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**MONTEREY
GUIDE 2026**



Welcome

This guide is designed to help you get the most out of your time while attending this year's exciting Monterey Car Week. The week is packed with events and activities, many of which occur simultaneously or in close succession. As such, the week can be very busy — even for a veteran attendee.

Whether you are visiting Monterey as a spectator or as an owner bringing your Italian car to participate in events, we hope you find this guide helpful in planning and executing the best experience possible.

Remember to always check the respective event websites for the latest information.

Welcome to Monterey.

AR

ANDREW ROMANOWSKI
PRESIDENT, LAMBORGHINI CLUB AMERICA

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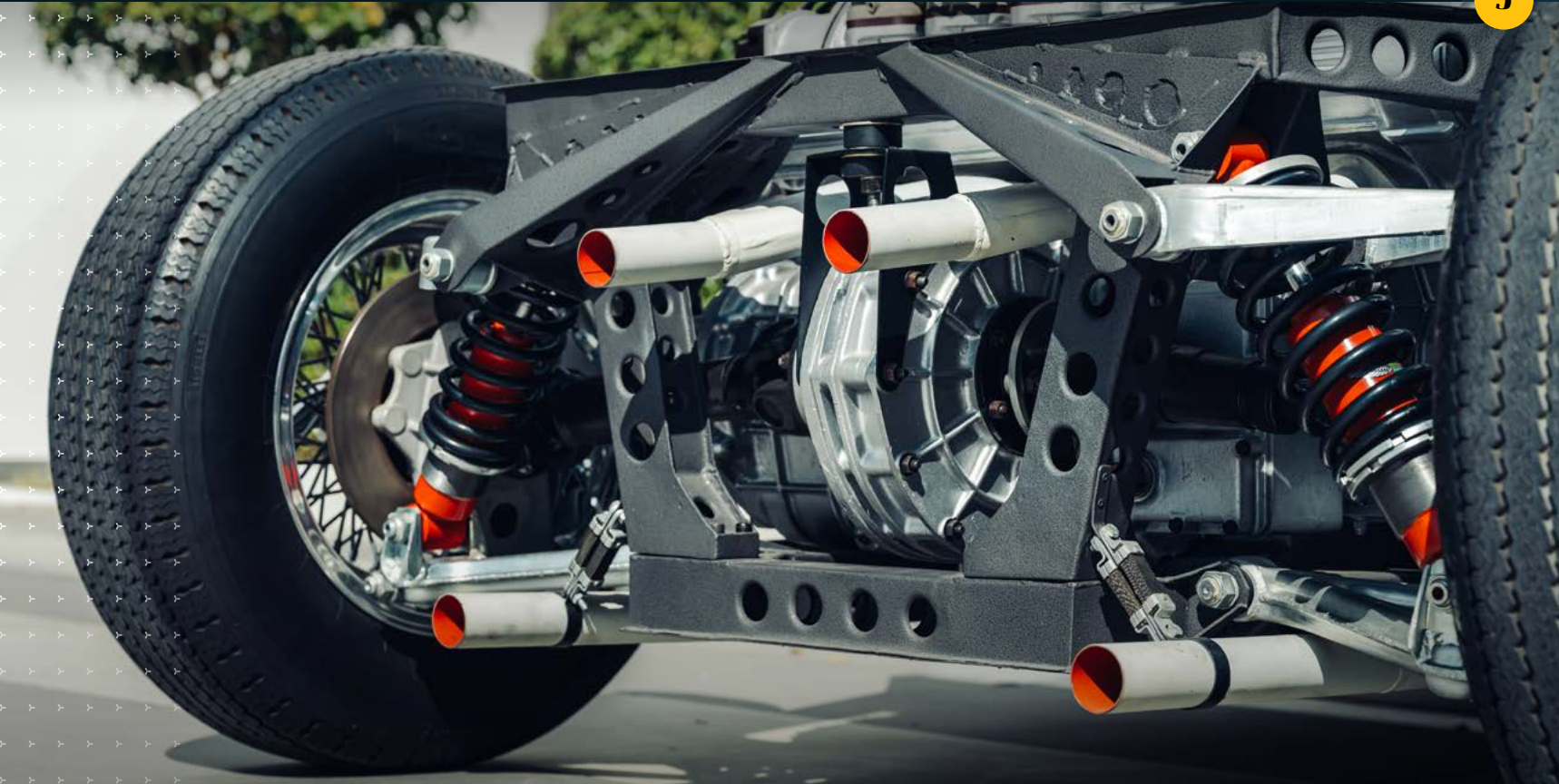
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Schedule

Wednesday AUG 12

- 6 PM ■ **MONTEREY MOTORSPORTS REUNION**
GATES OPEN AT 7:00 AM
MOTORLUX
- 10 PM ■ 6:00 PM - 10:00 PM

Thursday AUG 13

- 7 AM ■ **MONTEREY MOTORSPORTS REUNION**
GATES OPEN AT 7:00 AM
MECUM AUCTIONS
VEHICLES BEGIN AT 10:00 AM
BONHAMS AUCTION
AUCTION STARTS AT 11:00 AM
BROAD ARROW
AUCTION STARTS 2:00 PM

Friday AUG 14

- 7 AM ■ **MONTEREY MOTORSPORTS REUNION**
GATES OPEN AT 7:00 AM
THE QUAIL, A MOTORSPORTS GATHERING
9:00 AM - 4:00 PM
MECUM AUCTIONS
VEHICLES BEGIN AT 10:00 AM
BROAD ARROW
AUCTION STARTS 11:00 AM
GOODING & COMPANY AUCTION
AUCTION STARTS AT 5:00 PM
RM SOTHEBY'S
AUCTION STARTS AT 6:00 PM
LAMBORGHINI LOUNGE
7:00 PM - 10:00 PM
- 10 PM ■

Saturday AUG 15

- 7 AM ■ **MONTEREY MOTORSPORTS REUNION**
GATES OPEN AT 7:00 AM
MECUM AUCTIONS
VEHICLES BEGIN AT 10:00 AM
SERATA CAMPIONI
10:00 AM - 2:00 PM
GOODING & COMPANY AUCTION
AUCTION STARTS AT 11:00 AM
RM SOTHEBY'S
AUCTION STARTS AT 6:00 PM
SERATA ITALIANA
6:00 PM - 11:00 PM
- 11 PM ■

Sunday AUG 16

- 7 AM ■ **PEBBLE BEACH CONCOURS**
5:30 AM - 5:00 PM
SHUTTLE TO PEBBLE BEACH
9:00 AM - 4:30 PM
FAREWELL DINNER AT TARPY'S ROADHOUSE
7:00 PM - 10:00 PM
- 10 PM ■

Motorlux

MOTORLUX.COM

▶▶ WHAT

Share our passion for vintage race cars, state-of-the-art aircraft, the latest super cars, incredible gourmet food and the best of California's wines.

▶▶ WHEN

Wednesday, August 12
6:00 PM – 10:00 PM

▶▶ WHERE

Monterey Jet Center
300 Sky Park Drive
Monterey, CA 93940

▶▶ ATTIRE

Cocktail dress and sportswear are preferred. The event is held mainly outdoors, so please bring something warm to wear.

▶▶ ENTRY

No one under the age of 21 years old is allowed. NO exceptions. No pets. No smoking within the tarmac aircraft display area and hangar area. Security may ask to see ID for any person appearing to be under the age of 30. All tickets purchased are non-refundable including tickets purchased for guests under 21 years of age.

▶▶ PRICE

\$750 Motorlux Pass

Contact

InfoMotorlux@hagerty.com



Monterey Motorsports Reunion

WEATHERTECHRACEWAY.COM

▶▶ WHAT

Described as a museum springing to life, the Rolex Monterey Motorsports Reunion is the largest event held during the famed Monterey Classic Car Week, and is the only event where cars are doing what they were originally intended to do... race. Approximately 550 race cars are invited to compete in the world's premier motoring event, and are accepted based on the car's authenticity, race provenance and period correctness.

▶▶ WHEN

August 12-15
(Gates open at 7:00 AM)

▶▶ WHERE

WeatherTech Raceway (formerly known as Laguna Seca)
1021 Monterey Salinas Hwy
Salinas, CA 93908
831-242-8201

▶▶ PRICE

\$289.63

4-day general admission & paddock (Thursday/Friday/Saturday/Sunday)

▶▶ ATTIRE

Casual

\$274.10

3-day general admission & paddock (Friday/Saturday/Sunday)

Visit the event website for 2-day and 1-day ticket prices and availability of free parking.



10

Monterey Auctions

MECUM AUCTIONS

MECUM.COM

» WHAT

The event will be headlined by a spectacular array of supercars and sports cars from makers such as Lamborghini, Ferrari, Porsche, McLaren, Ford, Bugatti and Aston Martin. Classics from such renowned automotive marques as Duesenberg, Packard and Peugeot will also highlight the sale, while a select array of superbly turned out racing cars will be sprinkled throughout. But that's not all...a tremendous selection of pony cars, muscle cars and Corvettes will make up some of the 600 cars on offer, while the auction boasts 50 of the finest collectible motorcycles from around the world. It's one of the finest selections Mecum Auctions has ever offered in Monterey.

» WHEN

Thursday, August 13 to Saturday, August 15
Doors open at 8:00 AM, vehicles begin at 10:00 AM.

» WHERE

Del Monte Golf Course
1300 Sylvan Road
Monterey, CA 93940

» ENTRY

For the latest bidder registration and spectator ticket information, check the auction website.

RM SOTHEBY'S

RMAUCTIONS.COM

» WHEN

Preview: Thursday, August 13 to Saturday, August 15, Starting at 10:00 AM*
Auction: Friday, August 15 to Saturday, August 16, Starting at 6:00 PM*

» WHERE

Monterey Conference Center
1 Portola Plaza
Monterey, CA 93940

» ENTRY

For the latest bidder registration and spectator ticket information, check the auction website.

* Please check the event website for the latest info:
rmsothebys.com/auctions/mo26/

BROAD ARROW

BROADARROWAUCTIONS.COM

» WHEN

Preview: Wed., August 12, 9:00 AM – 5:00 PM
Thursday, August 13, 9:00 AM – 2:00 PM
Friday, August 14, 9:0 AM to 11:00 AM
Auction: Thursday, August 13 at 2:00 PM
Friday, August 14 at 11:00 AM

» WHERE

The Quail Golf Club
27050 Rancho San Carlos Road
Carmel, CA 93923

» ENTRY

For the latest bidder registration and spectator ticket information, check the auction website.

GOODING & COMPANY

GOODINGCO.COM

» WHEN

Preview: Wednesday, August 12, starting at 10:00 AM and Thursday, August 13 to Saturday, August 15, starting at 9:00 AM*
Auction: Friday, August 14, starting at 5:00 PM and Saturday, August 15, starting at 11:00 AM*

» WHERE

Pebble Beach Parc du Concours
Corner of Stevenson Drive and Portola Road
Pebble Beach CA 93953

» ENTRY

For the latest bidder registration and spectator ticket information, check the auction website.

* Please check the event website for the latest info:
www.goodingco.com/auction/pebble-beach-auctions-2026

BONHAMS | CARS

BONHAMSCARS.COM

» WHEN

Preview: Tuesday, August 11 and Wednesday, August 12, 9:00 AM – 6:00 PM
Thursday, August 13, 8:30 AM to 11:00 AM
Auction: Thursday, August 13 at 10:00 AM

» WHERE

WeatherTech Raceway
Laguna Seca
1021 Monterey Salinas Hwy
Salinas, CA 93908

» ENTRY

For the latest bidder registration and spectator ticket information, check the auction website.



11

ROLEX

Q

12



The Quail

A Motorsports Gathering

R

QUAILLODGEEVENTS.COM

►► WHAT

Celebrating the finer things in life, The Quail, A Motorsports Gathering, will be more elegant than ever before, setting a new standard for motorsports events around the world. Conceived by the team behind the renowned Peninsula Hotels, The Quail will offer more opportunities to enjoy impeccable food, wine, fashion and entertainment, all surrounded by the most distinguished motor vehicles and motorsports luminaries.

"The Quail, A Motorsports Gathering, has evolved into one of the most distinguished automotive and lifestyle events of Monterey Car Week and one of the highlights of the international motoring calendar," said The Quail's co-founder, The Hon. Sir Michael Kadoorie, Chairman of The Hongkong and Shanghai Hotels, Limited.

"We are delighted to play host to motorsports enthusiasts, collectors and friends from around the world, who journey to the Monterey Peninsula to join this intimate gathering and pay homage to the automobile." He added: "The true honors at The Quail go to those who dedicate so much of themselves to preserve and maintain these fine motor cars so that we may continue to enjoy them year after year."

►► WHEN

Friday, August 14
9:00 AM – 4:00 PM

►► WHERE

Quail Lodge Golf Club
8205 Valley Greens Dr
Carmel, CA 93923

►► ATTIRE

Styles range from
dressy to resort
casual.

►► PRICE

\$1,295/person
Tickets required;
please note that they often
sell out before the event.

Contact

831-620-8887
thequail@quailodge.com

13

Lamborghini Villa

▶▶ WHAT

The Lamborghini Lounge is a sophisticated, immersive venue created to highlight memorable events and offer an elevated Lamborghini experience to distinguished guests — most notably customers, their families and friends. This intimate environment expresses the essence of Lamborghini, forging a strong and enthusiastic connection with visitors and giving each one an inimitable glimpse of the Lamborghini brand.

▶▶ WHEN

Friday, August 14 to Sunday, August 16
7:00 PM – 10:00 PM

▶▶ WHERE

Inside of the gated Pebble Beach community.

▶▶ ATTIRE

Business Casual / Monterey Cocktail.

▶▶ ENTRY

Tickets and pricing only available through the authorized Lamborghini dealer network.

▶▶ PRICE

Tickets and pricing only available through the authorized Lamborghini dealer network.

Contact

Reach out to your authorized Lamborghini dealer for all details



Serata Campioni

The Lamborghini Club Concours-Style Event

SERATAITALIANA.COM

▶▶ WHAT

Serata Campioni is a concours-style celebration of heritage, design and community during Monterey Car Week. The 2026 gathering honors the 60th anniversary of the legendary Lamborghini Miura and features curated classes for the Miura, Countach, Diablo, Murciélago, and Aventador, along with the Bull Pen. Guests will experience French-style judging,

▶▶ WHEN

Saturday, August 15
10:00 AM – 2:00 PM

▶▶ WHERE

TPC Monterey at Pasadera
100 Pasadera Drive
Monterey, CA 93940

▶▶ ATTIRE

Casual.

▶▶ PRICE

\$395

General Admission

\$1,090

Serata Supremo
(15% off both Serata Campioni
and Serata Italiana)

Contact

949-444-2932,
joy@lamborghiniclubamerica.com

▶▶ SPONSORS & PARTNERS

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TPC Monterey at Pasadera
The Caviar Co.
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Lamborghini Class Judging at Serata Campioni

» WHAT

Serata Campioni features a simplified French-style judging format that celebrates each Lamborghini's overall presentation, design, authenticity, provenance and visual impact. Registered vehicles in the Miura, Countach, Diablo, Murciélago, and Aventador Icon Classes will be reviewed by an appointed panel of Lamborghini Club USA judges. Interiors will not be opened or formally scored.

Owners should have their vehicles fully positioned on the show field before judging begins and remain available nearby should the judges have a brief question about the vehicle.

» WHEN

Saturday, August 15,
10:00 AM – 11:00 AM

» WHERE

Serata Campioni Show Field
TPC Monterey at Pasadera
100 Pasadera Drive
Monterey, CA 93940

» ATTIRE

Casual.

» ENTRY

Your Lamborghini must be a registered entrant for the Serata Campioni event, and have RSVP'd with the lead Lamborghini Club America Concours judges.

» PRICE

No charge for judging, however, you must be a current Lamborghini Club America member in good standing to participate in the judging program.

Contact

support@serataitaliana.com



Serata Italiana

The Lamborghini Club Monterey Gala Event

SERATAITALIANA.COM

▶▶ WHAT

Celebrate the 46th annual Lamborghini Club USA Monterey Car Week gathering at Serata Italiana. Set beneath the stars at TPC Monterey at Pasadera, this unforgettable celebration brings together Lamborghini owners, collectors, partners and friends for exceptional cuisine, premium wines and spirits, live entertainment, luxury experiences and a spectacular display of Lamborghini automobiles.

▶▶ WHEN

Saturday, August 15
6:00 PM – 11:00 PM

▶▶ WHERE

TPC Monterey at Pasadera
100 Pasadera Drive
Monterey, CA 93940

▶▶ ATTIRE

The Serata Italiana event is more than just a stage for Lamborghinis. Guests love to get dressed up and elevate their Monterey resort casual attire in exchange for a polished and stylish appearance. Guests often dress in business casual or Monterey cocktail. It's a good idea to bring a light jacket or shawl as Monterey gets chilly in the evenings.

▶▶ ENTRY

Tickets required. Purchase via website. Guests' names will be at the check-in desk. ID required for check-in. Event credentials issued at check-in. Onsite parking available.

▶▶ PRICE

\$745 General Admission
\$1,090 Serata Supremo
(15% off both Serata Campioni and Serata Italiana)

Contact

949-444-2932,
joy@lamborghiniclubamerica.com

▶▶ SPONSORS & PARTNERS

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The Magarigawa Club
Skorpios Tequila
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LAMBORGHINI FINANCIAL SERVICES



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An exclusive vehicle demands an exclusive partner. Our flexible, customizable lease and finance options and full suite of Protection Plan Products are engineered to meet the unique needs of Lamborghini drivers. Contact your preferred Authorized Lamborghini Dealer to start the adventure.



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Shuttle To Pebble Beach

▶▶ WHAT

A courtesy shuttle for Lamborghini Club America members to make the day better by avoiding the immense traffic of the Pebble Beach Concours.

▶▶ WHEN

Sunday, August 16, 9:00 AM – 4:30 PM

▶▶ WHERE

Del Monte Shopping Center
(parking lot next to Whole Foods)
800 Del Monte Center, Monterey, CA 93940
The shuttle departs from the Del Monte Shopping center, promptly on the hour starting at 9 AM (9 AM, 10 AM, 11 AM, etc.). Meet in the parking lot near the Whole Foods store at least 10 minutes prior to departure.

Return trips from Pebble Beach will be every hour on the half-hour beginning at 11:30 AM to return to the Del Monte Shopping Center. The last pick up will be at 4:30 PM.

▶▶ ATTIRE

Same as for the Pebble Beach Concours.

▶▶ ENTRY

A 2026 (or Lifetime) Lamborghini Club membership card is required to use the shuttle service.

Contact

Rick Schue
317-374-9286, rick@lamborghiniclubamerica.com



Pebble Beach Concours

PEBBLEBEACHCONCOURS.NET

▶▶ WHAT

Once each year in August, 200 of the most prized collector cars in the world roll onto what is often called the best finishing hole in golf — the famed 18th fairway of Pebble Beach Golf Links. Tire meets turf and transformation occurs: the stage is set for one of the most competitive events in the automotive world.

Originally a small social event paired with a road race through the pine and cypress forests of Pebble Beach, the Pebble Beach Concours d'Elegance has grown into the top-ranking collector car competition in the world.

The Concours is not a contest of speed, but of elegance. Automobiles and motorcycles are judged for their historical accuracy, their technical merit and their style — and the best garner reward and recognition.

▶▶ WHEN

Sunday, August 16
5:30 AM to 5:00 PM
Awards Ceremony:
1:30 PM to 5:00 PM

▶▶ WHERE

Pebble Beach Golf Course
1700 17 Mile Drive
Pebble Beach, CA 93953

▶▶ ATTIRE

Styles range from dressy to resort casual; temperatures are often cool in the morning and evening yet warm during the day.

▶▶ ENTRY

Tickets required and may be purchased at the event gate or on the event website.

\$550 /person until July 31

\$650 /person starting Aug. 1

Contact

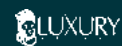
831-622-1700
info@pebblebeachconcours.net

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831.582.1937 • Christina@MontereyCoastRealty.com DRE#02020345

Lamborghini Club Farewell Dinner

TARPYS.COM

▶▶ WHEN

Sunday, August 16, 8:00 PM

▶▶ WHERE

Tarpy's Roadhouse
2999 Monterey Salinas Hwy
Monterey, CA 93940
831-647-1444

▶▶ WHAT

A casual dinner in Monterey
for those who are still in
town.

▶▶ ATTIRE

Casual.

▶▶ ENTRY

RSVP with Rick Schue
by phone or email. Note:
Everyone is responsible for
their own dinner bill, this is
a casual gathering, not a
ticketed event.

Contact

Rick Schue
317-374-9286
rick@lamborghiniclubamerica.com



Hotels

Lamborghini Club America members typically stay at the following hotels. For the Portola Inn and Monterey Plaza, book directly with the hotel. For the Mariposa room request form, contact Joy Anderson at: monterey@lamborghiniclubamerica.com. Hotel rooms are in limited supply, and are usually booked out several months ahead of the event. Some members also use services like Airbnb for short-term home rentals during the Monterey Car Week.

PORTOLA HOTEL & SPA

Two Portola Plaza, Monterey, CA 93940
portolahotel.com
4 night minimum, starts at

\$2,149 per night depending on room type

Make reservations directly on the hotel website, or 831-649-4511.

MONTEREY PLAZA

400 Cannery Row, Monterey, CA 93940
montereyplazahotel.com

4 night minimum, starts at

\$1,299 per night depending on room type

Make reservations directly on the hotel website, or 831-920-6709.

MARIPOSA INN AND SUITES

1386 Munras Ave, Monterey, CA 93940
mariposamonterey.com
3 night minimum,

\$632 to \$810 per night
depending on room type



Emergency Service

If you have an issue with your Lamborghini, there are three authorized Lamborghini dealers in the northern California region, all with factory trained technicians.

LAMBORGHINI LOS GATOS

620 Blossom Hill Rd, Los Gatos, CA 95032
losgatosluxcars.com
408-354-4000

LAMBORGHINI SAN FRANCISCO

620 Du Bois St, San Rafael, CA 9490
LamborghiniSF.com
Sales: 415-526-7320
Service: 415-526-7352
Parts: 415-526-7353

LAMBORGHINI WALNUT CREEK

2255 N Main St, Walnut Creek, CA 94596
theluxurycollectionwc.com/lamborghini
925-444-2000

AUTOMOBILI LAMBORGHINI ROADSIDE ASSISTANCE

888-464-6040



Map: Destination Area

- 30
- 1 BONHAMS QUAIL LODGE AUCTION** at WeatherTech Raceway
1021 Monterey Salinas Hwy, Salinas CA 93908 | Thursday, August 13
 - 2 BROAD ARROW** at Quail Lodge - West Farm Field
27050 Rancho San Carlos Road, Carmel CA 93923 | Wednesday, August 12 to Friday, August 14
 - 3 CONCORSO ITALIANO** at Bayonet Black Horse Golf Course
1 McClure Way, Seaside, CA 93955 | Saturday, August 15
 - 4 GOODING & COMPANY** at Pebble Beach Parc du Concours
Corner of Stevenson Drive and Portola Road, CA 93953 | Friday & Saturday, August 14 & 15
 - 5 LAMBORGHINI VILLA** at Pebble Beach
1560 Cypress Dr, Pebble Beach, CA 93953 (use shuttle from Poppy Hills) | Friday, August 14 to Sunday August 16
 - 6 MECUM** at Del Monte Golf Course
1300 Sylvan Road, Monterey CA 93940 | Thursday, August 13 to Saturday, August 15
 - 7 MIURA 60** at Pebble Beach Concours
3rd Fairway Lawn at Pebble Beach Golf Links, 1700 17 Mile Dr, Pebble Beach, CA 93953 | Sunday, August 16
 - 8 MONTEREY MOTORSPORT REUNION** at WeatherTech Raceway Laguna Seca
1021 Monterey Salinas Hwy, Salinas, CA 93908 | Wednesday, August 12 to Saturday, August 15
 - 9 MOTORLUX** at Monterey Jet Center
300 Sky Park Drive Monterey, CA 93940 | Wednesday, August 12
 - 10 PEBBLE BEACH CONCOURS** at Pebble Beach Golf Course
1700 17 Mile Drive, Pebble Beach, CA 93953 | Sunday, August 16
 - 11 PEBBLE BEACH CONCOURS SHUTTLE** for Lamborghini Club Members from Del Monte Shopping Center
800 Del Monte Center, Monterey, CA 93940 | Sunday, August 16
 - 12 THE QUAIL, A MOTORSPORTS GATHERING** at The Quail Golf Club
8000 Valley Greens Drive, Carmel, CA 93923 | Friday, August 14
 - 13 RM SOTHEBY'S** at Monterey Conference Center
1 Portola Plaza, Monterey, CA 93940 | Friday & Saturday, August 15 & 16
 - 14 SERATA CAMPIONI & SERATA ITALIANA** at TPC Monterey at Pasadera
100 Pasadera Drive, Monterey, CA 93940 | Saturday, August 15
 - 15 TARPY'S ROADHOUSE** (Location of Sunday Farewell Dinner for Those Still in Town)
2999 Monterey Salinas Highway, Monterey, CA 93940 | Sunday, August 16

