



FOR IMMEDIATE RELEASE

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**M1 Concourse Announces “M1 Pontiac Power Week”  
August 12-20 is a Can’t Miss Week for Car Enthusiasts**

PONTIAC, Mich., June 29, 2022 --Car lovers can get their serious automotive fix at M1 Concourse during the newly-announced “M1 Pontiac Power Week 2022,” which spans August 12-20. Burnouts and blazing speed start the week and that paves the way for the second annual Woodward Dream Show presented by Comerica Bank (Aug. 19) at M1 and the Woodward Dream Cruise which dates to 1995.

New events during M1 Pontiac Power Week include an Australian burnout contest called Sick Skids, three days of new Dodge product reveals, and a parade designed to celebrate the Woodward Dream Cruise. M1 is presenting the second annual Woodward Dream Show presented by Comerica Bank and welcoming back the popular Roadkill Nights (Aug. 13). Visitors to the M1 facility this summer will be able to enjoy the new state-of-the-art Event Center which opened last October.

**New Schedule for 2022 M1 Pontiac Power Week**

Friday, Aug. 12 - Sick the Magazine presents Sick Skids Contest

Saturday, Aug. 13 – MotorTrend Presents Roadkill Nights Powered by Dodge

Monday-Wednesday, Aug. 15-17 - Worldwide product reveals from Dodge brand

Friday, Aug. 19 – The second annual Woodward Dream Show presented by Comerica Bank

Saturday, Aug. 20 - Inaugural Woodward Dream Parade presented by Comerica Bank and Car Club Corrals

**More on the events:**

**Sick the Magazine presents Sick Skids Contest** is an Australian-style burnout contest where all kinds of crazy vehicles will be smoking the tires on the M1 Arena. There will also be cars on display and a vendor midway during the evening. Sick Nights is sponsored by Motion Raceworks, Gear Vendors Overdrive and Sick The Mag. The M1 event is the third in a series of events in Northern Oakland County. Proceeds will be donated to the Epilepsy Foundation of Michigan and Bubba’s Buddies (Degenerative Myelopathy).

More information at [www.sickthemagazine.com/sicknights](http://www.sickthemagazine.com/sicknights)

**MotorTrend Presents Roadkill Nights Powered by Dodge** is a one-day car culture festival that in addition to legal street drag racing, offers a full slate of fan activities, including Dodge thrill and drift rides, Dodge driving simulators, a classic and modern muscle car show and much more. More information at <https://www.motortrend.com/events/roadkill-nights/>

**Dodge worldwide product reveals at M1 Concourse** is three consecutive days of Dodge unveiling products at M1 Concourse for media and invited guests. Monday, August 15 – Current muscle

announcements; Tuesday, August 16 – Gateway muscle announcement; Wednesday, August 17 – Future muscle announcement.

**Second Annual Woodward Dream Show presented by Comerica Bank** celebrates 90 years of the 1932 Ford “Deuce,” 100 years of the Lincoln brand, and 55 years of the Pontiac Firebird. Activities include our [“Insiders’ Garage”](#) panel discussion, RSTEs (Race Speed Track Experiences) available with our team of Professional Drivers, remote control car races on a custom-built track, music and entertainment, food and beverage and Peoples’ Choice voting.

**Woodward Dream Parade presented by Comerica Bank and Car Club Corrals** is a new Saturday event for all residents and fans of Woodward to enjoy. Participation is by invitation only, but it’s a spectator’s celebration. A police-escorted parade (limited to 200 vehicles) will include cruising on Woodward Avenue and on downtown Pontiac’s historic Widetrack Drive.

More information on both events is at [www.m1concourse.com/wds-home/](http://www.m1concourse.com/wds-home/)

#### **Other activities for car lovers to enjoy in Pontiac:**

**Pontiac Transportation Museum:** In Pontiac during the late 19th and early 20th centuries some of the nation’s most successful manufacturers of horse-drawn buggies and carriages evolved into the earliest car and truck companies. Among the dozens of such companies with local roots, two of the largest ultimately became General Motors’ renowned Pontiac Motor Division and GMC Truck and Coach. Pontiac Transportation Museum showcases examples of the cars, trucks, and other vehicles designed or built here – and the culture that truly changed the nation and the world.

Located at 250 W. Pike St., Pontiac. More information at [www.pontiactransportationmuseum.org](http://www.pontiactransportationmuseum.org)

#### **M1 Concourse so far this summer**

The 2022 car show season at M1 Concourse has included a new Off The Grid Speaker Series which follows the Cars & Coffee events on the first Saturday of each month. Cars & Coffees this season are themed each month, and response has been very enthusiastic – more than 2,000 people attended June’s event. The next event is July 2 featuring MOPAR and August 6 with GM, Chevy and Pontiac cars highlighted. However, all makes and models are always welcome. Speakers are noted automotive author John Nikas and legendary sports car racer Brian Redman, respectively.

Just this past weekend, M1 hosted thousands for its Fifth Annual Cars Under the Stars Fireworks Spectacular Presented by Coca-Cola.

Just Added: M1 Cycling Classic will now be a two-day event on both Saturday, July 16 and Sunday, July 17.

Details about all events at M1 Concourse are available at [www.m1concourse.com](http://www.m1concourse.com)