



PRESS RELEASE

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International Concours of Elegance and Rallyes – The place to

Dates: 2 – 5 October 2024

‘The Journey has just begun’... In the first week of October, Mallorca will become the central meeting point for an international community of aficionados, collectors, connoisseurs and car enthusiasts. The new fresh gathering for automotive enthusiasts. This is how we see the ICONS.

A Top-Concours de Elegance with international participants and an international jury of experts - various rallies - including a new ladies-only-rally ‘La Vitesse’ as well as a supersports car and hypercar- drive including a race track in Llucmajor - form a brilliantly comprehensive programme. ICONS Mallorca aims to become an entire ‘Mobility Week’. Those travelling to the island usually stay for more than three or four days anyway.

To start with: Transporting vehicles to Mallorca is not expensive. Several top logistics companies (J.Planitzer, Rawen Logistik, J.Schumacher) offer freight rates to the island that are comparable with closed transports to the UK, Switzerland or Italy. Transports to Mallorca and back are highly frequented - classic cars, sports cars and supercars on the island often still have the home-country registration and therefor occasionally have to return home for servicing or MOTs.

The island is a dream-destination for car enthusiasts: Mallorca measures 98 kilometres from east to west and 78 kilometres from north to south and is a whole world in one country.

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A true place of longing since the fifties and sixties, Mallorca has been considered 'Summer Hollywood' by the jet set - in terms of its diversity and retreat character, it is like the 'California of Europe'... they have all been here, Brigitte Bardot, Gunter Sachs, Alain Delon, Elisabeth Taylor, Anthony Quinn, Errol Flynn, Charles Chaplin, Frank Sinatra, Marilyn Monroe, Sean Connery and many more.

ICONS Mallorca start at the beginning of October (2 October 2024) with the rallies across the island. East coast and west coast offer impressive routes. The week then continues with extensive driving on 3 October on the Circuit Mallorca in Lluçmajor.

Special feature: The Concours d'Elegance vehicles will also be shown here in 'dynamic presentations' in their own exclusive time slot. Magnificent aerodynamic bodies... that aspect always had something to do with driving, speed and elegance. This part of the Concours is even judged as a special 'Premio Movimiento' with its own awards and trophies.

Only 30 vehicles are allowed in the Concours „The Grand“ in ICONS Mallorca.

The jury for the Concours is international: Winston Goodfellow (USA), Lorenzo Ramaciotti (I), Andrea Zagato (I), Antonio Obrador (E), Guillermo Dezcallar (E), Wim Van Roy (B), Rene Staud (D), Prof. Johann Tomforde (D), Henning Thomsen (DK) to name but a few - Nicole Purdy (D), Jürgen Lewandowski (D) and Urs P. Ramseier (CH) will be accompanying this new format on the Honorary Board.

The Concours d'Elegance entitled 'The Grand' will be presented on Friday, 4 October at the renowned Son Vida golf course - right next to the Castillo Hotel Son Vida, the legendary grand hotel of the Hautevolée. Aristotle Onassis, Callas, Grace Kelly, Prince Rainier of Monaco and many others have stayed here. Grandezza pure with the Grand Hotel Terrace overlooking Palma de Mallorca.

The various parts of the ICONS are skilfully interwoven to fill the days in the first week of October - particularly convenient for classic car owners from Germany, for example, because there is bank-holiday on 3 October.

The weather at this time of year: almost ideal with mostly pleasant 23 – 26 degrees Celsius.

The island from mid-September to the end of October: Pleasantly empty, the yacht owners come, the international residents are there, people meet up with friends and enjoy 'quality time'. For golfers: there are 24 golf courses with perfect set-ups in unrivalled settings.

The ICONS rallies are driving-parts that explore the entire island, stopping off at private wineries, exclusive beach houses and historic monuments. The organisers of the ICONS deliberately focus on small, informal starter groups. Getting to know each other and enjoyment is encouraged.

Whether the 1,000 km² Unesco World Heritage of the Tramuntana-Mountains on the west coast or the Llevant region on the east side of the island, picturesque harbours, long beaches, beach houses and beach clubs, superyachts, large classic sailing yachts, the fabulous atmosphere of the old town of Palma or bodegas, old fincas and modern villas and dream houses: the island offers a varied quality.

The rallies in detail:

Ladies Rally – ‘La Vitesse’ – two days on the east and west coast – Tramuntana mountains, tie-knot curve Sa Calobra and award ceremony in the chic harbour of Puerto Portals. A maximum of 20 teams start here.

The classic rally ‘On Tour’ – for teams of any composition with vehicles built between 1925 and 1984. A maximum of 30 teams set off on rally routes with a classic road book but with a tourist appeal. Fast driving is allowed.

Finally, a very important look at the ‘next generation’: a supersports-car and hypercar-drive over two days, finishing at the specially and exclusively rented ‘Circuit Mallorca’ track in Llucmajor with an open-pit lane for a whole Thursday afternoon. No more than 10 exclusive vehicles from the Ferrari F50 to the Lamborghini Diablo to the Porsche Carrera GT are authorised. The headline for this part ‘Extravaganza’.

The ICONS largest display of cars can be found on Saturday, 5 October as part of a ‘Public Day’ on the harbour promenade under palm trees at Port d Andratx. At the Public Day, all the participating vehicles – including the rally cars and the beach cars that are meeting up for a get-together – can be seen in Andratx. Local Clubs and car-owners from the island are invited as well.

One of the highlights for owners, collectors, judges, connoisseurs and guests of honour is the ‘Lareus & ICONS - Charity Night’ on 3 October high above Palma in the Castell de Bellver. At the Mallorcan dinner, donations will be collected for charitable island projects via auctions. This is why ICONS is subtitled ‘Mobility Week for Good’.

Inscription is currently still possible for a few slots in all the event-parts. You should join.

All information about the ICONS: www.iconsmallorca.com

Registration deadline: 15 September 2024