



New For Old - London to Brighton Veteran Car Run 2004.

The 3-day programme of activities for the London to Brighton Veteran Car Run 2004.

([PRWEB](#)) June 18, 2004 -- The world's longest running motoring event, The Royal Automobile Club's London to Brighton Veteran Car Run, has taken on a new look programme of activities beginning with the 2004 Run in November.

This annual event will now run over three days commencing this year on Friday 5 November with an Auction of Veteran Cars and related Automobilia for enthusiasts and collectors alike. Hosted by Bonhams, the auction will take place in the afternoon at their recently launched all-new salerooms in New Bond Street, London.

Later, Bonhams will also host the International Participants Welcome Reception at the same venue. This function is open to all 2004 registered international participants plus UK entrants subject to availability, as the event is limited to 250 guests.

On Saturday 6 November there will be a repeat of last year's inaugural and successful informal Concours at Waterloo Place, Pall Mall, London, where over 50 of the most interesting cars entered in the following days run will be on show and where demonstrations with passenger rides will be in action along Pall Mall. There are 5 categories of entry that range from the Concours d'Elegance - for the vehicle which most embodies the spirit of the Veteran era - to the Judges' Special Award given to their particular favourite of the day. This event is FREE to all visiting public.

During the evening The Royal Automobile Club will host a Cocktail Party for all participants at their prestigious location in Pall Mall. This traditional event will be hosted by The Chairman of the Executive Committee.

Sunday 7 November and the day of the famous London to Brighton Veteran Car Run that starts alongside the Serpentine in Hyde Park, London at 7.30am and takes in the traditional route along Victoria Street and through Westminster out of London on the A23 towards Brighton with a drive-thru feature at Croydon and a coffee stop in Crawley Town.

At the Madeira Drive finish in Brighton, the traditional VIP hospitality village will be extended to accommodate the entrants and Bonhams will be on hand to host and welcome all participants on arrival. To round off this historic event the Veteran Car Club of Great Britain (VCC) will hold their annual Dinner & Dance at the Grand Hotel on Brighton sea front from 7.30pm.

In addition to the programme extension and on behalf of The Royal Automobile Club Motion Works UK, the new event organisers, are busy preparing a comprehensive promotion and PR programme that will see extensive pre-event publicity including a 500,000 leaflet distribution, an extensive all-new website (www.LBVCR.com), national and specialist advertising, extended media programming and the filming for television of the entire 60 mile Run. For 2004 the traditional souvenir event guide will be doubled in size with all c.500 entries pictorially presented. For more information visit www.LBVCR.com.

Alternatively, contact:
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