



LOUIS VUITTON

Press Release

The Louis Vuitton Classic to change format in 2005

After having organized automobile concours d'elegance for 17 years, Louis Vuitton has chosen to modify its approach. Beginning in 2005, Louis Vuitton will annually crown a car chosen among the winners of the most famous concours d'elegance in the world.

The first selected events include the Concorso d'Eleganza Villa d'Este (Italy), the Amelia Island Concours d'Elegance (Florida USA), The Quail (California USA), the Pebble Beach Concours d'Elegance (California USA).

The Louis Vuitton Classic Concours Award will be allotted by a specialized jury chaired by Christian Philippson, and given, for the first time, during a dinner in Paris at the beginning of 2006. It is envisaged to add a prize also for the best concept car, the Louis Vuitton Classic Concept Award.

In addition, other events will proceed according to the formula of the "runs" (or regularity rallies), taking place from four to eight days depending on the destinations. A first "run" will take place in Europe in 2006, and the next one in China in 2008, ten years after the famed initial Louis Vuitton Classic China Run.

The Louis Vuitton Classic contests have always gathered and rewarded the most beautiful cars in the world. These have been mainly held in the "Parc de Bagatelle" in Paris, as well as in England at the Hurlington Club of London and at one time in the United States at Rockefeller Center in New York.

Since 1854 Louis Vuitton and the company he founded have been closely linked to travel. Mr. Vuitton accompanied each of the revolutions associated with transport and voyage while creating a true art of living. He invented the first accessories for Kellner, Bugatti and Rolls-Royce. Louis Vuitton Malletier continues this tradition through its special orders, which combine know-how and modernity and contribute to journeys of one's dreams, even today.