

CLASSIC DRIVER

The Debrett's Classic Car Rally 2007



Early-evening passers-by were surprised to see a multi-million-pound pre-War Auto Union parked in one of London's smartest streets. The occasion? The launch of this year's Debrett's City Championships.

The inaugural Debrett's Classic Car Rally made a bit of stir last spring. The event was covered in the city pages of the Daily Telegraph, the business section of the Times, and even reached the BBC 6 O'Clock News.

Certainly the cars taking part (from Bentley Speed Six to Aston Martin V8 Vantage) were notable, but the real reason it hit the city headlines is that the Rally was only open to those listed in Debrett's *People of Today*. And they turned out in force. It is, then, with some justification that the event organisers call it "the UK's most prestigious classic car rally".





Over 600 *People of Today* attended last night's party to launch this year's The Debrett's Championships at Christie's in St James's, the rally being just one event alongside golf, skiing, polo and shooting.

The guests were stunned by the [Auto Union V12 Type D Grand Prix car](#) sitting outside Christie's King Street salerooms, the highlight of a top quality [sale to be held at this year's Paris Rétromobile](#) on February 16 - 17.

The Debrett's Peerage & Baronetage was first published in 1769. Debrett's is recognised as a cornerstone of British society, and the brand is being re-invigorated via a new focus on distinction, as much as bloodline. The Debrett's directory *People of Today* is meritocratic, listing annually the UK's 25,000 High Achievers.

"Debrett's has always been a social brand. By appealing to people's passions - sport, art, debate - we are offering Debrett's people a chance to mix and to enjoy each others' company," said Simon Jacot de Boinod, CEO of Debrett's Championships.





The 2007 Debrett's Classic Car Rally will be a run from London to Paris via Reims from Friday 4th to Monday 7th May (Bank Holiday Weekend). An event of high style, the rally will start from Leadenhall Market on Friday morning, stop overnight in Reims on Friday and Saturday as guests of Ruinart, and close with a run down the Champs-Elysees on the Sunday and a Celebration Dinner in Paris.

It looks set, once again, to make its mark in the City.

Further information can be found on all Debrett's City Championships at www.citychampionships.com and www.debrettschampionships.com.

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Photos: The Debrett's Championships

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