



FOR IMMEDIATE RELEASE

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M1 CARS & COFFEE RETURNS STARTING APRIL 6, 2024

- *More than 1,000 collector cars visit M1 Concourse monthly on Saturdays between April and October for Cars & Coffee, one of the nation's top people's choice car shows*
- *New this year – participants must register for each show, a simple process that takes less than one minute to complete*

PONTIAC, Mich. (February 29, 2024) – M1 Concourse, Michigan's premiere automotive and events destination along Woodward Avenue in Pontiac, is pleased to announce the return of M1 Cars & Coffee. Selected by the editors of USA Today as one of the Top 5 people's choice car shows in the nation, the gathering regularly draws more than 1,000 special interest cars and their owners to M1 monthly from April to October from 8 a.m. to 11 a.m. The popular event is sponsored by Golling Chrysler, Dodge, Jeep, Ram.

"We are excited for the return of Cars & Coffee, a monthly tradition at M1 and the largest event of its kind in Michigan," said M1 Concourse CEO Tim McGrane. "Each month has a different theme, beginning this year with Ford, Lincoln, and Mercury. We invite all collector car owners and enthusiasts to join us for this family-friendly event, held at no cost to participants."

New this year, attendees must register their vehicles at each event for an improved parking process and enhanced event experience. Registration is simple and takes less than one minute to complete. To register, participants should go to m1concourse.com/cars-and-coffee, click on the date they want to attend, and hit the button that says "register now" for a complimentary ticket.

Rootless Coffee Co. a small-batch coffee roaster based in Flint, provides complimentary coffee for all attendees as well as specialty coffees for purchase.

Each gathering has a dedicated theme with privileged parking for cars dependent on that theme. M1 Concourse Car Club members get parking perks for every M1 Cars & Coffee event, independent of the theme. Gatherings include:

- April 6 – Ford, Lincoln, and Mercury
- May 4 – Japanese Domestic Manufacturing (JDM) & Asian Brands
- June 8 – GM Brands
- July 6 – Antique, Vintage and Classics
- August 3 – Customs, Hot Rods, Pro-Touring
- September 7 – Supercars and European

- October 12 – MOPAR Brands

To ensure a level of safety and respect, M1 Concourse asks participating car owners to be mindful of driving with care when arriving and departing.

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.