

CLASSIC DRIVER

Once again 'by Invitation Only': Credit Suisse at Pebble Beach 2012

Lead

Whether it was on a misty morning for the Pebble Beach Tour d'Elegance, at Quail Lodge, the Rolex Motorsports Reunion or on the famous 18th fairway at Pebble Beach, one thing was certain: Credit Suisse was at the heart of the action.

Since 2004, when the Credit Suisse classic car programme started, the Swiss bank has supported events worldwide, forming a network of contacts across the globe, all involved at the highest level and quite rightly described as 'friends'.

After the glitz and glamour of the Monaco Historics, focus turned west, to the Monterey Peninsula and the world-famous Pebble Beach Concours d'Elegance and other events held during 'car week'.



As always, the bank was not only an official supporter of many of them, it was also able to offer its clients unrivalled access to normally 'closed' areas and events. Such as the chance to join Thursday's 'Pebble Beach Tour d'Elegance presented by Rolex' in one of the fleet of Mercedes shadowing the evocative convoy of concours cars that made its way along 17-Mile Drive to Big Sur, then returned to Pebble via an elegant lunch in Carmel-by-the-Sea.

With English former racing driver and well-known commentator Alain de Cadenet on hand to give informative tours and insider knowledge, guests enjoyed a day of nostalgia as, one by one, the often unique cars of the Tour made their way in soft Californian sunshine.



The next day, activities switched to the famous 'The Quail: A Motorsports Gathering' in Carmel Valley. On Saturday, it was trackside hospitality at the Mazda Raceway Laguna Seca for the Rolex Motorsports Reunion. This year's racing was highlighted by an all-Cobra race, something Credit Suisse guests could enjoy from the bank's well-situated suite overlooking the track.

And for those not *quite* so sure about the differences between a Carrera Abarth and a Carrera RS, de Cadenet - now joined for organised tours by Le Mans-winner and ex-F1 driver Jochen Mass - was on hand to explain, with insights on classic racing cars from men who have driven the very best of them.



Finally, of course, it was to Pebble Beach for Sunday's concours, the most famous in the world. With behind-the-ropes access, Credit Suisse guests were able to experience the excitement around six o'clock when, after hours of careful deliberation, the highly coveted 'Best of Show' award is presented.

After four days of almost non-stop action, it was time to unwind. For those in the Credit Suisse classic car

programme, though, thoughts were already on the next event: the Goodwood Revival on 14 – 16 September where, once again, the bank will play a central part in bringing ‘friends’ together to celebrate that ‘passion for the enduring and a sense of tradition’, two values that connect Credit Suisse to the classic car scene.



Unless otherwise specified, the term ‘Credit Suisse’ is the global marketing brand name for the investment banking, asset management and private banking services offered by Credit Suisse Group subsidiaries and affiliates worldwide. This document is not intended as an offer or solicitation of an offer to sell or to buy or subscribe for securities or other financial instruments or products.

□

Text: [Classic Driver on behalf of Credit Suisse](#)
Photos: Classic Driver / Newspress / Courtesy of Moss Media

Gallery

Source URL: <https://www.classicdriver.com/en/article/once-again-%E2%80%98invitation-only%E2%80%99-credit-suisse-pebble-beach-2012>
© Classic Driver. All rights reserved.