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PRESS RELEASE

THE GREAT CHARM OF THE VINTAGE CAR

The Coronado Speed Festival Pays Homage to These Historical Machines

SAN DIEGO, February 19, 2008 – To the average person, a vintage car seem like nothing more than dusty set of wheels on metal from an earlier era in history. But, to the car enthusiast, these automobiles are wise investments, an exciting hobby and a great way to form camaraderie among individuals with a common love of vintage cars.

The History Behind The Vintage Car

Before the First World War, automobiles were considered a luxury – owned by only the prosperous. But after the Vintage Car Era, which immediately followed World War I, cars had proven to be more attainable, therefore deemed as more of a necessity for all as a result of an increased labor supply available to work in factories and machinery to encourage pioneers to make great advancements in car development and production.

During the Vintage Car Era, there was an upsurge in vehicle production, which can be attributed to many factors. The economy was at an all time high, roads were being paved and vehicles were becoming more practical, convenient and affordable. Because cars were in great demand, more and more manufacturers began building cars during this time, and components were being built by a variety of manufacturers therefore making automotives more affordable and attainable to the general public.

The Vintage Car Era is recognized as being a period of great technology and development. This era is noted in automobile history for having the most radical stylistic and mechanical changes. These improvements include greater luxury, more comfort, increased horsepower and increased efficiency. During this era, enclosed automotive bodies afforded more weather protection with windows that raised and lowered, and the body style was more flowing and rounded.

Additionally, this era is also credited with giving us drive-in restaurants, shopping centers and motels, which were conveniently located on newly paved roads. As society adapted to the car, the car quickly adapted to the needs of society. The Vintage Car Era was cut short when the Great Depression hit in 1929, when all innovation and development was brought to a halt in order to build up the military plants for World War II. After the war, the Vintage Car Era paved the way the Classic Car Era which was when men and machines were once again available and technology was at an all time high, approximately around 1970.

Present Day

Vintage car enthusiasts recognize the charm in these classic cars and consider them to be worthy of restoration because of their significant impact on the industry. It is important to note that some people make a business out of vintage car restoration, but for most owning a vintage car comes with a great sense of pride. For these individuals, their vintage car is an extension of themselves and this is what, more than its high market value, makes the vintage car truly priceless.

Current day car manufacturers are beginning to recognize the attachment that car enthusiasts have to the vintage era and they, too, are paying tribute to these unique machines. Many manufacturers like Ford and



Chevy are making their new versions modeled after the classics from the past in order to preserve a piece of history. Considering this is an extremely costly and time consuming hobby, which requires high passion and patience, this allows those without the time or money to also honor the historical significance of these machines.

The Vintage Car Community

Those that do not have the privilege of owning a vintage car can still experience these unique pieces of history at car events. Vintage car owners love to share their passion with the world through events like the Rolex Vintage Festival, the Monterey Historic and the Coronado Speed Festival. At these events, enthusiasts have the opportunity to show off their prized possessions with people who appreciate and share their hobby.

The Vintage Car & The Coronado Speed Festival

At the Coronado Speed Festival you will have the opportunity to step back in history and watch some of the world's most historical machines compete in a weekend of races. At the same time, you can also take a glance into the future and see the newest technologies from various car manufacturers.

The event will be taking place on September 27 - 28th, 2008. Visit www.fleetweeksandiego.org for more information.

The Coronado Speed Festival is produced by San Diego Fleet Week Foundation and hosted by the Naval Base Coronado and the Morale, Welfare and Recreation Program (MWR) which benefits military personnel and their families. They in turn provide positive support for the active duty military community and their families through Quality of Life Programs including single Sailor Recreation Centers, Fitness and Aquatic Facilities and the Base Theatre Free Movies. The Southern California community is given this unbelievable opportunity to thank the men and women defending our freedom in person. Visit www.fleetweeksandiego.org/coronadospeedfestival today.

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