 21 Gun Salute Concours d'Elegance are polished to perfection, awaiting careful scrutiny by the expert judges.

- Professor Gordon Murray

The organisation was flawless, the location was absolutely amazing and the quality of the cars, the best possible.

- Dr. Peter M. Larsen, Auto Star, Denmark

I especially enjoyed meeting the car owners and hearing about their car's story.

- Mr James Wood

I had a thoroughly enjoyable time and loved being able to simply talk cars for three days. The ambience of the surroundings, the dinner locations and cultural celebration at the 21 Gun Salute Concours d'Elegance is something that will long live in my memory.

- Mr. Gaines-Cooper, UK

A Vintage Rendezvous!

The love for vintage is like no other love. And the 21 Gun Salute Concours d'Elegance is always an affair to remember...

THE TIMES OF INDIA

THE TIMES OF INDIA

Date- February 19, 2018

hindustantimes

SHOWCASING HERITAGE

Auto gems from yesteryear hit city ...ds, leave visitors mesmerised

the pioneer

Edition - New Delhi

Day - Tuesday

Date - February 20, 2018

TOUR DE VINTAGE

1922 Bentley 3 Liter, petrol-based collection Robin & Peter Briggs presented this sporting beauty, which stole the prize for being the best in the Bentley Classic class. At one point, Ettore Bugatti called it "the fastest lorry in the world," a tribute car par excellence. His chain machine won the 24 Hours of Le Mans in 1924

1938 Rolls Royce Phantom III, termed as the best car in the show, this pre-war classic was brought by Asia Pacificmania and Bahrain Market

1932 Hamilton Hamilcastle Vulcanette, formerly a possession of Vijay Mallya, this 1932 Hamilcastle is owned by Abbas Jiaabhoyla of Mumbai. It is declared as "the world's first mass-produced itemized car"

1928 Fiat 503 Convertible, consist to mid Dual-type, this Italian masterpiece won the trophy for best restoration in the pre-war Italian class. The 503 was the first Fiat vehicle to have brakes on all four wheels and is a crucial model for the company

The classics took Delhi's streets

THE ASIAN AGE

Edition - New Delhi

Day - Sunday

DECCAN HERALD

Edition - New Delhi

Day - Sunday

...line during the 8th edition of 21 Gun ...car Rally at India Gate in New

DNA

Edition - New Delhi

Day - Sunday

Date - February 18, 2018

The various vintage cars seen at the rally on Sunday — PICTURES (ABOVE) AGENCIES AND (BELOW) MANJEET SABHARWAL

Vintage beauties strut Delhi roads

DNA Correspondent

Rolls-Royce Silver Ghost, two rare models of Cadillac, a 1925 Ford and a 1940 Packard 180 Line, thrilled visitors.

Speaking about the eighth edition of the 21 Gun Salute International Vintage Car Rally, Sharma highlighted the significance of such events in showcasing the rich heritage of India. And said that they "add colour to the vibrant cultural tapestry". "The current generation will also get an opportunity to see the art of preservation that these car lovers are pursue," Sharma said, who also ... in the ... 1918 Harley ...

with rare models of Mercedes, Jaguar, Alfa Romeo, Buick and Pontiac. Also known as south Delhi's Lady Estate, Chengappa Allapa, at the Sunday Rally here, who on seeing the crowd, said, "It is a matter of pride for us to see Indian cars in this rally. Fiat, Peerless and Hugo have been a part of automobile history of India."

METALLIC LOVE

- More than 125 vintage cars were part of the international vintage car rally
- Metallic wonders became the spectacle of heritage enthusiasts & photographers

THE SUNDAY STANDARD

Edition - New Delhi

Day - Sunday

Date - February 18, 2018

SMOOTH RIDE

...ister of State for Commerce & Industry (Independent Charge) Mukesh Sharma ... the 21 Gun Salute International Vintage Car Rally

21 Gun Salute Heritage & Cultural Trust

1202, Nirmal Tower, 26, Barakhamba Road, Connaught Place, New Delhi - 110 001

Phone : +91-96505 00253, +91-70427 96191

Email : enquiry@21gunsaluterally.com • **www.21gunsaluterally.com**