



PETERSEN
AUTOMOTIVE MUSEUM



FOR IMMEDIATE RELEASE

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BRITWEEK’S LUXURY CAR RALLY RETURNS WITH 75 OF THE RAREST AND MOST UNIQUE BRITISH AUTOMOBILES EVER ASSEMBLED IN SOUTHERN CALIFORNIA

The cars will convene at the Petersen Automotive Museum for a breakfast before venturing throughout the streets of Los Angeles and Beverly Hills

LOS ANGELES, November 2nd, 2021 – [BritWeek](#), Los Angeles’ annual celebration of British culture and innovation, is proud to announce that its highly anticipated car rally will take place on Sunday, November 14. Co-hosted by the [Petersen Automotive Museum](#), celebrity car collector and artist Magnus Walker, and the City of Beverly Hills, 75 of the world’s most iconic British automobiles will parade through the streets of Los Angeles and Beverly Hills, offering audiences the rare opportunity of witnessing this unique gathering of vehicles drive on public roads.

Select cars scheduled to appear include Steve McQueen’s renowned 1956 Jaguar XKSS, one of only two 1947 Rolls Royce Inskips ever handmade, 1948 Bentley MK VI Mallalieu Mercia Roadster, an original 1962 Lotus 7 and a 2005 TVR Sagaris, the only one in the U.S.

“We’re looking forward to bringing together car enthusiasts of all backgrounds for this thrilling occasion,” said Nigel Daly OBE, chairman of BritWeek. “The UK has a long history of thriving in the automotive industry, so it’s a great experience to share our finest offerings with thousands of SoCal residents.”

The free and family-friendly gathering begins with a British-themed breakfast on the Petersen Museum’s rooftop, where the public is invited to view all of the cars up close as they compete for the “Petersen Perfection,” “Best in Show,” “HammerTime Excellence” and “Outlaw” awards. The rally will begin afterward on a route to the Wallis Annenberg Center for the Performing Arts, where the cars will be on display in front of Beverly Hills City Hall, and patrons can engage in other on-site activities.

“We’re excited to partner with BritWeek, Magnus Walker and the city of Beverly Hills in this showcase,” said Terry L. Karges Sr, executive director of the Petersen Automotive Museum. “It’s not often this assembly of cars comes together, so we encourage everyone to start their holiday season a few weeks early and treat themselves to a fun time.”

The rally is sponsored by Richard Mille, HSBC Bank, The Maybourne Beverly Hills Hotel, Britbox, the Wallis Annenberg Center for the Performing Arts and O’Gara Coach Beverly Hills.

To learn more about BritWeek and for a detailed map of and schedule for the car rally, visit <https://britweek.org> and www.beverlyhills.org/britweek respectively.

BEVERLY HILLS

BritWeek
CAR RALLY
November 14, 2021
10 a.m. - 11 a.m.
Car Show: 11 a.m. - 1 p.m.

LEGEND

- BritWeek Car Rally Route
- Road Closed
- CS Car Show
- SB Sponsor Booths
- City Hall

The Petersen Automotive Museum and the City of Beverly Hills will host the annual luxury car rally that begins at The Petersen Museum and winds through the most iconic streets in Beverly Hills beginning at 10 a.m. and ending at 11 a.m. After the rally, select cars will be on display in front of Beverly Hills City Hall on Crescent Drive from 11 a.m. - 1 p.m.

Wallis Annenberg Center for the Performing Arts
PETERSEN AUTOMOTIVE MUSEUM
MAYBOURNE HOTEL GROUP
RICHARD MILLE
HSBC Bank
THE LAB MAG by the laboratory arts collective
O'GARA BEVERLY HILLS

About BritWeek

BritWeek is a non-profit organization that hosts events every year to promote British creativity, innovation and excellence across multiple categories, including film and television, music, art, fashion, design, retail,

sport, philanthropy, business and more. The events take place throughout Greater Los Angeles, Orange County, Orlando, San Francisco and Miami. To learn more, visit <https://britweek.org>.

About the Petersen Automotive Museum

The Petersen Automotive Museum Foundation is a non-profit 501(c)(3) charity. The museum is located at 6060 Wilshire Blvd. (at Fairfax) in Los Angeles, 90036. Admission prices are \$17 for general admission adults, \$15 for seniors and \$12 for children ages 4 to 17. Active military with ID, personal care attendants and children under age 4 are admitted free. Museum hours are 10 a.m. to 5 p.m. daily. For general information, call 323-930-CARS or visit www.petersen.org.

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