

PEBBLE BEACH ROAD RACES

A CELEBRATION OF THE
GOLDEN AGE OF
SPORTS CAR RACING

MUSEUM DISPLAY PROPOSAL



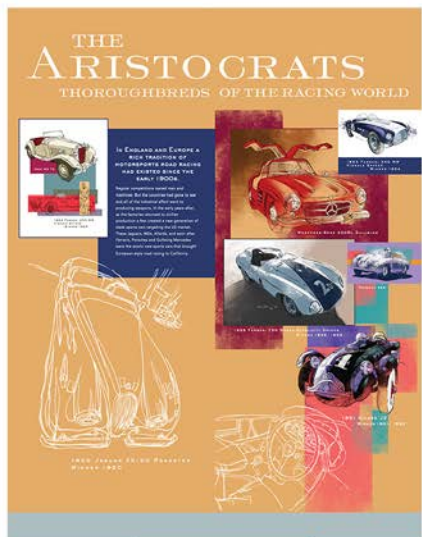
THE AUTOMOTIVE COMMUNITY HONORED THE
70TH ANNIVERSARY OF THE FIRST RUNNING OF
THE PEBBLE BEACH ROAD RACES
DURING MONTEREY CAR WEEK
AUGUST 12-15, 2021.

The winning cars of that legendary era were brought together
for the first time in history and showcased at the
Pebble Beach Concours d'Elegance and the
Rolex Monterey Motorsports Reunion at
WeatherTech Raceway Laguna Seca.



WWW.MACHINEMADNESS.BIZ

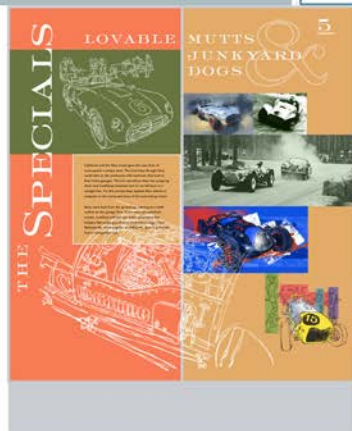
For the 70th Anniversary celebration of the Pebble Beach Road Races, GentryDesign, the Del Monte Trophy Race Group, and Total Expo designed and produced the display showcasing the winning cars from the original competitions.



THE PROPOSAL

We are advancing a proposal to utilize the Pebble Beach display panels as the core of a traveling museum exhibit honoring the sports cars and drivers of the postwar era and Pebble Beach's place in memorializing their legacy.

This submission will give you a brief overview of our plans and strategies. We believe we have created a concept, both entertaining and informative, that will generate interest and excitement within the automotive community.



PEBBLE BEACH ROAD RACES

CELEBRATION 70



1950 JAGUAR XK120 ROADSTER

PHIL HILL DROVE HIS OWN JAGUAR XK120 TO VICTORY
IN THE VERY FIRST PEBBLE BEACH ROAD RACE



THE PRODUCTION

The production is envisioned as a commemoration of the sports car racing scene during the late 1940s and 1950s and the role of Pebble Beach as a pivotal player.

Our plan is to identify a number of high profile automotive museums and design a modular exhibit format that can be configured to fit readily into any existing display space.

We will utilize the existing panels from the Pebble Beach Road Races 70th Celebration display as the core. We will supplement them with photos from the Julian P. Graham/ Pebble Beach Company Lagorio Archives and Gentry artwork of the cars from the era.

We enhance the space with: Supergraphic panels and other memorabilia - posters, program covers, signage, etc.

We address the lighting and multimedia resources to create a dramatic experience.

We design the production on a 3D CAD program so all parties involved can see the progress of the design as it develops. That digital information will be used in the planning and production of the exhibit.

Each participating museum would add five or so Pebble Beach Road Race cars from its collection or other sources.

The exhibit would go on tour for the next one to two years, spending three months at each site.

Our production team will manage the organizing, transport and maintenance and provide the supporting documentation.

The museums will cover costs of inbound transport and set up / take down as is standard procedure.



THE PEBBLE BEACH ROLE

The Pebble Beach organization works with all of the significant automotive museums in the country. It will be the lead sponsor and offer the exhibit to the chosen museums.



This dovetails with the launch of your 70 YEARS OF PEBBLE BEACH Book and what could be a continuing celebration of the enormous impact that the Pebble Beach Concours d'Elegance and the Road Races have had on motoring history over the past seven decades.

The events surrounding Pebble Beach have an unrivaled profile. However, less well known is its involvement in the history of the origins of motorsports racing. This exhibit provides an opportunity to tell that story.





THE AUTOMOTIVE MUSEUMS

- This exhibit would be very attractive for any significant automotive museum.
- We would give them a ready-to-roll turnkey production which requires no commitment on their part for design or planning.
- It provides them an opportunity to attract visitors and promote their brand.



SPONSORS

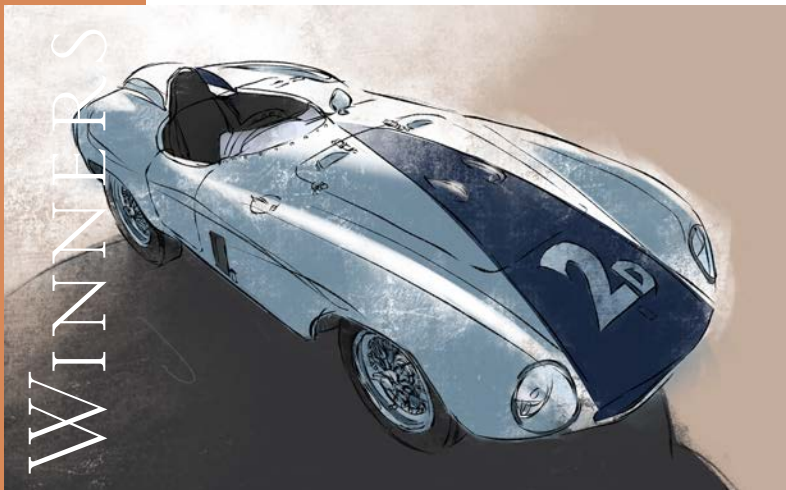
A high profile entity in the automotive industry such as Hagerty could sponsor the program (promotion, structure, shipping crates, and insurance costs).

A budget and presentation package will be generated to present to potential sponsors and to line up museum collaboration.

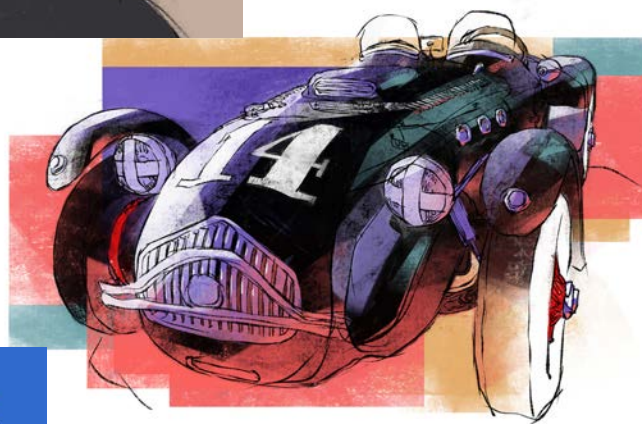
The sponsor or sponsors would have its name allied with this colorful and dynamic display staged in some of the most prestigious automotive museums in the country.

It would give the sponsor opportunities to organize events around the exhibit, to invite guests and associates to openings and parties, hosted at the museums.

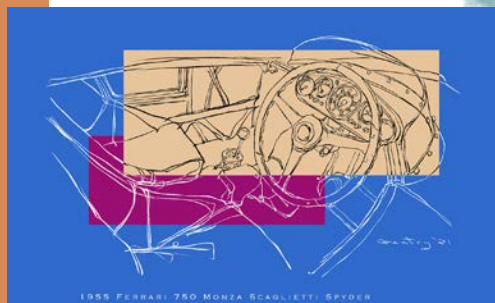
WINNERS



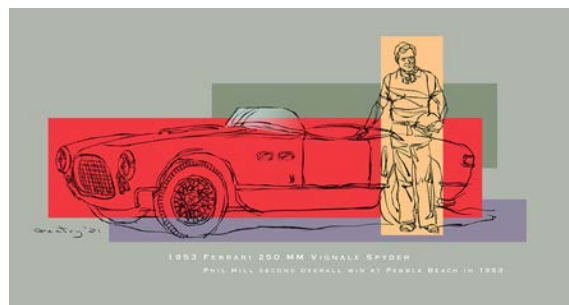
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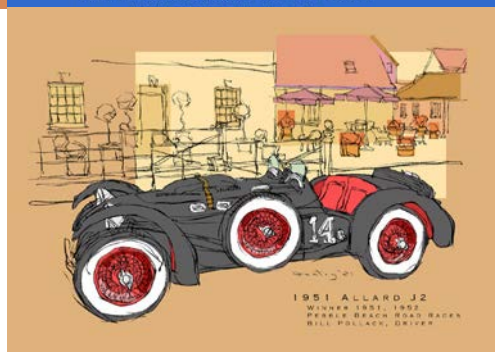
1951 ALLARD J2
WINNER 1951, 1952 PEBBLE BEACH ROAD RACES
BILL POLLACK, DRIVER



1955 FERRARI 750 MONZA SCAGLIETTI SPYDER



1953 FERRARI 250 MM VIGNALE SPYDER
PHIL HILL SECOND OVERALL WIN AT PEBBLE BEACH IN 1953



1951 ALLARD J2
WINNER 1951, 1952
PEBBLE BEACH ROAD RACES
BILL POLLACK, DRIVER



1953 FERRARI 340 MM VIGNALE SPYDER
WINNER 1954 PEBBLE BEACH ROAD RACES
STERLING EDWARDS, DRIVER

HISTORIC CONTEXT

The postwar period of the late 1940s and 1950s was a dynamic era in the history of motorsports. European automotive manufacturers, eager to recover their civilian production created a generation of light, powerful sports cars designed for the U.S. market. American drivers eagerly bought the cars and began to organize races in the old world style. The first events were casual affairs run on airfields and in parks with whatever resources the drivers had available.

It was an infectious period of enthusiasm and innovation. Many advances were made in mechanical technology, drivers' skill level, and track design. The modern era owes a debt to those drivers and engineer-builders.



A TIMELY OPPORTUNITY

There is great interest in motorsports events of all types. They create a huge buzz. Races draw enormous crowds. Fans are knowledgeable of the high profile manufacturers and personalities. However few are aware of the significance of the pivotal period and of the automotive contributions of the 1950s.

So many of the advancements in the sport were made then. So much can be traced to those years. Iconic drivers we know today cut their teeth on these races. Builders and innovators learned how to build better and faster from their experience. The modern motor industry owes much to this era.

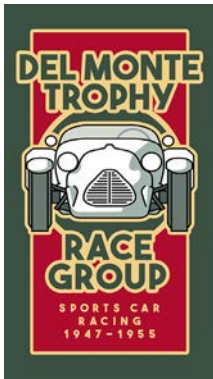
The raw energy of those early days will never be equaled. As an artist and designer the forms and colors are absolutely compelling. The stories are captivating. Competitors drove to the track with the same cars they raced. Builders created cars from the ground up in their home garages and took on the big boys. The contemporary scene has taken the sport to the limit with its sophisticated engineering, computer tuning, and high stakes investment but that generation stands alone in its spirit of adventurous daring.

This exhibit will be a showcase of a dramatic place in time. It is a fresh take on an overlooked chapter, with so many tangents connected to racing today. The history and personalities are outstanding on their own. We believe they form the foundation of a compelling and entertaining exhibit.

We look forward to your involvement in a great show.

Rob Manson
David Gentry





THE DEL MONTE TROPHY RACE GROUP IS DEDICATED TO ADVANCING THE LEGACY OF THE EARLY DAYS OF SPORTS CAR RACING.



DMTRG's cars actively race at Historic Race Events in the class: "1947-1955 Sports Racing and GT." Many of them competed in the original Pebble Beach Road Races from 1950-1956.



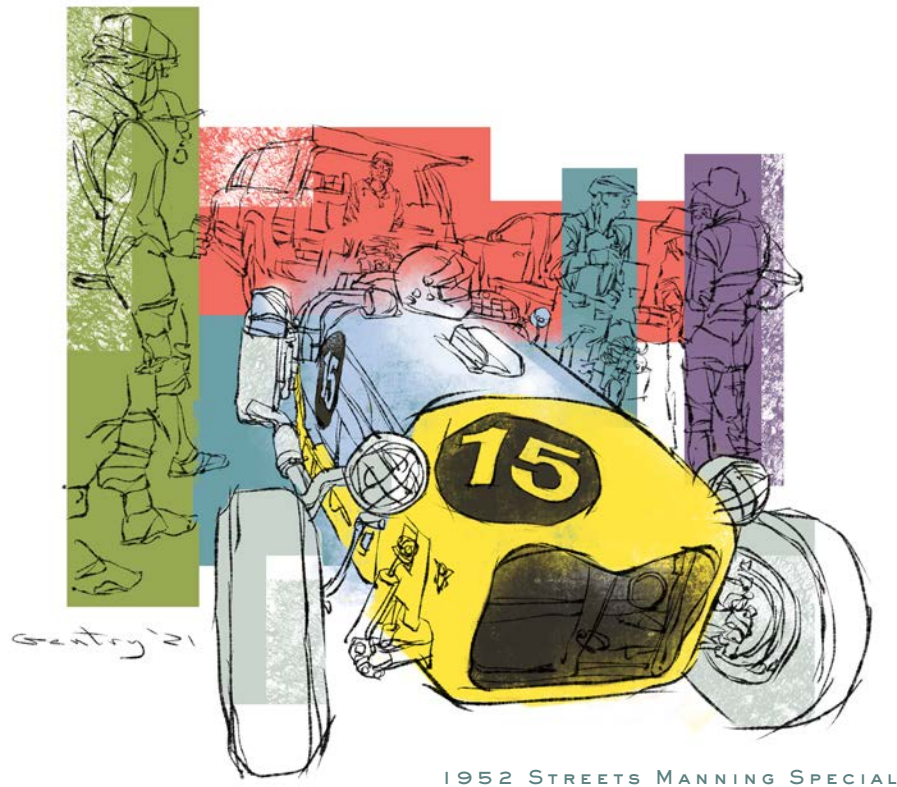
The group can be followed at - www.DMTRG.com
or Facebook at
<https://www.facebook.com/MontereySportsCarRoadRacers>

GentryDesign collaborated with DMTRG in the illustration and design of the featured information supergraphics.

David Gentry attends motorsports events drawing energy from the cars, personalities, noise, and fumes on location that inspire his portraits and projects showcasing the vintage racing scene.



www.machinemadness.biz



1952 STREETS MANNING SPECIAL

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