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## **American Speed Festival Pays Tribute to Legendary Automotive Visionary Reeves Callaway**

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**PONTIAC, MI** – In a grand celebration of automotive excellence, speed, and innovation, the American Speed Festival at M1 Concourse proudly honored the late automotive legend Reeves Callaway with a special tribute display. This remarkable exhibit showcased the incredible legacy of the Callaway Corvette racing division, featuring seven original Callaway Competition Corvettes that enthralled attendees with their historical significance and engineering marvels.

Taking place at the prestigious M1 Concourse in Pontiac, Michigan, the festival paid homage to Reeves Callaway, a revered icon in the automotive world renowned for his groundbreaking contributions to the Chevrolet Corvette. Callaway's lifelong dedication to pushing the boundaries of performance and engineering has left an indelible mark on the world of sports cars, elevating the Chevrolet Corvette to new performance heights, and earning the respect and admiration of enthusiasts and experts alike.

The Callaway Corvette Tribute Display provided festival attendees with a unique opportunity to witness the evolution of Callaway's engineering prowess and his lasting impact on motorsports. The exhibit featured seven original Callaway Corvettes from the racing division, each representing a different era of innovation and excellence. From the 1994 Callaway LM Corvette #001 "Frieda" to the 2016 Callaway C7 Corvette GT3-R, these legendary racing machines showcased Callaway's visionary approach to performance engineering.

A selection of the competition Callaways were demonstrated on the track with performance laps. With the 1994 Callaway #001 'Frieda' being driven by Reeves son, Peter Callaway, who is General Manager of Callaway Cars. This collection of street-spec Callaway Corvettes participated in parade laps during the lunchtime session, captivating the audience with their speed and elegance. The festival, with its wide array of rare and historic vehicles on display, thrilling on-track demonstrations, and the highly anticipated Callaway Corvette Tribute Display, proved to be an unforgettable experience for automotive enthusiasts.

- LM Corvette #001 – Lovingly nicknamed 'Freida', marked the genesis of Callaway's racing journey. This car left its mark with a debut at the 1995 24 Hours of Le Mans, turning heads with its distinctive aerodynamic enhancements and impressive power, finishing 9<sup>th</sup> overall.

- 1996 Callaway C7R #002 – Dominated endurance races and clinched class victories, including a remarkable performance at the 24 Hours of Daytona and the 12 Hour of Sebring, being the first complete bespoke Callaway.
- 2001 Callaway C12R #001 – Pushed the envelope further, standing out for its striking design and race-winning performance, with several wins in the FIA GT Championship in addition to being the 2001 Le Mans 24 Hour GT2 Pole winner.
- 2008 Callaway C6 Corvette Z06.R GT3 “EVO” – A force to be reckoned with in the GT3 category, where it was named the 2008 European FIA GT3 Champion.
- 2009 Callaway C6 Corvette GT4 EX16 & 2009 Callaway C6 GT4 “19EX – Experimental-class marvels, displayed cutting edge technology and competed successfully achieving 8 wins and 14 podium finishes, showcasing Callaway’s innovative spirit.
- 2016 Callaway C7 Corvette GT3-R – Continued the tradition by conquering races like the Pirelli World Challenge, solidifying Callaway’s enduring legacy as a dominant force in motorsports.

### **About M1 Concourse**

Located on the iconic Woodward Avenue in Pontiac, M1 Concourse serves as a testament to automotive excellence. Spanning 87 acres, it houses a vibrant motorsports community, state-of-the-art performance car service center, and a majestic event center, all overlooking the 1.5-mile M1 Circuit. Situated less than 35 miles from Detroit’s Metropolitan International Airport, it remains a prime destination for global automotive aficionados.

### **About American Speed Festival**

This event combines some of the most renowned brands in automotive performance history, in everything from Vintage Indy cars and historic stock cars to modern-day supercars. It’s a rare opportunity to see race cars from every era perform on the 1.5-mile M1 Concourse Speed Ring. American Speed Festival celebrated three significant automotive anniversaries, 100 years of Americans at Le Mans, 70 years of Corvette, and 50 years of International Race of Champions (IROC) Series.

### **About Reeves Callaway**

Born Ely Reeves Callaway III in 1947 and sadly passing away in July 2023, Reeves Callaway was a true automotive visionary. Hailing from Bryn Mawr, Pennsylvania, and raised in Darien, Connecticut, he followed in the footsteps of his father, Ely Callaway Jr., who made a mark in the textile industry before venturing into winemaking and founding the iconic Callaway Golf brand. Reeves' journey in the automotive world began after graduating from Amherst College in 1970. His turbocharger innovation, inspired by a journalist's review, led to the founding of Callaway Turbo Systems and later, Callaway Cars Inc., a pioneer in high-performance systems for prestigious brands like BMW, Porsche, and Alfa Romeo. His collaboration with General Motors resulted in the legendary "Callaway Twin Turbo Corvettes," securing his place in automotive history. Reeves' creativity extended to companies like Aston Martin and Range Rover, and even ventured into golf club manufacturing with Callaway Golf. Inducted into the

National Corvette Museum Hall of Fame, he left an enduring legacy in the world of automobiles and beyond.