

CLASSIC DRIVER

Salon Privé 2010: Cocktail Party and Supercars



There are fewer than 100 tickets remaining for Supercar Day (Wednesday 21 July) and Concours d'Elegance Day (Friday 23 July) at this year's Salon Privé.

The annual event at the **Hurlingham Club** is enjoying its most successful year ever in terms of advance tickets sales, exhibitor and hospitality bookings, with two of the three days now close to selling out. Says co-founder, **David Bagley**, "The response this year has been amazing, especially in returning visitors and exhibitors. We've been determined to grow **Salon Privé** every year but without losing the fundamental exclusivity and sense of occasion that makes it so popular."

The latest new cars, from specialist sportscars to the finest luxury marques, will be showcased next to a seven-category concours d'elegance, featuring some of "the world's rarest classic cars". Major brands, such as **Audi** and **Lexus**, are displaying cars at **Salon Privé** for the first time, joining longstanding supporters such as **Rolls-Royce**, **Bentley**, **Maserati** and **Aston Martin**.





Jaguar, meanwhile, is returning to celebrate its 75th anniversary, with a concours d'élegance category in its honour. **Geoff Cousins**, MD of Jaguar UK, explains: "With a quintessentially British feel, **Salon Privé** is the ideal place to celebrate 75 years of **Jaguar's** heritage and showcase our latest models. With a new line-up of cars including the **XK** sports car, the award-winning **XF** and all-new **XJ** luxury saloon, as well as some stunning classic Jaguars, guests can look forward to a great event."



Alongside the cars are special visitor displays, including **Bentley** craftsmanship and **Rolls-Royce Bespoke** design, while young designer **Lionel Virdee** will be showing a unique range of hand-made coffee tables and side tables made from supercar wheels.

Luxury brands, **Boodles** jewellery, **Audemars Piguet** watches and **Pommery** champagne are also on hand, while each ticket includes full hospitality comprising lunch, afternoon tea and a complimentary bar.

See www.salonprivelondon.com or call + 44 (0) 808 100 2205.

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