

Attachment G



WeatherTech Raceway Laguna Seca
August 17-20, 2022

2022 Report Update

Bringing Le Mans to Monterey

The legendary and most famous sports car race in the world—the 24 Hours of Le Mans—was secured by management and announced in August 2021 to be honored at the 2022 Rolex Monterey Motorsports Reunion that will kick-off the French classic's year-long centenary celebration. This prodigious honor in the celebration is being granted to only several of the world's top classic car events, including the Pebble Beach Concours d'Elegance, Goodwood Revival (England) and Le Mans Classic (France).

The distinguishing hallmarks of the Rolex Monterey Motorsports Reunion are:

- Authenticity and historical significance of accepted cars is beyond reproach
- Unlike all other vintage races, awards are not given to winners; since its inception in 1974 it is about sharing the car safely and not about winning a prize
- Expert and well-respected individuals comprise the Advisory Council for overall vision and car selection
- Recreations and continuation cars are not accepted

“It's an honour and a privilege to celebrate the 24 Hours of Le Mans at such an iconic venue as WeatherTech Raceway Laguna Seca. This event will be the green light to a year of festivities that will reach a climax at the centenary of the 24 Hours of Le Mans in June 2023. The aura of the 24 Hours of Le Mans will be felt at every race track throughout the world.”

- Pierre Fillon, president of the Automobile Club de l'Ouest

Monterey Motorsports Reunion Advisory Council

A world-renowned gathering requires an equally renowned team of experts to curate the best cars in the world to participate. Formed in March 2021 to provide guidance on near- and long-term activities, the council works with A&D management to enhance and elevate the event.

Bruce Canepa, co-chair

President Canepa Motorsports/participant

Scott George

Chief Curator Miles Collier Collection

Chris MacAllister

President MacAllister Machinery/participant

Bill Warner

Founder Amelia Island Concours/participant

Murray Smith, co-chair

Vintage racer, collector and Rolex consultant

Patrick Long

Porsche Factory race car driver

Andy Prill

Owner Prill Porsche Classics/participant



Comment received after announcing groups January 3:

Great News! I think you are very much on the right track to restore the Reunion to being one of the world's premiere historic motorsport events. Thanks for moving in this direction.

~ Tom Price – Dealership principal; collector; Ferrari 250 GTO owner



Experienced Management Team

Experience counts when producing a major race and lifestyle event that attracts more than 60,000 people and 500-plus historic race cars to Laguna Seca Recreation Area. A&D Narigi Consulting management team is well-respected in the community, historic racing and professional motorsports worlds. Our roles are:

John Narigi

Overall management of organization and event to ensure a world-class experience is delivered

Roberta Cristi

Manages all operations and works with entrants, sponsors, and caterers on activations for a smooth and safe experience

Steve Fields

Responsible for all sales, sponsorships and vendor activities in the Marketplace

Gayle Davies

Manages ticket sales and retail store to deliver exceptional service and high-quality product

David Hinton (Historic SportsCar Racing)

President of HSR that serves as the sanctioning body overseeing registration, car tech and on-track race activities to ensure safety and keeping to schedule

Ellen Bireley

Serves as Curator for the Le Mans Legends Heritage Display and Laguna Seca's 65th Anniversary Museum

Barry Toepke

Oversees all aspects of the event and works with HSR, Advisory Council and entrants, as well as primary media contact

Jeanie Sumners

Responsible for all marketing, advertising, promotions and working with local partners

Kimberly Marlar

Maintains strict oversight of accounting and financial matters according to budget

Rick Garcia

Oversees the facilities team to ensure safe track conditions before and during the event, as well as the maintenance of the entire park

Lee Ames

President of Laguna Seca Volunteer Association, he works with directors and service organizations in addition to A&D's full-time Volunteer Coordinator to ensure all areas promote welcoming hospitality and safety



2021 – Establishing Brand Equity Baseline

- 2021 ticket sales outperformed 2018 and 2019, despite the lingering pandemic affects and reduced advance sales time, resulting in a positive financial return
- Rolex executives remarked the organization and event was noticeably improved over 2019 and were pleased with the results
- Change in sanctioning bodies was widely welcomed (after initial skepticism) with an infusion of thoroughness and hospitableness
- Recognized as a finalist for the International Historic Motoring Awards’ Motorsport Event of the Year
- Livestream and broadcast coverage delivered the event and Monterey region into new international audiences
- Participant survey demonstrated the changes implemented were well received. “Good energy and well organized.” “Everyone was more friendly.” “I appreciated a new enthusiastic welcoming and appreciation for the entrants as customers.”
- Ford Motor Company executives recognized the positive change and participated by underwriting the Ford in Trans-Am celebration, hosting journalists and Grand Marshals Parnelli Jones and George Follmer
- Major collectors and captains of industry returned to participate



New for 2022 – Building on Success

- Year-long promotions buildup through August to enhance ticket sales initiatives
- Full endorsement and support from the Automobile Club de l'Ouest, owner of the 24 Hours of Le Mans
- Le Mans-style garages and increased automaker activations (Aston Martin, Bentley, Porsche, Corvette, Ford, Toyota and Audi are among the interested companies)
- Entries are open and 400 cars will be accepted into 12 race groups. Approximately 100 more for non-race exhibitions.
- Paddock Reimagining:
 - *Café Le Mans* – A French café serving baguettes, salads and wine in a relaxed atmosphere
 - *Showcase Stage* – Guest interviews, autograph sessions and fan engagements
 - *Automobilia* – Authentic posters and collectibles for purchase
 - *Hagerty Motorsports Celebration* – A collection of motorsport history in a club-like setting
 - *Drivers Club* – Exclusive lunch and gathering destination for event participants and VIPs
- Le Mans Legends Heritage Display – The largest collection of Le Mans winners and notable cars that are no longer raced
- Laguna Seca History Museum – Curated to showcase the 65th anniversary of Laguna Seca
- Family Activities area – Games and entertaining activities for families
- New schedule to run Wednesday-Saturday; with community focused activities on Sunday
- Revitalized partnership with Pebble Beach Concours d'Elegance and Quail Motorsport Gathering

News Coverage of 2022



The 2022 Rolex Monterey Motorsports Reunion will feature cars from the 24 Hours of Le Mans

This summer, France will invade California. Rolex Monterey Motorsports Reunion recently announced that the run groups for its annual vintage racing blowout at WeatherTech Raceway Laguna Seca will showcase vehicles that were previously campaigned in the 24 Hours of Le Mans. **The premier vintage motorsports gathering this side of the Atlantic, and a fixture of Monterey Car Week since 1974**, will have four classes of Le Mans racers, dividing nearly a century's worth of cars that have participated in the iconic endurance race at Circuit de la Sarthe. Vehicles will trade the Mulsanne Straight for Laguna's Corkscrew, participating in four days of wheel-to-wheel racing, open to spectators.

Much like the Pebble Beach Concours across town, you must make the show before you can be the show—one of the reasons why the race on the Central Coast has become such a bucket list event. **Only a few other events worldwide can go toe-to-toe with the Reunion in terms of car quality and count.** Mix in the iconic several-story-high corkscrew dappled in California sun, and excuses to not attend suddenly seem thin. The vintage racing kicks off August 17, 2022, and ends Saturday August 20.



Le Mans centenary celebration for Rolex Monterey Motorsports Reunion

WeatherTech Raceway Laguna Seca will dedicate its August 17-20 Rolex Monterey Motorsports Reunion vintage racing event to the 24 Hours of Le Mans on its 100th anniversary.

“These featured groups will span the full century of Le Mans, from 1923 sports cars through 2005 prototypes,” the track announced. “The Le Mans grids will be dedicated to authentic, period-correct cars that have participated in the 24 Hours of Le Mans or were eligible to compete in period. There are 170 different makes eligible, ranging from Abarth and Alfa Romeo to Talbot and Triumph, in addition to Aston Martin, Audi, Bentley, BMW, Corvette, Ferrari, Ford, Jaguar, Mercedes-Benz, Porsche and Toyota.

“To fully celebrate the rich history of Le Mans, the Rolex Reunion will curate the largest exhibition of winning or historically significant Le Mans cars ever assembled for display and exhibition laps. These cars are currently in private collections or museums and no longer driven in competition, yet they represent the best of the legendary 24 Hours of Le Mans. Featured in a massive structure, the story of Le Mans will emerge through video, period images and storyboards to entertain and educate visitors.”

2021 Worldwide Media Coverage

Despite ongoing travel restrictions, 300 journalists attended representing a wide spectrum of general consumer and automotive interests who covered the highlights of the weekend. With sponsor-hosted media programs returning in 2022, an intensified national and international coverage is anticipated, along with a new approach to engage with selected top-tier journalists. There was 35 hours of livestreaming internationally with a 32,865,000 live reach (\$7.5 million commercial value) and two broadcasts on Motor Trend television.

Forbes

Magneto



FOX

WIRED

MOTORTREND



Robb Report

ROAD&TRACK



Los Angeles Times



CBS

Family Fun for All – Appealing to a New Non-Race Fan Demographic



Taking the Show to the Community is an Essential Tenet of Management





An Enjoyable Event with Broad Economic Impact and Benefits





*A Motorsport Museum Revving to Life that is
More than a Race...it is an Experience*

