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*The*  
**PALM EVENT**  
CELEBRATING MOTORSPORTS

MARCH 22-24, 2019







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MAR-A-LAGO • PALM BEACH

# The PALM EVENT

CELEBRATING MOTORSPORTS

MARCH 22-24, 2019

## Welcome to The Palm Event 2019



Italy's Villa d'Este. Monterey's Pebble Beach. Goodwood's Festival of Speed. All spectacular locations to showcase some of the world's finest classic and sporting cars.

Now you can add to those Mar-a-Lago, the exquisite jewel of Palm Beach, which is the breathtaking venue for this, the fifth annual The Palm Event.

We've enjoyed this iconic backdrop before; our first-ever show was held on these manicured lawns back in 2015. But it feels extra special to be returning with some of the rarest, most exquisite, most exciting cars we've ever brought together.

But The Palm Event is so much more than a car show. It's an opportunity for passionate car people to share their love of special automobiles, while enjoying great food and fine wines.

And Mar-a-Lago is just one element – albeit a spectacular one – of The Palm Event weekend. It all starts with our Friday VIP Welcome Party at the Colony Hotel just steps from Worth Avenue. The action continues on Saturday with The Palm Event Vintage Rallye where we take-in some of the most scenic roads in and around Palm Beach County.

Throughout the weekend we'll be raising money for a truly special cause, The Place of Hope. It's a local non-profit organization dedicated to providing a safe, stable and loving environment for children and families in need.

I'd also like to take this opportunity to say a heartfelt 'thank you' to all our owners, our great sponsors, our volunteers, our terrific venues and everyone in our local community for their support and enthusiasm.

I'm thrilled that you can join us for The Palm Event 2019 and look forward to seeing you at Mar-a-Lago.

Scott Shrader  
President, The Palm Event

FOOD. WINE. VINTAGE CARS.

# 2019





# Flower Power

**Back in 1966, horticulturist Richard Bosley shocked the world with his stunning Bosley Mark II Interstate. Now fully restored, it's one of the stars of this year's The Palm Event.**

*by Howard Walker*

**D**anger Will Robinson. One look is guaranteed to have your lower jaw free-falling to your sneakers. A quick glance will have your eyes widening with the same kind of total shock, awe and disbelief as spying Gaga at the Whole Foods check-out.

As if the incandescent candy apple red paintwork wasn't enough of a head-rotator. No, what will have you grabbing your camera phone, and exhaling the words 'Oh My Goodness' coupled no doubt, with a few unprintable expletives, is the other-worldly shape.

George Jetson at his most visionary couldn't have conceived a design this outrageous, this futuristic. Just take-in that pouting, chrome-ringed snout, those Ferrari-esque pontoon fenders. As for that cascading, broad-shouldered rear-end with its quartet of up-angled exhausts, it has shades of Jaguar E-Type years before the E was even dreamed of.

So what is this piece of rolling automotive art? Drum-roll please; here is the breathtaking Bosley Mark II Interstate. The only one of its kind in the world. The blue-sky creation of one Richard W. Bosley, a professional horticulturist and part-time car builder from Mentor, Ohio.

It debuted back in 1966, though Bosley started designing this deliciously-elegant, two-seat grand tourer nine years earlier in 1957, at a time when Porsche's design was inspired by an inverted bath-tub. It wasn't

his first creation; the Mark I, first shown in 1955 when Bosley was just 23 years old, was an equally-radical two-door coupe designed for the race tracks.

The story goes that after driving the Chrysler Hemi-powered Mark I for over 100,000 miles in two years, Bosley traded the low-roofed coupe with a Chicago dealer for the #6 1956 Corvette Sebring racer. He used the Corvette's chassis as the basis for his Mark II, sold the Corvette engine and acquired a 345-horse Pontiac tri-power 389 V8.



But what really set the Mark II apart was its cool, ahead-of-its-time technology. Here was a car created by an amateur in Mentor, Ohio that featured tempered side glass, drop-down driving lights, anti-lift two-speed windshield wipers, an integrated roll-over bar, and the first high-mounted stop light.





**BOSLEY'S DREAM WAS TO PUT THE MARK II INTO PRODUCTION AND OFFER IT AS A BESPOKE AMERICAN ALTERNATIVE TO FERRARI, MASERATI AND ALFA ROMEO OFFERINGS OF THE MID-60S.**

Bosley also looked to Europe, rather than Detroit, to source some of his equipment. Those gorgeous, heavily-bolstered orange-leather seats came from Reuter in Germany, while Sibona-Bisano of Italy produced the side glass and vent-glass mechanism. Its ear-piercing air horns came courtesy of Marchal in France.

As the Interstate name suggests, the fiberglass-bodied Bosley Mark II was designed for high-speed, long-distance cruising. It came with a 35-gallon fiberglass fuel tank and long-gearing, plus a manual throttle as a more simple form of cruise control.

Bosley's dream was to put the Mark II into production and offer it as a bespoke American alternative to Ferrari, Maserati and Alfa Romeo offerings of the mid-60s. It never happened. Richard Bosley focused on his blooming horticulture business, and in the late 1980s, sold the car to an enthusiastic collector.

What exactly happened after that is all pretty sketchy. All that's known is that that car, minus chassis and engine, was discovered in an dusty warehouse in the 1990s. It would remain unloved and hidden away until 2014 when passionate Fort Lauderdale collector and friend of The Palm Event, Stephen Bruno and his wife Kim, decided the car needed rescuing.

"We were so excited to acquire the car and knew we had to restore it. We knew we had purchased an amazing piece of automotive history," explains Bruno. "We undertook a very long, difficult and arduous restoration but, in the end, it was all worthwhile".

We won't go into the arduousness of the restoration. Suffice it to say that it involved an unscrupulous restoration company, a court ruling and local sheriffs extracting the car before it was completed. Thankfully it went on to be completed just in time for its debut on the hallowed lawns of the 2017 Pebble Beach Concours d'Elegance.



"Still to this day, I get excited every time I see it," explains Stephen. "It is a remarkable piece of design and engineering; Richard Bosley was a man way ahead of his time. He designed everything himself, and built the car himself. And created a car that, for the mid-Sixties, was quite amazing."

Why Bosley took nine long years and an estimated 5,500 man hours to create the Mark II Interstate isn't clear. But Bruno says during that time he was constantly evolving the car. He created sketches and a model with a Targa top. Then there was a full convertible version that he was going to feature a Plexiglass bubble roof. But it was the coupe design that he settled on and evolved.

How does it drive? "It is a true grand tourer, though I have to say it's not a great-handling car. It's built on a '56 Corvette chassis and is heavier than the 'Vette. But there's plenty of

torque from that Pontiac 389 so it feels very lively. And because Bosley wanted a car for Interstate driving, it does cruise beautifully."

Bruno says he's thrilled to be bringing the car to this year's The Palm Event and seeing the reaction of the crowd. "The car is a rock star - at every show we've taken it to, people love to see it, love to hear the story behind it. There are so many cool features to show people - features that were rarely seen in sportscars of the mid-Sixties."

The Palm Event will be one of the last shows the car will appear. Later this year, Bruno plans to ship the Interstate to the Petersen Museum in Los Angeles where it will go on display next to the original Bosley Mark I.



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## the palm event weekend venues



### v.i.p. worth avenue welcome party

FRIDAY, MARCH 22  
THE COLONY HOTEL  
6 P.M. TO 9 P.M.

The historic Colony Hotel just steps away from ritzy Worth Avenue in downtown Palm Beach, is the venue for this year's The Palm Event Worth Avenue Party. Enjoy tasty handcrafted hors d'oeuvres created by one of Palm Beach's top local chefs while sipping some of Napa Valley's most prestigious wines. We'll also have a silent auction to raise money for the wonderful Place of Hope children's organization that provides housing for families in need. Come 'talk cars' with fellow enthusiasts and collectors in this oh-so-elegant setting.

- THE COLONY HOTEL IS AT 155 HAMMOND AVENUE, PALM BEACH
- TICKETS \$100 PER PERSON, LIMITED TO 200 TICKETS
- AUCTION PROCEEDS TO BENEFIT PLACE OF HOPE



### the palm event vintage rallye/tour

SATURDAY, MARCH 23  
10 A.M. TO 4 P.M.

This is the opportunity to get behind the wheel and explore the magic of Palm Beach. After breakfast at Lamborghini Palm Beach, we'll head off and take a scenic drive through 'The Island', winding through historic neighborhoods with their spectacular mansions. Along the way we'll visit The Hangar, with its stunning collections of cars and motorcycles, and enjoy a relaxed lunch at Sailfish Club of Florida. We'll end the drive with a Champagne toast before heading to the hip The Meat Market in Palm Beach for an after-party. The Rallye is limited to just 30 cars.

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- INCLUDES BREAKFAST (BEGINS AT 9 A.M.) & LUNCH



### the palm event historic display

SUNDAY, MARCH 24  
THE MAR-A-LAGO CLUB  
10 A.M. TO 3 P.M.

After a three-year absence, The Palm Event returns to the magnificent grounds of the exclusive Mar-a-Lago Club in Palm Beach. On display will be over 100 of the world's finest vintage and sporting cars from the '20s through to modern day. We'll also showcase a number of the world's most iconic race cars as well as some of the latest and greatest high-horsepower supercars. Your all-inclusive ticket also includes unlimited gourmet food prepared by top local chefs, accompanied by fine wines and specialty cocktails.

- THE MAR-A-LAGO RESORT IS AT 1100 SOUTH OCEAN BLVD, PALM BEACH
- TICKETS \$295 PER PERSON.
- TICKETS MUST BE PURCHASED IN ADVANCE, and the name on the ticket must match the name on your government-issued ID.



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# A Return to Mar-a-Lago

*The iconic Winter White House once again provides the stunning backdrop to The Palm Event.*

by Howard Walker



The main house, with its prominent 75-foot-high tower, was designed by well-known architect Marion Sims Wyeth, who also created the Doris Duke estate Shangri La in Honolulu. Post reported spent over \$7 million – \$90 million today – to build the 114-room, hurricane-proof home with its breathtaking dining room featuring 2,200 square-feet of black-and-white marble flooring.

For more than 50 years it was the winter playground of the Post family and a major fixture of the bustling Palm Beach social scene. Following her death in 1973, the estate was donated to the federal government in the hopes of it becoming a Winter White House.

Due to maintenance and security concerns however – the estate is on the flight path to Palm Beach airport – the government quietly returned Mar-a-Lago to the Post family in 1981.

Think of it as a homecoming. Back in 2015, the very first The Palm Event was held on the manicured lawns of Mar-a-Lago, the magnificent waterfront Palm Beach resort and club owned by President Donald J. Trump.

The event stayed at Mar-a-Lago for a second year, 2016, before moving to the wide-open spaces of the PGA National Resort and Spa in West Palm Beach 15 miles away.

Now it's back. On Sunday March 24, more than 100 best-of-the-best classics and supercars will be displayed in the perfectly-landscaped grounds of this National Historic Landmark for the fifth annual The Palm Event.

"Mar-a-Lago has always been our spiritual home," says Scott Shrader, President, The Palm Event. "There can be no finer setting for our guests to enjoy spectacular cars, gourmet food and fine wines while helping raise money for a great cause."

Set in 20 spectacular acres overlooking the Atlantic to the east and Lake Worth to the west - Mar-a-Lago means 'Sea-to-Lake' in Spanish - the estate was built by Post cereal heiress Marjorie Merriweather Post and completed in 1927.

Four years later, the entire estate was purchased by Mr. Trump as a private residence. In 1995, after costly renovations which added a huge ballroom with 40-foot ceilings, five red clay tennis courts, a spa and updated beach house, it was opened as the members-only Mar-a-Lago Club.

**"MAR-A-LAGO HAS ALWAYS BEEN OUR SPIRITUAL HOME," SAYS SCOTT SHRADER, PRESIDENT, THE PALM EVENT.**

"We're very privileged to be able to use the Mar-a-Lago grounds for The Palm Event. Access is usually very restricted, but our guests will get a taste of what this crown jewel of Palm Beach is like. Just don't ask to see the presidential wing," says Scott.

## 2019 SCHEDULE

<b>Sebring</b>	Feb 28 - Mar 3	<b>Watkins Glen</b>	Sep 4 - 8
<b>Road Atlanta</b>	Mar 28 - 31	<b>Virginia Int</b>	Sep 19 - 22
<b>Road America</b>	May 16 - 19	<b>COTA</b>	Oct 2 - 6
<b>Lime Rock</b>	May 24 - 27	<b>Savannah Speed Classic</b>	Oct 24 - 27
<b>Mid Ohio</b>	Jun 20 - 23	<b>Daytona Int. Spdwy</b>	Dec 6 - 8



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Heidi Fahrenbach Photo: Kevin Albertini Palm Beach Classics ®



# Yep, it's a Duesy

*One of the stars of this year's The Palm Event is this magnificent 1929 Duesenberg Model J.*

by Howard Walker



No car has ever packed more star power. Back in 1929, Hollywood's royalty drove the majestic Duesenberg Model J. From Clark Gable to Tyrone Power, from Mae West to Greta Garbo. Even bonafide royalty, like the Duke of Windsor and King Alfonso XIII of Spain, drove a Model J.

**IT'S TRULY A  
REMARKABLE CAR  
THAT FEELS  
SURPRISINGLY  
MODERN TO DRIVE.**

It was simply the finest car in the world, made from the finest materials and assembled with astonishing precision and attention to detail.

Naturally it came with an astonishing

pricetag to match; a nicely-equipped Model J in 1929 would have set you back close to \$20,000 when an average family sedan cost under \$500.

Everything about the Model J was jaw-dropping. From its highly-advanced 420 cubic inch straight-8 engine, with dual overhead cams and four valves per cylinder, to its mile-long custom-built body. And

it was fast; 90 years ago it could hit a top speed of 120mph.

The spectacular dark green 1929 Model J gracing the Mar-a-Lago lawn at The Palm Event is one of the most original Model Js in existence. Owned and adored by Boca Raton collector Steve Wolf – he owns two other Duesenbergs – the car comes with an exquisite four-seat, long-wheelbase convertible sedan body built by The Murphy Body Company of Pasadena, California.

But first a little history lesson. Back at the start of the 20th Century, the Duesenberg brothers – Fred and Augie – were self-taught mechanics and race car builders. Their cars dominated the Indianapolis 500. In 1921, a Duesenberg even won the French Grand Prix at Le Mans.

The brothers' engineering skills and innovation attracted the attention of Auburn Automobiles owner E.L. Cord. In 1926 he managed to convince Fred and Augie to sell their Indiana-based Deussenberg Motor Corporation with the aim of creating a new company producing cars to rival top European brands like Rolls-Royce, Hispano-Suiza and Isotta Fraschini.

Their first offering was the Model J. It was unveiled, to much fanfare, at the 1928 New York City Car Show, and so great was the fanfare that on the day the car was revealed, trading at the New York Stock Exchange was temporarily halted for the announcement.



Back then, car companies like Duesenberg were not really car makers. They built a rolling chassis, with an engine and drivetrain, and left it up to the buyer to commission a body from an independent coachbuilder.

Hollywood's favorite at the time was Walter Murphy's Pasadena-based coachbuilders that built bodies that were simple yet extremely elegant. They had high waistlines, low windshields and long, sweeping fenders to give the car a true sporting style.

E.L. Cord built-up the image of the Model J with a brilliant advertising campaign. The ads never actually showed the car, only very wealthy people doing things that wealthy people do, like helming sailing boats or holding shotguns surrounded by hunting dogs. The tag line was simply 'He drives a Duesenberg'.

There was no sexism here either. Tall, slender, elegant women in luxurious locales were accompanied by the line 'She drives a Deusenberg'.

Take a close look at the green Model J at The Palm Event and it's hard to miss the astonishing attention to detail, the single-minded focus on quality. The dashboard is a masterpiece of style, elegance and simplicity; a smaller version of the over-sized clock would make a wonderful wristwatch.

Under that vast hood, the engine compartment features mirror-like panels on the firewall to showcase the supercharged Lycoming-built 6.9-liter straight-8. The quality of every visible nut, bolt, screw and clip is phenomenal.

A trademark of the Murphy body design was the so-called 'clear vision' windshield pillars. They were designed to be as slim as possible, not only to improve visibility for the driver, but give the car a sportier, more nimble look. Murphy advertised that the pillars were 'narrower than the space between a man's eyes'.

Duesenberg's original goal had been to build around 500 cars a year, but with the Great Depression hitting in October 1929 just months after the first Model J was delivered, sales were hit hard. Just 100 cars were sold in 1930. By 1935, a mere 481 Model Js had been produced. Two years later the company ceased production although some cars were assembled up until 1940 using leftover parts.

Even though the Model J never became a sales success, it achieved what the Duesenberg brothers and Cord set out to achieve; a car that was among the fastest, most powerful, and most luxurious in the world.

Steve Wolf, who regularly gets to exercise his spectacular 1929 Duesenberg, says the car drives in a much more modern way than a 90-year-old car should.



"It's truly a remarkable car that feels surprisingly modern to drive. There is so much torque that the car surges away from rest. Cruising at 75mph is just a joy, and of course it's just whisper-quiet," says Steve, who will also be bringing his glorious 1956 Bentley S1 Continental along to The Palm Event.

Just gazing at the dark green '29 Model J on the field, you can be forgiven for taking-in that imposing silhouette and saying: "Yep, it's a Deusy".





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# BAVARIAN BLASTERS

*BMW collector Danny Minkin has a passion for rare tuner models from Alpina and Schnitzer.*

by Howard Walker

The Palm Event is all about celebrating motor-sports. Which is why Danny Minkin's searing orange 1971 BMW 2002 Alpina race car could be a poster-child for the event.



This Bavarian pocket-rocket is the very car that won the hard-fought 1971 24 Hours of Nurburgring with Austrian ace Gerold Pankl and the German noble, Prince Ferfried von Hohenzollern, behind the wheel.

"I grew up loving these '70s racing BMWs. To have the chance to acquire this very special car was a dream come true. It's been fun doing the detective work to unearth the car's amazing racing history," says Danny.

For just one year — 1971 — this compact two-door sedan powered by an Alpina-tuned 225-hp 2-liter four-cylinder, was one of the stars of the European Touring Car championship, taking several top 10 finishes. It was one of just nine 2002 models built by BMW for the BMW-Alpina team.

"I bought it in 2015 from a German enthusiast who had been racing it without knowing its provenance. Right now I'm just enjoying showing it at events, though the plan is to restore it to the way it raced in 1971," he explains.

The 2002 isn't the only sporting BMW the Fort Lauderdale luxury home builder will be showing at this year's The Palm Event. He's also bringing his stunning 1971 BMW Alpina 3.0 CS coupe and 1981 BMW Schnitzer 323i Turbo.

"Both Alpina and Schnitzer are independent tuning companies that have had long associations with BMW, creating some remarkable performance cars. Most of the 16 cars I have in my collection are Alpinas, though the Schnitzer 323i is special to me in that my very first car was a stock US-spec 320i."

Danny explains that the car was one of only two imported by tuner Hardy & Beck in California in 1981. Seems the owner took it into a repair shop back in the late 1980s, and never

came back to collect it. The car sat in the back lot for over 25 years.

Finally one of the shop's mechanics bought it, but quickly discovered the cost of a restoration was well beyond his means. Danny saw the car online, snapped it up, and restored it to exactly how it would have come out of Schnitzer in 1981.

"It's a really cool car. While Alpina were putting big engines in the 323i, Schnitzer's solution was to fit a KKK turbocharger. It increased max power to over 200hp, which was a lot at the time — and twice that of my old 320i."

Arguably the one car from the Minkin collection that will grab the most attention on the Mar-a-Lago lawn is his gorgeous 1971 BMW 3.0 CS B2-S Alpina pillarless coupe.

It was the Bentley Continental Supersports of its time; a two-door rocketship with a highly modified 3-liter straight six with triple Weber carbs, tighter suspension, that big Alpina front spoiler and side stripes, and trademark Alpina turbine alloys.

"This is my first time at The Palm Event and I'm really looking forward to showing-off my cars and sharing some of the amazing history of these very special performance cars from the '70s and '80s," added Danny.

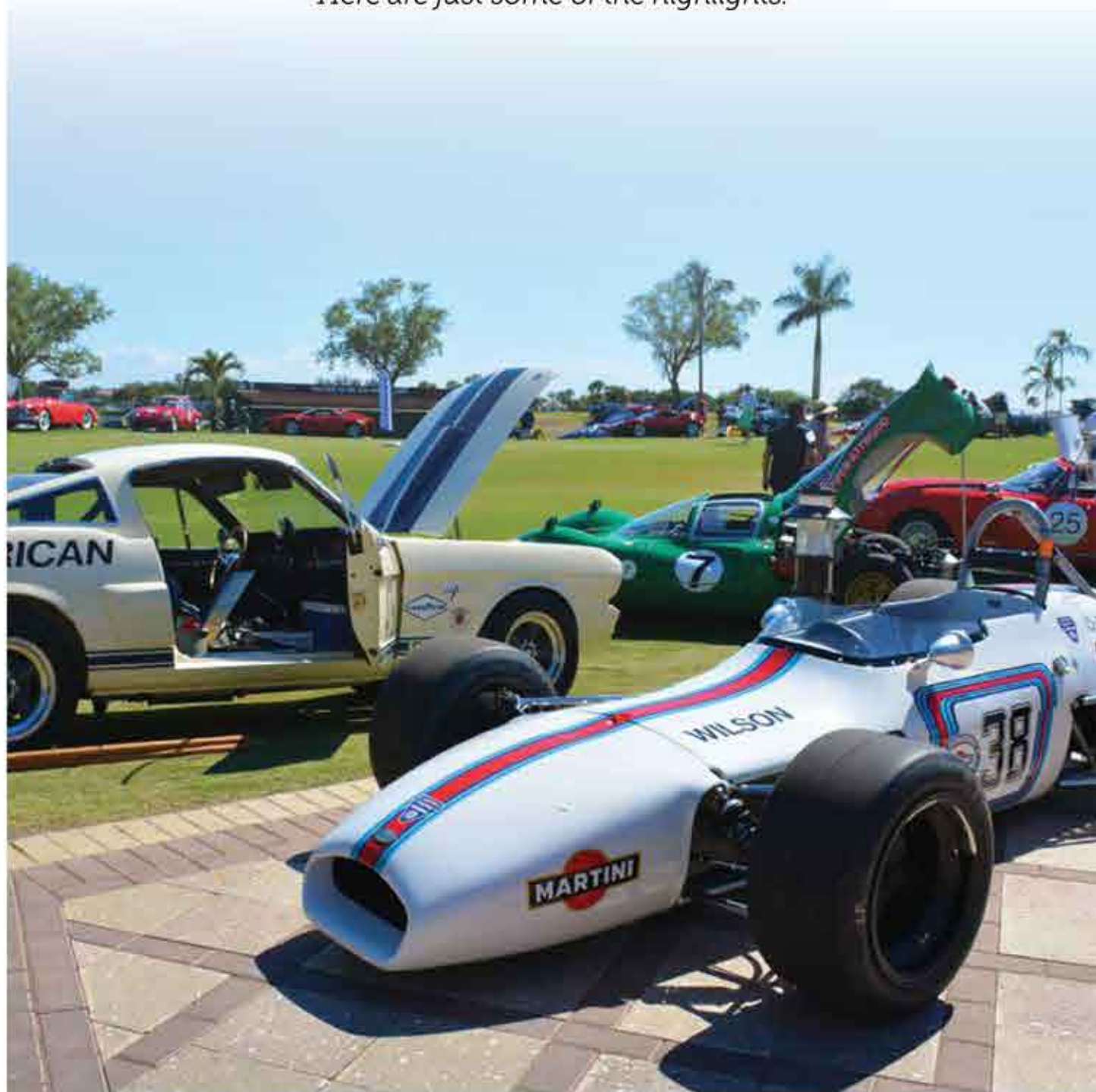


**"I GREW UP  
LOVING THESE  
'70S RACING BMWs."**



# HIGHLIGHTS OF THE PALM EVENT 2018

*The PGA National Resort and Spa played host to last year's The Palm Event with almost 100 of the world's most-exciting sporting classics on display. Here are just some of the highlights.*







# 2019 production team

**SCOTT SHRADER** President  
**TARA MEREDITH** VP of Business Development  
**SIDNEY VALLON & AMY ANGELO** Rallye Masters  
**ALEX BERRY** Weekend MC/Host

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## A SELECTION OF OUR FEATURED CARS\*



MAKE	MODEL	YEAR	COLOR	OWNER
Ford	Model T Race Car	1920	Yellow	Joe and Karen Minchelli
Honda	S600 Roadster	1965	Red	Tony Blevins
Chevy	Camaro	1970	Green	Warren Aplin
Cadillac	Vingale	1958	Red	Bruce Payne
Auto Union	1000 SP Roadster	1961	Black	Kevin Newman
Ferrari	330 Speciale	1966	Red	Jose Fernandez
Shelby	Cobra 427	1967	Red	Tom Shannon
Lamborghini	Urraco	1975	Orange	Joe Napoli
Chevy	Corvette Convertible	1967	Sunfire Yellow	Bob Oatman
Porsche	Speedster	1957	Fjord blue	John Romano
Maserati	3500GT	1962	Silver	Larry and Pat Wilson
Bugatti	Type 35T Targa Florio	1926	Blue	Larry and Pat Wilson
MG	TD Roadster	1953	Black	Larry and Pat Wilson
Jaguar	Lister	1958	White w/ Blue Stripes	Larry and Pat Wilson
Porsche	GS/GT Speedster	1959	Silver	Larry and Pat Wilson
Bosley	Interstate Mark II	1966	Red	Stephen and Kim Bruno
BMW	3.0 cs Alpina B2-S	1971	Silver	Danny Minkin
BMW	e21 / 323 Turbo	1981	White/Black	Danny Minkin
BMW	2002 Group 2 Alpina Works Car	1971	Orange	Danny Minkin
Chevy	Corvette	1958	Ice Blue	Excell Auto Group
Ferrari	Daytona 365 GTB/4	1972	Red	Glenn Simon
Austin Healey	3000	1967	Green	Dennis and Ilene Brave

MAKE	MODEL	YEAR	COLOR	OWNER
Chevy	Corvette	1961	Light Blue	Lori Konsker
Pontiac	GTO	1968	Green	Paul Boritzer
Cadillac	Elegante Special Cabriolet	1953	White/Gold	Dick Birdsall
Dino	246 GTS	1973	Yellow	John Vaglica
Mercedes-Benz	560SL	1987	Gold	Jose Gomes
Ferrari	F40	1990	Red	Fred Burton
Porsche	991 GT3R PWC Championship	2017	Blue/White	International GT
Mercedes-Benz	280SL	1971	White	Dr. Chuck Niles
Mercedes-Benz	190SL	1963	White	Dr. Chuck Niles
Mercedes-Benz	2.3-16 COSWORTH	1985	Lauda	Palm Beach Classics
Mercedes-Benz	2.3-16 COSWORTH	1986	Hunt	Palm Beach Classics
Mercedes-Benz	2.3-16 COSWORTH	1986	Senna	Palm Beach Classics
Toyota	Supra Turbo	1994	Black	Brian Styles
Plymouth	Cuda 440-6 Convertible	1970	Vitamin-C	Brian Styles
Shelby	GT 500	1967	White	John Mass
Jaguar	XK140	1956	White	Torque Classic Cars
Mercedes-Benz	280SL	1970	Red	Torque Classic Cars
Jaguar	XKE	1974	White	Torque Classic Cars
Lamborghini	400GT	1966	Red	Gus Pope
Porsche	930	1987	White	Joe Napoli
Jaguar	E-Type Series 1 Coupe	1966	Metallic Blue	Scott and Amy Angelo

\*Featured cars Subject to change