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**SEE 50 OF THE WORLD’S RAREST AND MOST EXCITING CARS DRIVE
THROUGH THE ICONIC STREETS OF BEVERLY HILLS AT THE FATHER'S DAY
TOUR D'ELEGANCE**

Celebrity drivers, car enthusiasts and families will return to Beverly Hills this Father’s Day for the **free** Beverly Hills Tour d’Elegance.

Beverly Hills, Calif. (May 20, 2021) – The organizers of the Rodeo Drive Concours d’Elegance, an event that has been a Father’s Day tradition in Southern California for over 25 years, have announced a special reimagined event taking place on Sunday, June 20, 2021. The Beverly Hills Tour d’Elegance will provide families with a fun and free way to celebrate Father’s Day while safely distancing from the crowds of the annual Concours event. The Beverly Hills Tour d’Elegance has selected 50 of the most prestigious, rare and eye-catching vehicles to take part in a rolling display through the City of Beverly Hills, allowing attendees the thrill of witnessing these unique vehicles in motion on public roads. The traditional Rodeo Drive Concours d’Elegance will return in 2022.

“We are excited to return to Beverly Hills this Father’s Day with a lineup of some of the greatest cars ever produced,” said event founder Bruce Meyer. “More importantly, we are thrilled to begin the return to normal with a fun, free, family-friendly event which will support our local first responders. They have supported all of us through the last year and now we have an opportunity to give back.”

Set to begin Father’s Day morning, the Tour will be led by O’Gara Coach, the Beverly Hills dealer for McLaren, Aston Martin, Bentley, Bugatti, Koenigsegg, Lamborghini, Maserati, Alfa Romeo, Rolls-Royce and Genesis. O’Gara will be bringing out the latest and most exciting models from its showroom for a rolling demonstration of cars rarely seen on public roads.

Spectators will have a rare opportunity to view everything from European classics to American muscle cars, pre-war cars, race cars and the latest luxury and exotic offerings from marques such as Ferrari, McLaren and Rolls-Royce all while touring the streets of Beverly Hills. Surprise celebrity drivers will also join the tour for a special treat in vehicles like Beverly Hills Fire Department’s own 1928 Ahrens Fox fire engine. Spectators are welcome to view the tour anywhere along its route, which will be published in the coming weeks and will include some of the city’s most iconic landmarks, including Rodeo Drive itself.

Beverly Hills Mayor Robert Wunderlich, who will be behind the wheel of one of the extraordinary automobiles, said, “It’s been a long year since we could celebrate events in Beverly Hills. On this Father’s

Day, we join 50 wonderful classic cars on the road back towards normalcy, while raising funds for our first responders, such a great first step. I can't wait to see the residents and visitors enjoying the Tour d'Elegance on June 20th."

The public will have excellent views of the tour between 10 a.m. and 11 a.m. as it travels westbound on Burton Way between San Vicente Boulevard and Rexford Drive, southbound on Beverly Drive between Lomitas Avenue and Wilshire Boulevard, and on Canon Drive between South Santa Monica and Dayton Way. Visitors are encouraged to view the tour from public sidewalks or from the outdoor seating of local restaurants and to remain appropriately distanced while watching. A map of the route will be published soon with further details.

This year's event benefits both the Beverly Hills Police Officers Association and the Beverly Hills Firefighters' Association, non-profit charities which provide assistance to first responders injured in the line of duty, maintain scholarship funds for their children and provide other support. The Tour d'Elegance would not be possible without the support of O'Gara Coach, as well as Hagerty, Auto Vault Storage, GEARYS Beverly Hills, Two Rodeo Drive, Rodeo Drive Associates and the Beverly Hills Historical Society.

More information about the 2021 Beverly Hills Tour d'Elegance can be found at rodeodrive-bh.com/rodeo-drive-recommends/.

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