



**IN A YEAR FULL OF FIRSTS, TIM MCGRANE**

**TAKES THE REINS AS NEW CEO OF M1 CONCOURSE**

PONTIAC, Mich., March 1, 2021 – In a year that will see completion of two major expansion projects, and three new automotive events for the Detroit area, veteran automotive and motorsport executive Tim McGrane officially started as new CEO of M1 Concourse today.

McGrane, a native of England, comes to the Detroit area with a large portfolio of experience in the automotive world. Most recently serving as CEO of Sports Car Association of Monterey Peninsula, the group that oversaw Laguna Seca Raceway in Monterey, Calif., where he oversaw the very successful Porsche Rennsport Reunion IV, the Rolex Monterey Motorsports Reunion celebration of the IMSA 50th Anniversary and orchestrated the successful return of the IndyCar Series. Before joining Laguna Seca, he served as executive director of the highly-regarded Blackhawk Automotive Museum in California.

He also has been considered a pioneer in the world of luxury and lifestyle events, with strategic event and marketing experience in the luxury automotive, yacht and private aviation sectors.

“I am excited to be starting at M1 and to be part of the vibrant car culture of Motown,” said McGrane. “This is going to be an amazing year for the facility with the new construction projects and the new events that are coming later this year.

“Our plan is to create unique and memorable experiences for our garage community and also for the automotive media and enthusiasts who will be coming to our events for the first time this year. M1 is a world-class facility, and we want to provide world-class experiences for those who will be visiting us.”

“I am thrilled to announce the appointment of Tim McGrane as chief executive officer for M1 Concourse,” said Paul Zlotoff, chairman of the board, M1 Concourse. “Tim is an ideal candidate to continue our momentum, which has been on nothing but an upward trajectory. He combines a deep passion for motorsports with a long-standing experience in creating high-end experiential events.

“Tim’s background with Barrett-Jackson, the Robb Report and Blackhawk Museum are exposures that will enable him to realize the vision of M1 Concourse becoming the preeminent experiential motorsports venue. He has a rare skill set that makes him fully qualified to oversee our Motorsports Club and the evolution of on track speed events.”

M1 Concourse is in the midst of a breakout year, with construction of 70 private garages expected to be completed soon, giving the track 243 private garages and making it the largest private garage community in the world.

The 87-acre facility, featuring the 1.5-mile Champion Motor Speedway road course, is also in the midst of construction of a new, state-of-the-art, 28,500 square foot Event Center and full-time restaurant, that will overlook the track and be able to hold major events, like the recently announced Motorsports Hall of Fame of America induction dinners in September.

M1 will be the site of the inaugural Motor Bella, the outdoor re-imagined North American International Auto Show for 2021, Sept. 21-26.

It will also host two, new major automotive enthusiast events this year – the Woodward Dream Show Aug. 19-21, and the American Speed Festival Sept. 30-Oct. 3. Both events will feature the best in automotive vehicles and innovation, while offering consumers high-end experiences with food, spirits and luxury lifestyle.

“As chairman of the board, I would be remiss if I did not recognize the contributions during the past two years of Jordan Zlotoff, our departing CEO,” said Zoltoff. “Jordan brought us to another level in terms of the development of both our human resource team and expansion of the physical facility.

“With the development of our track side Event Center, the creation of the Woodward Dream Show, Motor Bella and the American Speed Festival. this is an ideal inflection point for an individual of Tim McGrane's prior experience, leadership capabilities and passion for motorsports to take us to the next level.”

“I’m thankful for the trust that Paul has put into me and I can’t wait to get going,” said McGrane. “Some people might see this year as a challenge, but I see it as an opportunity to introduce people all over the automotive world to this gem we have at M1 Concourse.”

For more information about M1 Concourse, visit: [www.m1concourse.com](http://www.m1concourse.com)