



M1 Kicks Off Season of All Things Automotive, Announcing Presenting Partner and New Events

PONTIAC, Mich., April 27, 2022 -- M1 Concourse CEO Tim McGrane announced today Comerica Bank will be Presenting Partner for its two signature events, Woodward Dream Show and American Speed Festival and he detailed new events and enhanced features at M1 Concourse for the 2022 season.

Pontiac Mayor Tim Greimel greeted members of the community and media who attended the event at the new state-of-the-art Event Center at M1.

“For generations, car enthusiasts and owners have contributed to the history of the Motor City,” said Mike Ritchie, Comerica Bank Michigan Market President. “This passion and love for the automobile has created some of this region’s outstanding events that bring people together. By partnering with M1 Concourse, our goal is to help continue providing these distinctive and exceptional experiences and build upon this region’s legacy.”

Woodward Dream Show and American Speed Festival return for their second year and feature several enhancements including lower ticket prices, on-track experiences, food trucks and more family-focused activities.

M1 CEO Tim McGrane stated, “We welcome Comerica as our first Presenting Sponsor and thank them for their leadership as they share our vision to create unparalleled guest experiences at M1.”

Woodward Dream Show (August 19)

WDS is now a one-day event on Friday, August 19 so community members can enjoy the Woodward Dream Cruise the following day. Celebrating 90 years of the 1932 Ford, 100 years of Lincoln, and 55 years of the Pontiac Firebird, the event features hundreds of unique vehicles as well as remote control off-road cars, Food Truck Alley, and live entertainment.

New this year is the “**Insiders Garage**” on Friday evening. The panel discussion emceed by WCSX’s Jim O’Brien features industry leaders discussing cruising and customization. Panelists include Adam Genei of Mobsteel, Kevin Byrd of Two Guys Garage, and Murray Pfaff of Pfaff Designs and others. On Saturday, to celebrate Woodward Dream Cruise, M1 will host a parade of 200 vehicles through Pontiac and on Woodward. Vehicles will be selected from 20 invited car clubs and all community members can enjoy the parade.

Tickets for Woodward Dream Show are \$50 for adults, \$25 for those 13-17 and free for those under 12. They are available at www.m1concourse.com

American Speed Festival (September 29- Oct 2)

The American Speed Festival celebrates 60 years of Shelby American and 75 years of Ferrari. On Friday, September 30 and Saturday, October 1, two days of On Track racing and demonstrations returns along with the opportunity for patrons to get a ride on track with a professional driver. The weekend also

features remote control off-road cars, premium food, a Life-style Pavilion, and live entertainment. New this year is a Speed and Style Expo Car Show and Art Exhibit on Sunday, October 2 with race cars, performance cars, muscle cars, classics, and exotics that represent and define Performance and Speed.

Tickets for American Speed Festival are \$75 for Adults, \$50 for those 13-17 and free for those under 12. Special Events include a Dine & Drive Tour and Motor Grille on Thursday, September 29 and limited tickets are priced separately. They are available at www.m1concourse.com

McGrane also introduced the American Speed Festival's Master of Motorsports recipient Peter Brock who shared remarks by video. Brock, who was inducted into the Motorsports Hall of Fame of America in March, will attend American Speed Festival, and receive the Master of Motorsports at the Checkered Flag Ball on Saturday October 1.

The **Checkered Flag Ball** is produced by the Checkered Flag Challenge, M1's philanthropic arm. Proceeds from the Ball go to M1 Mobility, which provides transportation solutions so residents can access community resources in Pontiac. The new initiative debuted last year and was able to serve the community despite the challenges presented by COVID as outlined by Dustin McClellan of the Pontiac Community Foundation.

Original artwork for this year's Ball, created by Nico Roussele, was unveiled and will be part of the live auction at the Ball. Tickets for the Ball will be on sale later in May.

Cycling Races Coming to M1

McGrane also announced the Inaugural M1 Cycle Classic on Sunday, July 17th taking place at M1 Concourse in partnership with the Detroit Athletic Club Foundation's Detroit Cycling Championship, which occurs on Saturday, July 16th, both are Michigan Bike Racing Association sanctioned events. Details will follow.

Successful Cars and Coffee Events Return

Additional events at M1 during the season of All Things Automotive include **Cars and Coffee** held on the first Saturday mornings of the month (April – October). This year, there's a speaker series called "**Off The Grid**" and features industry leaders, legendary racers and more. More details are available for both free events online.

About Comerica

Comerica Bank, a subsidiary of Comerica Incorporated, has served Michigan longer than any other bank with a continuous presence dating back over 172 years to its Detroit founding in 1849. It is the largest bank employer in metro Detroit and has more than 4,500 employees (FTE) statewide. With one of the largest banking center networks in Michigan, Comerica nurtures lifelong relationships with unwavering integrity and financial prudence. Comerica positively impacts the lives of Michigan residents by helping customers be successful, providing financial support that assists hundreds of charitable organizations, and actively participating in Detroit's downtown revitalization. Comerica Incorporated (NYSE: CMA) is a financial services company strategically aligned by three business segments: The Commercial Bank, The Retail Bank, and Wealth Management. Follow on Facebook: www.facebook.com/Comerica, Twitter: [@ComericaBank](https://twitter.com/ComericaBank) and Instagram: [@comerica_bank](https://www.instagram.com/comerica_bank).

To set up media interviews or request media credentials, please contact Melissa Bunker mbunker@campbellmarketing.com. More information is at www.m1concourse.com

Video of today's conference will be available by end of the day on **M1's YouTube channel** <https://tinyurl.com/2tjnefuf>

Other media assets are available in **M1's Media Dropbox** at <https://tinyurl.com/4hx2kj6k>