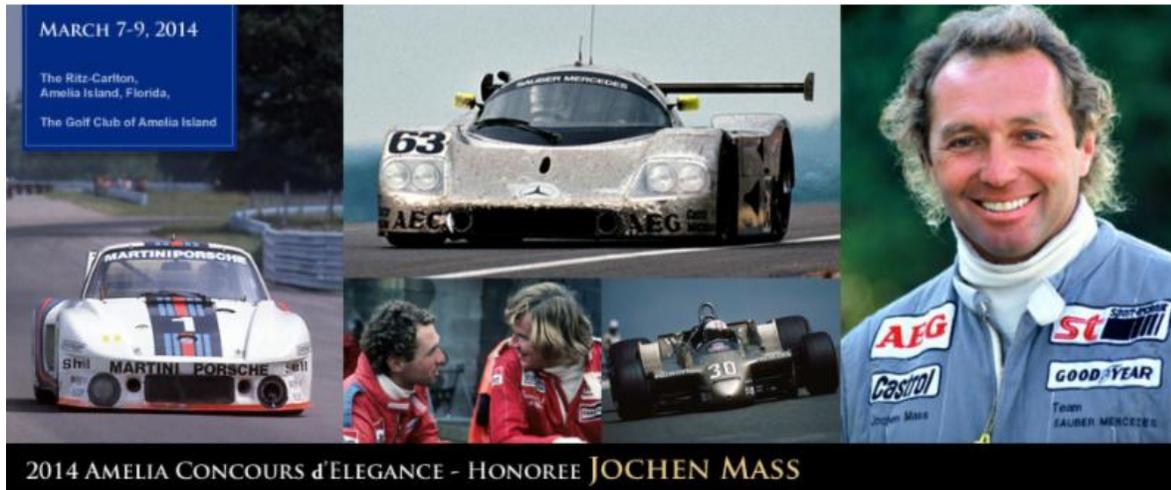




AMELIA ISLAND 2014 CONCOORS D'ELEGANCE

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HASSELBLAD

CLASSIC MOTOR RACING PHOTOGRAPHY EXHIBIT
AT AMELIA, 2014

The "Ultimate Machine" is not always an automobile.



Photo by Bill Warner

A collection of classic motorsport photographs made with the internationally famous Hasselblad camera will comprise a special exhibit at the 19th annual Amelia Island Concours d'Elegance.

The special Hasselblad photos are moments from National and World Championship motorsport in the United States from the 1960s through 1979, taken by Concours Founder and Chairman Bill Warner with his Hasselblad, during his tenure as staff photographer for Road & Track Magazine from 1970 to the present.

"Hasselblad is simply the ultimate camera," said Warner. "It's the Mercedes-Benz, the Porsche and the Ferrari of cameras all in one. Hasselblad is not an orthodox choice for motorsport photography. That's because most professional photographers are concerned about getting the action of motorsport, not the art. Hasselblad captures both the action and the art."

Perhaps it was inevitable that Hasselblad's exquisite image reproduction and legendary quality would find a home in motorsport photography.

"Hasselblad introduced their first camera, the 1600F, the same week that Watkins Glen hosted their first Grand Prix, America's first post-war

road race, in 1948; the same year Porsche built their first sports car," said Warner. "That's some coincidence. My most memorable shots have one thing in common: they were all made with a Hasselblad."

The Hasselblad was the first camera to offer a large 6X6 cm (2 3/8 inches) negative with interchangeable lenses and viewfinders. In the 1960s, the Hasselblad became the camera of choice for NASA and, in 1969, was the first camera on the moon.

Through the generosity of Hasselblad, a Lunar Olive Wood Luxury Camera, one of just 200 produced, will cross the RM Auction block to benefit Spina Bifida of Jacksonville on Saturday, March 8 at 11:00 a.m. This special, limited edition Hasselblad can be viewed at the RM Auction Sale Preview at the Ritz-Carlton Oceanfront Lawn from 10:00 a.m. until 6:00 p.m. on Friday, March 7.



Photo by Bill Warner

TICKETS ON SALE NOW

About The Amelia Island Concours d'Elegance

Nearing the end of its second decade, the Amelia Island Concours d'Elegance is among the top automotive events in the world. Always held the second full weekend in March, "The Amelia" draws over 250 rare vehicles from collections around the world to The Golf Club of Amelia Island and The Ritz-Carlton, Amelia Island for a celebration of the automobile like no other. Since 1996, the show's

Foundation has donated over \$2.25 million to Community Hospice of Northeast Florida, Inc., Spina Bifida of Jacksonville, The Navy Marine Corps Relief Society, Shop with Cops, and other deserving charities. The 19th annual Amelia Island Concours d'Elegance is scheduled for March 7-9, 2014. For more information, visit www.ameliaconcours.org.



Amelia Island Concours d'Elegance
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