



# Concours d'Elegance Suisse

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## **Mathias Doutreleau**

Founder and Chairman of the Concours d'Elegance Suisse

**Born January 6, 1974 in Paris, France**

**Career fields in Marketing, Brand Development and Event Marketing, Classic Car Specialist and car collector.**

Mathias Doutreleau began his career in the field of event marketing and automobile in 1996, creating unique events for high net-worth automobile collectors. He developed private rallies in Europe and collaborated in various motorsports and lifestyle events. After his graduation in Law, Mathias enhanced his credentials with a Master of Art in Integrated Marketing and Communication from Emerson College in Boston, MA.

Subsequently, Mathias was hired by the Hong Kong & Shanghai Hotels Ltd., owner operators of The Peninsula Hotels, where he successfully developed special events and in particular a world-class automobile Concours d'Elegance called The Quail, A Motorsports Gathering. In addition Mathias also collaborated in developing various automobile and lifestyle events at the Quail Lodge Resort & Golf Club in Carmel, California - including the opening of the only West-Coast Land Rover Experience Driving School - thus positioning the Hong Kong & Shanghai Hotels, Ltd. property as a leading event site in Northern California.

Mathias launched and directed The Quail, A Motorsports Gathering, bringing it to financial profitability in three years of its inception whilst the event remained sold out from 2005 onwards. Amongst his various accomplishments, Mathias also developed an annual magazine for The Quail, A Motorsports Gathering, featuring highlights of the lifestyle and luxury industry trends, as well as in depth editorials on legendary race drivers, influential personalities of the automobile industry and historic reviews of the world's major race meetings. Showcasing 150 historic motorsports automobiles to exclusively three thousand guests and 65 corporate sponsors and partners, Mathias developed the brand of The Quail to become one of the top concours d'elegance in the world.

Mathias founded Project Automobile Consultants in 2009, specializing in classic car events and focusing on supporting the preservation of automobile heritage. His latest projects include private rallies in Europe, the development of a private gentlemen driver's luxury resort, and the revival of one of Europe's oldest concours d'elegance, the Concours d'Elegance Suisse.

The Concours d'Elegance Suisse is one of only three European concours to adopt the rigorous judging standards established by the International Chief Judge Advisory Group founded by Ed Gilbertson (Honorary Chief Judge at the Pebble Beach Concours d'Elegance). The event will showcase each year 70 selected automobiles that better represent authenticity and originality, sorted in 17 themed classes.

