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M1 CONCOURSE ROLLS OUT REVVED UP 2024 EVENT SCHEDULE

Dates set for three M1 Concourse signature events: Woodward Dream Show, American Speed Festival, and Cars & Coffee

PONTIAC, Mich. (February 1, 2024) – M1 Concourse, Michigan's premiere automotive and events destination along Woodward Avenue in Pontiac, is pleased to announce the new season including three signature events – Woodward Dream Show, American Speed Festival and Cars & Coffee. The 2024 schedule will be filled with memorable moments from April to October, featuring everything from race cars to iconic muscle cars, burning rubber, squealing tires and so much more.

"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."

The following signature events are planned for 2024.

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.

- **OCTOBER 3: Drive and Dine**, a car parade and guided tour of a large private car collection followed by "Motor Grille" back at M1 Concourse including a wine tasting, great food, spirits, and conversation.
- **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.

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 the first Saturday of each month at M1. This popular event runs through October 12, sponsored by Golling Chrysler Dodge Jeep RAM. You must register for a free ticket to attend.

Also in store at M1 Concourse this year:

- **MAY 19: The Distinguished Gentleman's Ride**, a charity event focused on classically designed motorcycles.
- **JUNE 30:** Presented by Coca-Cola, **Cars Under the Stars** features a fireworks spectacular people can enjoy from the comfort of their cars. This is great for families and people of all ages.
- **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.

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), 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 exciting signature events. M1 celebrates all things automotive – past, present, and future – in the Motor City area where a passion for cars is in overdrive. Learn more at m1concourse.com.