

AUTOMOTIVE

Monterey Car Week exhibitors place luxury lifestyle in front seat

August 12, 2024



Pop culture, sustainability and local references make their way into presentations from high-end brands at Pebble Beach. Image credit: Maserati

By EMILY IRIS DEGN

Luxury automakers from around the world are coming to the Californian coast this month.

At Monterey Car Week, which began on Friday, Aug. 9, and runs through Aug. 18, activations are largely centered on the American personality. From superhero-themed vehicles to design references to U.S. landscapes, presentations are geared toward the nation's drivers, a valuable consumer demographic.

"Monterey Car Week offers the perfect opportunity and setting to present to a large, qualified audience," said Pablo Davidov, influencer marketing consultant at [The Influencer Marketing Factory](#), Fort Lauderdale, Florida.

"Luxury automakers should take note and think about their American target audience."

Mr. Davidov is not affiliated with the automakers, but agreed to comment as an industry expert.

In with the new

Sustainability, bespoke creations, pop culture and hospitality define the programming for what is known as one of the most exclusive car shows in the world.

Heritage, a signature in luxury marketing, is also a common theme embraced by the participants. Brand history works its way into innovative models that are unveiled throughout the 10-day event, with futuristic design intertwining with long-standing house codes.

Born to race, bred for excitement.

Something new is coming during Monterey Car Week. [#Maserati pic.twitter.com/AhyvYv1PuD](#)

Maserati (@MaseratiLHQ) [August 7, 2024](#)

Italian automaker Maserati is among those celebrating its past through modern mobility.

Ring in 110 years in business, the company is rolling out its new MC20-derived super sports car and the North American debut of the MC20 Icona at The Quail, Monterey Car Week 2024's gathering venue in Carmel, California. The first customer delivery of the MCXtrema, a track-only racer, is also getting the spotlight at the Laguna Seca Circuit, marking the model's track entrance on the continent.

Acting as the home base for the automaker during the event is the House of Maserati. Built around the idea of "La Dolce Vita" hospitality, guests can enjoy wine tastings, audio experiences, lounge areas and a chance to view the MC20 Tributo Modenese, a coupe that pays homage to Modena, Italy.

Meanwhile, the MC12 Special Edition, which nods to the brand's racing heritage, launches the company's Classiche department, a vintage authentication program, in North America. The all-electric Folgore range completes the current model lineup, including the GranTurismo Folgore, GranCabrio Folgore, Grecale Folgore, GranCabrio Trofeo and MC20 Cielo.

It's time to rewrite the rules. Stay tuned. [#Maserati pic.twitter.com/tka3g8GTof](https://twitter.com/tka3g8GTof)

Maserati (@MaseratiLHQ) [August 9, 2024](#)

Ferrari, another Italian automaker, is likewise putting its roots in the limelight.

Its Monterey Car Week activations pay tribute to the business's 70 years of operating in the United States. A series of special events are commemorating the anniversary, including a 70-vehicle display at Concorso Ferrari, the brand's club at Pebble Beach.

On Aug. 17 at Casa Ferrari, an on-site VIP area, the annual Ferrari Procession will take place as the vehicle house draws attention to its history in the U.S. At the First Fairway of Pebble Beach Golf Links, special guest hosts will give expert commentary and interview the collectors of the cars being shown.

Italian automaker Pininfarina is appealing to American drivers in another way: superheroes.

Inspired by the billionaire civilian persona behind DC Comic's Batman character, Warner Bros. Discovery Global Consumer Products and New York-based public relations firm Relevance International launched the B95 Gotham. Released under the Wayne Enterprises luxury label, the vehicle mirrors the character's futuristic and technologically advanced gadgets that he uses to fight crime.

The B95 Gotham and The Tumbler meet at Wayne Enterprises' parking garage, featured in the Dark Knight trilogy. With tech like adjustable aero screens and Alfred Pennyworth's voice navigation, we bring Dream Cars, Made Real to life. [#AutomobiliPininfarina #B95Gotham #DC pic.twitter.com/zgJNCNyuoG](#)

Automobili Pininfarina (@AutomobiliPinin) [August 9, 2024](#)

Before its premiere on Aug. 16 at The Quail, Pininfarina is out with imagery from an exclusive photo shoot with Batman's Tumbler car. Lensed on-site at the Los Angeles studio featured in *The Dark Knight Trilogy* from 2005 to 2012, the visuals reveal the one-of-a-kind build inside Wayne Enterprises' parking garage.

The B95 Gotham is the first physical vehicle from a collaboration that was announced earlier this year ([see story](#)). Though a show car, four one-offs are being made in the series for affluent collectors.

With adjustable aero screens and navigation voiced by Alfred Pennyworth, Mr. Wayne's butler and friend, the model exemplifies the company's "Dream Cars, Made Real" motto. The detailing and prestige styling is another homage to the luxury lifestyle of Batman's billionaire civilian persona.

On the driver's side door plate is laser-engraved with "All men have limits I ignore mine," which is a quote from Mr. Wayne in the original comic books. Beloved by American consumers, the reference could score points with the valuable demographic.

The B95 Gotham debuts at The Quail during Monterey Car Week. Inspired by Bruce Wayne and created with [@DCOfficial](#), it embodies vision and innovation. [#MCW #B95Gotham #DC pic.twitter.com/cOP4dGO5rG](#)

Automobili Pininfarina (@AutomobiliPinin) [August 8, 2024](#)

German automaker BMW is likewise making a bid for U.S. attention. The M5 Touring, a plug-in hybrid wagon variant of the performance sports sedan, is making its North American debut on Pebble Beach on Aug. 15. The 2025 model is going into production in the fourth quarter of this year.

With a powerful 716 hp system and extra storage space, the large car is fit for classic American road trips down the nation's famously expansive highway system.

Other vehicles specific to the region such as the 2011 BMW (E92) M3 GT ALMS developed by BMW Motorsport for the American Le Mans Series will also be on display.

To celebrate the all-new 2025 BMW M5's arrival on the continent, a special "Pebble Beach Concours d'Elegance #1/1" edition of the automobile is getting auctioned for charity. The exclusive orange metallic paint is inspired by local sunsets in Carmel.

Proceeds from the sale will go to the Pebble Beach Company Foundation, which supports literacy and education programs for Monterey County youth.

It's almost reveal time.

The next generation BMW M5 is finishing testing and coming soon.

[#BMW #M5 pic.twitter.com/vBumJvfGIL](#)

BMW USA (@BMWUSA) [June 12, 2024](#)

British automaker Rolls-Royce, a brand owned by the BMW Group, is launching a vibrant one-off as well.

The Spectre Semaphore, a bespoke commission, is making its global debut at The Quail on Aug. 16. Painted in bright yellow, the expression of the Rolls-Royce Spectre is said to capture the "bold new codes of luxury being established by the marque's confident, youthful client base."

The hue is based on the "informal elegance" of the coastal state.

A silver graphic called "Marbled Paint Spill" offers an abstract take on California's diverse environment, from the eastern mountains to the sunlit south. It took artisans over 160 hours to create.



Rolls-Royce is one of the many car brands making references to American landscapes with its Pebble Beach presentations. Image credit: Rolls-Royce

Between the hospitality-centric touchpoints, the bold colors and the pop-culture references, it seems that European brands are embracing an American persona for Monterey Car Week this year.

Vying for vintage

Outside of auto shows, races and car unveilings, multiple sales are taking place at Pebble Beach.

Auction house Sotheby's is putting up vintage editions from makers such as Italian automaker Ferrari and British automaker Aston Martin. Vehicles release years range from 1951 to 2007.

Without reserve, the private collection of 47 cars and 18 makes will be sold on Thursday, Aug. 15 at the 27th annual Monterey Car Week sale.

Highlights include a rare 2007 Ferrari 599 GTB Fiorano, three-time Pebble Beach award-winning Bertone-bodied 1953 Aston Martin DB2/4 Drophead Coupe, 1963 Mercedes-Benz 300 SL Roadster, one-off specked 2005 Porsche Carrera GT, 2005 Ferrari SuperAmerica, 1962 Aston Martin DB4 'SS Engine' Series IV, 1973 Ferrari 365 GTB/4 Daytona Berlinettas, 1965 Aston Martin DB5 Convertible and 1967 Aston Martin DB6 Volante.

The 1957 Ferrari 625 TRC Spider by Scaglietti, one of only two factory-equipped with a larger 2.5-liter engine, is widely considered one of the most beautiful body designs ever created. <https://t.co/KeORYBJBejpic.twitter.com/hwIojKgEKA>

RM Sotheby's (@rmsothebys) August 7, 2024

Estimates vary, with the top 10 picks from Sotheby's extending between \$500,000 and \$1.8 million.

The full lineup can be viewed at <https://rmsothebys.com/auctions/mo24/lots/>.

The auction continues Monterey Car Week's tradition of marrying a vision of the automotive industry's future with an appreciation for its past ([see story](#)).