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M1 CONCOURSE ROLLS OUT REVVED UP 2024 EVENT SCHEDULE – BEGINNING WITH NORTH AMERICAN CAR, TRUCK AND UTILITY VEHICLE OF THE YEAR AWARDS

- *Prestigious awards celebrating excellence in automotive innovation, design, performance and more to be announced January 4, 2024, at M1 Concourse*
- *Dates set for four M1 Concourse signature events: American Speed Festival, Woodward Dream Show, Cars Under the Stars, and Cars & Coffee*

PONTIAC, Mich. (Jan. 3, 2024) – The eyes of automakers and car lovers worldwide will be on M1 Concourse in Pontiac January 4, 2024, for the “Oscars of the Auto Industry,” the North American Car, Truck and Utility Vehicle of the Year (NACTOY) Awards. The prestigious awards celebrating excellence in automotive innovation, design, safety, performance, technology, driver satisfaction and value will kick off the new 2024 season at M1, continuing with heart pumping and awe-inspiring moments during four signature events from April to October.

“We are proud to once again showcase some of the best and most unique cars in the world at M1, right here in the Motor City area,” said M1 Concourse CEO Tim McGrane. “Highlights this year include a celebration of America’s most iconic muscle car, the Pontiac GTO; our Cars & Coffee monthly events, named among the top 5 car shows in the nation; and a host of other events from fireworks to a garage reveal, driving tour, and speed and style show. There’s truly something for everyone at M1.”

It all begins January 4, 2024. Nine finalists are competing across three categories for the North American Car, Truck and Utility Vehicle of the Year. The vehicles were chosen from a preliminary list of 52 eligible vehicles, narrowed to the 25 Best of 2024 at the Detroit Auto Show in September, and test-driven and evaluated in October by 50 respected automotive journalists.

“Electric vehicles again make up more than half of our finalists,” said NACTOY President Jeff Gilbert. “That shows how important they are to carmakers and how many more choices car buyers now have. But there is a lot of variety in this group, including a big work truck, a hybrid and a family sedan.”

NOTE: Members of the media are invited to attend the much-anticipated announcement on January 4, beginning at 10 a.m. The 9 finalist vehicles will be on display for viewing/photography/video footage and the winners will be announced between 11 a.m. and 12 p.m.

M1 CONCOURSE 'SIGNATURE EVENTS' RETURN AND GROW IN 2024

M1 Concourse blends style and speed, offering a high-octane automotive event and entertainment venue at its 87-acre property including a 28,000-square-foot event center complex along Woodward Avenue, the first paved road in the nation. The following signature events are planned for 2024.

Cars & Coffee – April to October 2024

Cars & Coffee, named among the top 5 national car shows in the nation, returns to M1 beginning April 6 featuring Ford, Lincoln, and Mercury. Michigan's largest gathering of cars takes place on the first Saturday of each month at M1. This popular event runs through October 12, sponsored by Golling Chrysler Dodge Jeep RAM.

Cars Under the Stars – June 30, 2024

Presented by Coca-Cola, Cars Under the Stars features a fireworks spectacular people can enjoy from the comfort of their car. This event is great for families and people of all ages.

Woodward Dream Show and Woodward Dream Parade – August 16-17, 2024

Set for August 16, the Woodward Dream Show is a significant hot rod, custom, cruiser, and muscle car show presented by Comerica Bank. Watch for a special celebration of the iconic Pontiac GTO this year, right in Pontiac.

On August 17, the Woodward Dream Parade brings 200 cars together for a parade on M1/Woodward Ave., throughout downtown Pontiac and back to M1 Concourse on Saturday of the Woodward Dream Cruise. Then fans can enjoy preferred parking, food, restrooms, and many other luxuries while they watch cruisers along Woodward.

American Speed Festival – October 3-6, 2024

For those with a need for speed, this fast and furious event combines renowned auto performance brands and historic stock cars with modern-day supercars.

Also in store at M1 Concourse this year:

- **MAY 19: The Distinguished Gentleman's Ride**, a charity event focused on classically designed motorcycles.
- **JULY 9: Collector Car Appreciation Day**, raising awareness about the vital role automotive restoration and collection plays in American society.
- **JULY 14: M1 Cycling Classic**, a multi-lap race on our 1.5-mile closed track.
- **AUGUST 9: Sick Powerfest** for those who love the smell of burning rubber and the chance to compete.
- **OCTOBER 4: Garage Reveal**, a behind the scenes look at an exclusive M1 garage.

- **OCTOBER 5: Checkered Flag Ball** produced by M1's philanthropic arm. Proceeds from the event go to M1 Mobility which provides transportation solutions so residents can access community resources in Pontiac.

To access photos and videos from 2023 shows and events, visit our [DropBox Folder](#).

For more on the 2024 event schedule and ticket information, visit: m1concourse.com.

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About M1 Concourse

Located in Pontiac, Michigan along historic M1 (Woodward Avenue) and less than 35 miles from Detroit's Metropolitan International Airport, M1 Concourse is Michigan's premiere automotive and events destination. The 87-acre property features a 28,000-square-foot, state-of-the-art event complex, a 1.5 mile closed track, 255 private garages, and a full schedule of exhilarating signature events. M1 celebrates all things automotive – past, present, and future – in Metro Detroit, where a passion for cars is in overdrive. Learn more at m1concourse.com.