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### **Automotive Pioneers Attend M1 Concourse's American Speed Festival**

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**PONTIAC, MI** – The number of rare cars that will be at this *one* show is almost unfathomable. Between September 29 – October 1, American Speed Festival will display at least two outstanding feats:

1. The largest gathering of Callaway Competition Corvette race cars in its 30+ years of racing
2. Hosting the 1967 Le Mans winner, the Ford GT Mk IV, which currently resides at The Henry Ford

“Having these cars at American Speed Festival is truly an honor,” said M1 Concourse CEO Tim McGrane. “The caliber of cars mixed with the energetic atmosphere and thrilling track time is the perfect recipe for a magnificent show and we’re fortunate that all the pieces came together for another outstanding year.”

On Friday, September 29, the festival will honor the late Reeves Callaway, a visionary who made an indelible mark on automotive engineering, particularly with the Chevrolet Corvette. To honor his legacy, a full day of racing will pause around 12:30 p.m. for special parade laps featuring street-spec Callaway Corvettes. These special laps are part of a larger tribute that commemorates Reeves Callaway’s contributions as well as 70 years of the iconic Corvette.

The festivities continue into Saturday with another full day of racing pausing around 12:30 p.m. to pay tribute to the formidable Ford GT40, a car synonymous with racing supremacy. These parade laps are a nod to Ford’s legendary performance at the 24 Hours of Le Mans during the 1960s, particularly their unprecedented 1-2-3 finish in 1966.

Beyond these central tributes, attendees can anticipate a diverse range of cars including vintage Indy cars, Formula 1 cars, supercars, exotic cars, and more, all competing in on-track demonstrations.

After the races, M1 Concourse will host unique experiences including the American Speed Festival Garage Reveal, a curated tour of select private garages to take place in the evening of September 29. Another prestigious event is the Checkered Flag Ball, a fundraiser to support mobility within the City of Pontiac. That will take place on the evening of September 30. Special tickets to these events can be purchased at [m1concourse.com/asf-purchase-tickets/](https://m1concourse.com/asf-purchase-tickets/)

For further details about the American Speed Festival, please visit [m1concourse.com/asf-home](https://m1concourse.com/asf-home).

### **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 Reeves Callaway**

Reeves Callaway's journey, which began in 1947 and sadly concluded in 2023, was characterized by relentless innovation. Hailing from Bryn Mawr, Pennsylvania, he transformed automotive engineering. In collaboration with General Motors, he introduced the world to the "Callaway Twin Turbo Corvettes," forever cementing his place in automotive lore. With accolades like the National Corvette Museum Hall of Fame induction, his legacy in the automotive world remains unparalleled.