

CLASSIC DRIVER

"The Andalusian Experience" - traditional Spanish charm combined with nostalgic classic cars

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In 1998 Classic Drivers Club was founded by the brothers Paul and Tino Huet. This company offered members the possibility to drive a selection of classic cars. During the year 2000 this activity was expanded with Classic Rally Events, which offers events to the corporate world. Trips are organized for participants who drive the classic cars themselves. These events normally took place in the Spring, Summer and Autumn.



The car collection from which a client can choose has now grown to 32 cars of which 15 cars can be used for company incentives. Because the winter period is not attractive for driving a convertible classic car the brothers Huet were looking for an alternative for this period of the year.

Bas Zwartendijk emigrated to the South of Spain in 1999 with the idea of starting an event agency. The climate, the possibilities, combined with the traditional Spanish atmosphere of Jerez de la Frontera, where an excellent mix to offer something different to the North European market. During the process of preparing this business venture he encountered a unique plot of land in the old centre of town with 2 old bodegas and in the middle of all the attractions of the city.

The initial business venture took an unexpected turn and the idea was born to build a 5 star hotel. Although totally new in the hotel business 3 years ago he started with the planning.

The hotel has been created around the client. Everything was done in-house, the architecture, the interior design, designs of the furniture, purchasing of all the necessary inventory, etc. After 18 months of building and renovating the hotel opened its doors in November 2002.

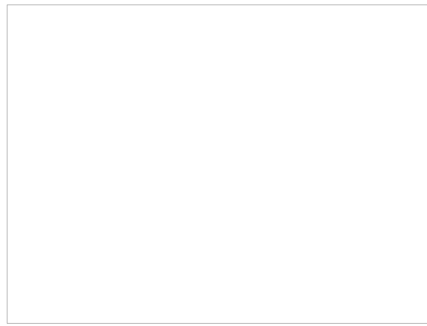
Two years ago both entrepreneurs ran into each other yet another plan was created: combine the classic cars and the hotel to offer something unique to the corporate incentive market. You can now have your strategy meeting in the morning and in the afternoon you drive a route in an Austin Healey to the golf course where your Callaway golf pack is waiting for you. Or your company organizes an incentive trip where the classic cars can be combined with a number of activities in the area, ranging from driving on the Formula 1 track of Jerez to bullfighting a small baby bull in the arena. All of this is of course also possible for a group of friends or family.



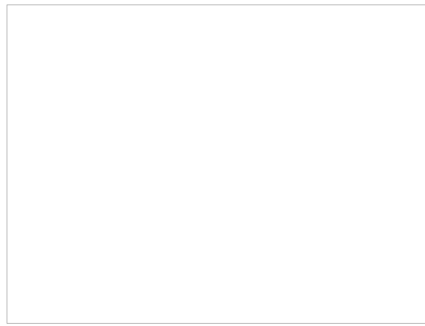
Traditional Spanish Charm

Grand Hotel Palmera Plaza is a 5 star Hotel in the old centre of Jerez de la Frontera (70km South of Sevilla). The hotel has been built next to 2 old bodegas and has kept the typical Andalusian style. The oldest bodega of the year 1840, has been totally renovated to its original state and is used as a 1.200 m2 exposition space. It has been fitted with the latest technologies to offer companies a unique space for product presentations, seminars, strategy meetings and shows. It can accommodate 350 people for banqueting.

The hotel has 52 ample rooms and because it is built in a 10.000m2 garden it guarantees privacy and tranquility, although being in the city centre. Next to the hotel you will find the main attractions of Jerez like the Bodega's Sandeman, the Real Escuela Andaluza de Arte Ecuestre (the Royal Riding school), the Museo de Relojes where you will find one of the largest clock collections of Europe and the Museo de Caruajes (the horse carriage museum), all symbols of Spain and to be found on our doorstep.



1957 Austin Healey 100/6



1961 Porsche 356 B Cabriolet

Nostalgic Classic Cars

In Andalusia you yourself will be behind the wheel of a famous classic car of the 50's and 60's. Of course all the cars are cabriolets. In the Southern part of Spain the sun also shines in the winter and temperatures are pleasant. Every day the teams receive a roadbook with which they navigate to and from specific sites. A good coordination between driver and co-driver is essential for a good result. The right combination between competitive driving, adventure and the pleasure of driving a classic car through beautiful landscapes are guaranteed.

The cars from which you can choose:

- 1) 1958 *Alfa Romeo Giulietta Spider*
- 2) 1969 *Alfa Romeo Duetto*
- 3) 1957 *Austin Healey 100/6*
- 4) 1969 *Mercedes 280 SL Pagoda*
- 5) 1969 *MG MGB*
- 6) 1961 *Porsche 356 B Cabriolet*
- 7) 1965 *Triumph TR4*
- 8) 1975 *Triumph TR6*

Jerez de la Frontera

Jerez de la Frontera is located 10km North of Cádiz and 70km South of Sevilla and it is the capital of the sherry wines, with famous bodegas such as Sandeman, Gonzalez Byass, Domecq and Williams & Humbert. This traditional Spanish town, with its old city walls, is also known for the Real Escuela Andaluza del Arte Ecuestre (the Royal Riding School), to be compared with the Horse Show of Vienna, where the special Cartusian Horses dance on music. Jerez also is the origin of the famous Spanish dance the Flamenco. Also worth mentioning is the Museo de Relojes where you will find one of Europe's largest clock collections or the horse carriage museum where you can still see a Roman gladiator carriage. Next to these highlights Jerez and its surroundings have a lot to offer culturally and historically.

Program details

I. ANDALUSIAN EXPERIENCE

For the "Andalusian Experience" we have made theme days. Every day you will learn some of the cultural and historic highlights of this region.

"Dia del Fino" - Day of the Sherry

Today you will discover the Sherry triangle which is the wine growing region in the southwest corner of Andalusia between the towns of Jerez de la Frontera, Sanlucar de Barrameda, and Puerto de Santa Maria. Along your trip through this region, you will stop at various bodegas and experience the art of sherry-wine making. Lunch will be served at one of the enchanting and fascinating viñas owned by one of the sherry families.

A three dimensional trip through the history of Jerez and dinner in the bodega of the hotel will conclude your day.

"Dia del Toro" Day of the bull

The rich tradition of the corrida de toros, or bull fights has existed for over 300 years. Despite criticism, it still attracts many visitors. Experience being a matador in one of the oldest arena's face to face with your classic.

You will meet real bulls at the Toro Farm but, on the safe side of the fence. The different dynasties of matadors and forms of bullfighting will be explained in de Museo Taurino - where you will also exclusively dine.

“Dia de los pueblos blancos” Day of the white villages

Inland against cliff faces you will find the Pueblos Blancos (the white villages). Many of them were founded by Berber tribes who settled the area during the eight century of Moorish presence. Because of the constant threat of attack they chose sites that were high and easy to defend.

The isolated sites can be reached by small mountain roads that guarantee fun driving and incredible views.

To reach Ronda, you will cross the Puento Nuevo, an 18th century bridge which passes a 100 meter deep gorge.

You will also get to know the favorite bullring of Hemmingway.

“Dia del Caballo” Day of the horse

The name Cartujano takes its origin from the church or monastery (La Cartuja) of Jerez de la Frontera, where a special breed was created crossing the pure Spanish breed with the Arabian one. The white horses of the Vienna School originally came from Jerez de la Frontera and you will be able to meet them at the Yeguada de la Cartuja, the institution where this special breed is being preserved.

You will be impressed by their beauty and strength and marvel at their performance at the Real Escuela del Arte Ecuestre.

“Noche del Flamenco” the night of Flamenco

One night we will combine dinner with an introduction to Flamenco. All kinds of emotions will be shown from total joy to intense sadness. It is a combination between poetry, music and rythme. Shout Olé if you want to encourage one of the dancers.

II. CLASSIC CARS & GOLF

A combination between classic cars and golf is also possible. We have prepared the road-books which will guide you to the golf course. After lunch you will drive a different route back to the hotel.

You do not have to take your own golf equipment with you, you'll be able to play with top equipment from **Callaway** or **Taylor Made!** We'll adapt the equipment to your needs and your personal golf-bag will be waiting for you at the golf course.

You can choose between:

Group B - Taylor Made I, Superstee, Woods, R 580

Group A - Callaway, Steelhead, Big Bertha

Group AA - Callaway, Hawk Eye, Tungsten Titanium, ERC, C4, VFT

The golf courses

You can choose between 9 courses in the area:

Montecastillo 18 holes - par 72

Campano 9 holes - par 72

Costa Ballena 18 holes - par 72

Vista Hermosa 9 holes - par 72

Novo Sancti Petri 27 holes - par 72

Montemedio 18 holes - par 71

Valderrama 18 holes - par 71

Almenara 18 holes - par 72

San Roque 18 holes - par 72

Other programs can be tailor-made for you, it is also possible for us to organise your flights.

For further information please contact Tino Huet or Bas Zwartendijk at:
Tel - +34 956 031 500
Email - info@palmeraplaza.com

You can visit the hotel under our website www.palmeraplaza.com

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