

CLASSIC DRIVER

Credit Suisse: fostering an international network of classic car fans

Promotional feature



Pebble Beach, Goodwood, Monaco - these are not just places on the map for classic car enthusiasts. Historic cars' roaring engines, chrome glinting in the sunlight, the smell of gasoline in the air - this is what draws thousands of visitors, passionate classic car drivers and Credit Suisse customers.

Many Credit Suisse clients and co-workers share a common, fascinating passion: they are enthralled with the history of automotive technology from its earliest origins to the present day, and are themselves classic car owners. It was, therefore, only natural for Credit Suisse to create its own Classic Car Program - a forum that not only gives customers an opportunity to drive, but also to network and meet motorsport pioneers such as Alain de Cadenet.

The result is a growing community based on the fascination for classic cars but also on personal friendships that have long since gone beyond mere 'car talk'

Says Alain de Cadenet: "With its Classic Car Program, Credit Suisse offers classic car fans a unique opportunity for sharing their passion with other enthusiasts in the classic scene and experiencing some unforgettable moments with them."

Partnering with the most famous classic car events worldwide

As part of its Classic Car Program, Credit Suisse supports three of the most famous international classic events, including the Concours d'Elegance in Pebble Beach (21 August, 2011).

Every year on the third Sunday in August, the most famous event of its type in the world attracts more than 200 valuable collector cars to the grounds of the Pebble Beach Golf Course on the Monterey Peninsula. The invitation alone is a definite feather in the cap and a prize can seriously enhance a vehicle's value. Credit Suisse's guests can enjoy the Concours, and are also invited on the exclusive tour to Carmel along the famous Highway 1.

Yet another unmissable diary date for a classic car enthusiast is the Goodwood Revival weekend (16 - 18 September, 2011), which Credit Suisse has co-sponsored since 2009. This annual classic of the vintage car scene attracts over 100,000 motorsport and classic car enthusiasts - for the most part dressed in period costumes - to the Goodwood Motor Circuit in the South of England to marvel at the heroes of the golden age of motorsport from the period 1948 to 1966 and to become a part of this extraordinary spectacle.

In addition to an exclusive hospitality lounge looking right onto the racing circuit, Credit Suisse will offer its guests guided tours through the paddock. Guests can look forward to being accompanied by famous drivers who will not just acquaint them with their vehicles, but will also entertain them with gripping episodes from their careers.

In addition, Credit Suisse will be marking the Goodwood Revival with the 'Motoring Bugle', which visitors will find distributed in numerous locations throughout the event.



The Grand Prix de Monaco Historique, held every two years on the world-famous Formula 1 racing circuit, is yet another highlight in which Credit Suisse plays an important role: the Credit Suisse Drivers' Club has rapidly established itself as the place to be for drivers, old-timer aficionados and guests.

The Credit Suisse Classic Car Program

Owning a classic car and experiencing the fascination of automotive history is something special. But experiencing it up close and personal within an international network of classic car fans alongside the pioneers and idols of historic motorsport is a genuine highlight for any classic fan.

The Credit Suisse Classic Car Program creates a forum for this, and the ever-expanding network of classic car enthusiasts throughout the world is testimony to a quite extraordinary fan club.

Since 2004, the Classic Car Program has been the author of its own success. In just a few short years, Credit Suisse has transformed customers and co-workers who share a fascinating passion into genuine fans. Its very own rallies, sponsorship of outstanding classic events, and its own collection of historic vehicles underline Credit Suisse's commitment to the classic car scene.

Classic car collection of its own

Credit Suisse's deep involvement with the international classic car scene is documented by its own vintage car collection. Three Porsche 356s and an Austin-Healey Sprite Mk 1 feature regularly in the Classic Car Program and are driven by Credit Suisse customers and employees at beautiful rallies. Further information on the Credit Suisse Classic Car Program can be found at:

www.credit-suisse.com/classiccars

Exclusive classic car rallies

In addition to sponsoring international classic events at Goodwood, Monaco and Pebble Beach, Credit Suisse organises two of its own classic car rallies every year, inviting some 30 international teams to special locations in each case.



Whether tricky mountain trials in the Swiss Alps, sun-soaked coastal roads on the French Riviera or narrow village lanes in the Italian provinces – there is something to cater to every taste. For example, in May 2011, the spring rally 'Chiantigiana Classica' was staged in the stunning environs of Florence. The sun was shining on all three rally days and a most prestigious collection of classic cars was to be seen in Tuscany. The classic car owners enjoyed a great time, both on the road and at gorgeous venues. They witnessed many unforgettable moments and funny stories, making it easy for them to foster their personal network.

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