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M1 CONCOURSE CAR CLUB ACCEPTING NEW MEMBERS FOR 2024

- *The exclusive club provides track time and additional opportunities previously open only to private garage owners*
- *Other benefits include ticket discounts, merchandise, special invitations, priority event registration, premium parking, and more*

PONTIAC, Mich. (March 11, 2024) – M1 Concourse, Michigan's premiere automotive and events destination, is pleased to announce the M1 Concourse Car Club is accepting new members for 2024. The unique membership program provides access to special perks, discounts and benefits throughout the year including track time on M1's 1.5-mile performance track, ticket discounts to M1 festivals and events, custom merchandise, special invitations, an annual member track day, and more.

"M1 Concourse Car Club is an opportunity for the car community to be part of the larger M1 Concourse family," said Tim McGrane, CEO of M1 Concourse. "We've created a list of benefits that members will receive. This includes 50 percent off tickets to our signature events, Woodward Dream Show, American Speed Festival and Cars Under the Stars, access to preview events, custom merchandise that's just for club members, and more."

The only way to get a car on track is through a M1 Concourse Car Club membership. Currently, members can take advantage of three 2024 track days - April 27, May 25, and August 4 – with a fourth date to be determined. All cars must be track inspected before track time is granted.

Additional benefits include:

- Member's lapel pin, cap, patch, windshield decal, and credential
- Preferred parking perks
- Special invites
- Complimentary copy of M1 Momentum Magazine

The annual cost to join is \$225. For membership information, visit: m1concourse.com/carclub.
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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 exhilarating 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.