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**1964, THE BIRTH OF THE AMERICAN MUSCLE CAR – THE PONTIAC GTO –
TAKES CENTER STAGE AT THE 2024 WOODWARD DREAM SHOW**

- *M1 Concourse to bring together 64 GTOs to celebrate 1964, THE BIRTH OF THE American Muscle car, during a one-of-a-kind event presented by Comerica Bank on August 16, 2024*
- *Woodward Dream Show continues on August 17 with the 1964 Exhibit, a replica of the 1964 Auto Show where iconic cars will be on display*
- *Also on August 17 will be the Woodward Dream Parade, a 200+ car parade coinciding with the Woodward Dream Cruise*

PONTIAC, Mich. (February 1, 2024) – The unmistakable rumble of the V-8 engine, fire-spitting double exhausts, and the ability to go from 0-60 miles-per-hour in under six seconds – that’s the stuff legends are made of. The Pontiac GTO had all of that and more. It is credited as the first American muscle car that led to a generation built on high-performance and speed.

On August 16, 2024, the Pontiac GTO, nicknamed the “Goat,” will take over the Woodward Dream Show at M1 Concourse for an unforgettable 1964 birthday celebration for car enthusiasts and the public alike.

“We’re going to have 64 Pontiac GTOs from across the country come together on the plaza at our event center,” said M1 Concourse CEO Tim McGrane. “It will be among the largest gatherings of GTOs in the United States and a must-see for the start of the Woodward Dream Cruise weekend.”

In addition to the GTO birthday celebration, there will be more than 500+ hot rods, custom cars, cruisers, and muscle cars to see at the Woodward Dream Show, plus access to rare and unique cars, People’s Choice voting with an awards ceremony, amenities including parking, great food and drinks, live music, entertainment, and more. Additionally, 1960s attire is welcomed and will be rewarded.

On Saturday, August 17, 2024, the Woodward Dream Show continues with the 1964 Exhibit on the plaza, a curated selection of cars from that year’s auto show, as well as the Woodward Dream Parade, an opportunity that will give car-lovers a rare chance to join a historic

procession along one of the most renowned avenues in the automotive world in a magnificent display of automotive community and culture. The exclusive 200-car parade will travel down Woodward Avenue coinciding with the Woodward Dream Cruise.

“We invite everyone to join us for this unique opportunity to take part in a historic event that honors the region’s automotive legacy,” McGrane said. “It’s a day of cars, community, and culture and it all starts at M1.”

Woodward Dream Show Details

WHEN: Friday and Saturday, August 16-17, 2024

WHERE: M1 Concourse, Pontiac

TICKETS: woodwarddreamshow.com

For more information, please visit woodwarddreamshow.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 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.