



FOR IMMEDIATE RELEASE

CONTACT: Rachel LePoudre, APR

248.404.0722

rlepoudre@identitypr.com

**AWARD-WINNING CARS & COFFEE JUMP STARTS THE SEASON AT M1 CONCOURSE
AND OFFERS THE PUBLIC EXCLUSIVE ACCESS TO THE TRACK**

Ford, Lincoln and Mercury brand vehicles to be featured April 6

PONTIAC, Mich., April 1, 2024 — Engines are revving up at M1 Concourse for its inaugural event of the 2024 season, Cars & Coffee, set for Saturday, April 6 from 8-11 a.m. As the state's largest Cars & Coffee event, this first instance of the series will spotlight Ford, Lincoln and Mercury brand vehicles from past to present. Cars & Coffee is presented by Golling Chrysler Dodge Jeep RAM.

On-site activities offer a food truck, coffee vendor Rootless Coffee, and displays from Yankee Air Museum, Rhino Dyno, Suburban Exotics, Zietech and Ziebart.

“From cool classics to the latest innovations with new technological advancements, we can’t wait for people to show off their pride and their vehicles at the concourse,” said Tim McGrane, CEO at M1. “Cars & Coffee is not only for auto enthusiasts but for casual car fans and first-time car show-goers. This all-ages event provides rare, exclusive access to everyone, and we welcome the community to come enjoy the day at our premier destination.”

General admission is free. Registration is required in advance of the April 6 event — registrants will be provided with a QR code to use as their entrance pass. See details and reserve spots at m1concourse.com/cars-and-coffee.

Select Ford, Lincoln and Mercury vehicles of all model years and vehicles from members of the M1 Concourse Car Club will be showcased in the arena section. All other featured vehicles are welcome and permitted to park trackside.

While hundreds of car shows happen around the country every year, M1’s Cars & Coffee was named Top 5 national people’s choice car shows by USA Today’s 10Best editors. M1



Concourse's dynamic blend of luxury, performance, and community has cemented its place as a distinguished automotive enclave. It pays homage to Michigan's rich automotive history by providing an unparalleled venue where the legacy of motor-driven excitement continues to thrive. M1 is one of the few unique tracks like it in the world, with 11 challenging turns, a 30-foot-wide track, and an elevation change of 30 feet throughout its 1.5-mile span. With its 87 acres conveniently situated right in the Motor City suburbs, and is located off of the iconic Woodward just north of South Boulevard at 1 Motorsports Drive Pontiac, MI 48341. More than 1,000 people visit M1 every month. See the full list calendar of M1 events: <https://m1concourse.com/calendar>.

###

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.