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MAR-A-LAGO • PALM BEACH

The PALM EVENT

CELEBRATING MOTORSPORTS

MARCH 8-10, 2024

Welcome to The Palm Event 2024



10 YEARS...

It's hard to believe what The Palm Event has morphed into over the past 10 years. It seems like only yesterday that I was walking onto the field of the inaugural event back in 2015. Who could have possibly envisioned what the next 10 years would bring?

The Palm Event started with a vision – to bring a taste of Monterey to Palm Beach. It was a simple idea: create a car show featuring gourmet food and wine. During the early years, we practically had to beg people to buy tickets and attend. Things changed in 2018, when my then-girlfriend Tara became involved with the event. By adding her touch, The Palm Event morphed into a full-fledged garden party.

Forget Monterey. The Palm Event became 100 percent Palm Beach.

No longer was it just cars, food and wine. Now, fashion, art, and entertainment were added to the mix, making The Palm Event an annual staple of the lifestyle that is Palm Beach. Gone are the days of asking people to buy tickets. Typically, the show sells out and has a wait list several hundred people long.

Then, there are the changes with Mar-a-Lago itself.

In 2015, the event debuted as a simple car show at Mar-a-Lago. Little did we know what was in store for Mr. Trump at the time, as it would be the last year without a Secret Service presence at Mar-a-Lago. We must admit, we weren't fully prepared for the gravity of what we experienced during the first show on the lawn with the President of the United States in attendance. We became the first car show on a sitting president's lawn with the president there. To my knowledge, we were also the first car show in which a president entered his cars.

Along with the good came some more challenging moments. On our 2019 show date, Attorney General William Barr delivered the summary of special counsel Robert Mueller's report to Congress. In 2020, the country shut down due to the Pandemic seven days before our show. Throughout the entire time, we could not have been treated better by President Trump, Mr. Lembcke, Niki Friedman, Gabor Veres and the wonderful staff at Mar-a-Lago.

The past 10 years have also been a time of great personal change and growth.

When The Palm Event started I had never run an event of any kind, much less a car event. Since then, I became President of the Palm Beach Chapter of the Ferrari Club of America, which has grown to be the largest chapter in the country and has run close to 100 events. My business, Vault Wealth Management, has also grown exponentially since 2015.

On the personal side, in 2015, I was single. Tara was my date for the second year of The Palm Event. We got engaged at our 2022 show, and since then, have become a happily married couple. And I am proud to announce that we are expecting a little girl shortly after the 2024 event wraps up.

Throughout all of this, The Palm Event grew into what it is today. It's truly a one-of-a-kind event that celebrates all things Palm Beach. That's why we have decided to expand The Palm Event, taking a taste of Palm Beach to California. Look for The Napa Event to launch later this year.

Nevertheless, I, along with Tara, thank everyone who has graciously supported us throughout the years. Our charity partner remains Place of Hope, which is the largest, most diverse organization serving children and families in Palm Beach County and the Treasure Coast. Please visit them at the show or afterwards at PlaceofHope.com.

it's time to celebrate 10 years of The Palm Event!

– Scott & Tara Shrader



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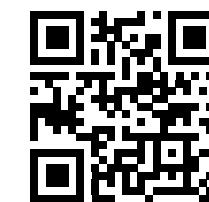
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A DECADE'S WORTH OF LANDMARK AUTOMOBILES

Written By Larry Printz, The Palm Event

Landmark cars in landmark location; that's
The Palm Event.

While offering some of the finest in food, fashion, entertainment and art, The Palm Event has hosted some of the most important cars ever produced. It's been a hallmark of the event since its inception. To honor the first decade of The Palm Event, we're honored to welcome back to Mar-a-Lago some of the finest cars to grace our show field, ones that are truly significant among our annual array of noteworthy cars.



Steve Wolf's 1929 Duesenberg Model J Convertible Sedan, with coachwork by the Walter M. Murphy Company of Pasadena, California.



Brian Styles' 1967 Shelby GT 500 Convertible, which first appeared at The Palm Event in 2018.

THE RAREST CARS: ONE-OF-ONES

If you attended our first show in 2015, you've seen Steve Wolf's two-time Pebble Beach best of class winning 1929 Duesenberg Model J Convertible Sedan, with coachwork by the Walter M. Murphy Company of Pasadena, California. A proponent of this body style, few did it as well as Murphy, with lines that suggest it had been chopped thanks to its narrow, raked windshield. And this is a Duesenberg Model J in its debut model year, the most powerful street car of its era. At a time when a competing Pierce-Arrow yields 125 horsepower, the Duesenberg Model J's supercharged dual-overhead-cam 6.9-liter inline eight-cylinder engine produces 265 horsepower and 374 pound-feet of torque.

But Wolf's taste in the finest in rolling art can be seen in his 1931 Rolls-Royce Phantom II Continental with body by Henri Binder of Paris. The car won Best-In-Class among Pre-War Open Four Seaters at The Concorso d'Eleganza Villa d'Este, held at Italy's Lake Como since

1929. Powered by a 7.7-liter inline six-cylinder engine, it's easy to imagine the car pulling up to Mar-a-Lago's porte cochere when the car was new, and graces our show field this year.

But the vehicles we select speak to us beyond their era, being both exceptional and rare.

Consider Brian Styles' 1967 Shelby GT 500 Convertible, which first appeared at The Palm Event in 2018. It's Shelby #00139 and is one-of-one, being the only big-block 1967 GT convertible built by California-based Shelby American, although it wasn't meant to be. In fact, Shelby intended to sell a fastback, coupe, and convertible powered by either a small-block or big-block V8. But the fiberglass components built by Ford for Shelby were plagued by production issues and quality control problems. As Shelby American attempted to rectify the situation, Ford Motor Company pulled the plug on its partnership with Shelby. Consequently, it's the rarest production Mustang ever built, one that was Carroll Shelby's daily driver.

ODDS ARE YOU'VE NEVER SEEN A 1966 BOSLEY INTERSTATE MARK II, UNLESS YOU SAW IT AT THE 2019 PALM EVENT – OR 2017 PEBBLE BEACH CONCOURSE D' ELEGANCE. THIS IS ALSO ONE-OF-ONE, BUT ITS SHAPE IS UNIQUE.



Designed and built by horticulturist Richard Bosley of Mentor, Ohio, the Bosley Mark II is powered by a Pontiac 345-horsepower Tri-Power 6.4-liter V-8 through a Muncie four-speed manual transmission.



Robert Bishop's 1981 Lamborghini Countach LP400S, which motored onto our lawn in 2020. Pictured here on the lawn of Pebble Beach.



THE VECTOR IS A TRUE AMERICAN SUPERCAR, ONE CREATED TO CHALLENGE EUROPE'S FINEST, I.E. LAMBORGHINI, PORSCHE AND FERRARI.

1991 Vector W8, an American supercar once owned by legendary tennis player Andre Agassi.

And in 2012, Styles and his wife Samantha won The Lee Iacocca Award, which honors a collector “dedicated to the preservation of an American Automotive Tradition.” It’s been featured at many shows beside our own, including Amelia Island Hilton Head, Concours of America and others.

But you’ve seen Mustangs before. Their shape is familiar.

Odds are you’ve never seen a 1966 Bosley Interstate Mark II, unless you saw it at the 2019 Palm Event – or 2017 Pebble Beach Concourse d’Elegance. This is also one-of-one, but its shape is unique. Designed and built by horticulturist Richard Bosley of Mentor, Ohio, the Bosley Mark II is powered by a Pontiac 345-horsepower Tri-Power 6.4-liter V-8 through a Muncie four-speed manual transmission. While it never made production, it did have some advanced thinking, including an integrated roll-over bar, tempered

side glass, two-speed windshield wipers, seat belts and a rear-mounted brake light at the top of the rear window.

The car languished in a warehouse through the early 1990s and was purchased by Stephen and Kim Bruno in 2015, who commissioned Rare Classic Restorations in Boca Raton to bring the car back to life. The car has since been shown on Jay Leno’s Garage, and appeared at Amelia Island, Concours of America and The Elegance at Hershey among other shows, including ours. After gracing the lawn at Mar-a-Lago in 2019 it was shipped to the Peterson Automotive Museum where it was displayed next to its sibling, a 1953 Bosley GT Mark I.

SUPERCARS IN A SUPER SETTING

But a car doesn’t have to be a one-off to be proven special. Consider Robert Bishop’s 1981 Lamborghini Countach LP400S, which motored onto our lawn in 2020.



Left and top right:
Scott Libertore's 2005
Saleen S7 Twin Turbo
Competition at The
Palm Event 2022

Bottom right:
Jeff Fisher's 1966
Citroen DS 21 at The
Palm Event 2021



Top left: Bob Tullius' Jaguar XJR7 at The Palm Event 2020

Bottom left: Danny Minkin's BMW at The Palm Event 2019

Top right: Andre Aggasi's Vector next to the Pebble Beach Best
in Class Countach at The Palm Event 2020

Bottom right: Porsche 962 Miller High Life at The Palm Event 2020

When new, it was sold in the Middle East, but was never registered. It was purchased a few years later by a Swedish enthusiast, who had it rebuilt in Italy. Once completed, it went into the company's museum before being acquired by Bishop.

When the Pebble Beach Concours celebrated the 50th anniversary of the Countach with its first Lamborghini Countach class, Bishop's car won best in class. Among the judges were Stephan Winkelmann, President and CEO of Automobili Lamborghini, and Mitja Borkert, the Director of Centro Stile Lamborghini.

It's always great to win awards. But it means even more when the manufacturer judges it best at the top collector car show in the world.

The 2020 Palm Event also boasted the presence of the 1991 Vector W8, an American supercar once owned by legendary tennis player Andre Agassi, and now the proud possession of construction executive Mark Butters of Boca Raton.

Legend has it that the \$450,000, 625-horsepower twin-turbocharged Vector W8 was delivered to Agassi despite the fact that it wasn't finished. Agassi was told not to drive the car by Vector's owner Jerry Wiegart. But Agassi being 21 proceeded to do what any 21-year-old might do: he ignored the warning. After a drive in the desert with his brother Phillip, which cooked the trunk carpet, Agassi demanded his money back – and got it.

Bad judgement notwithstanding, the Vector is a true American supercar, one created to challenge Europe's finest, i.e. Lamborghini, Porsche and Ferrari. Wiegert, who studied at the Center for Creative Studies in Detroit, designed its body, which is made from carbon fiber, Kevlar and fiberglass, and aluminum. Unfortunately, sales never materialized, with 19 being built from 1990 through 1993.

Yet bad judgement has nothing to do with the 2005 Saleen S7 Twin Turbo Competition, a 1,000-horsepower supercar that truly proves how much nerve you possess. This is a truly scary-fast

production mobile missile boasting a 2.3-second 0-60-mph time. Power came courtesy of a 7.0-liter V8 based on a Ford 351 Windsor small-block with sizable Garrett turbos. Hand built by Saleen in Irvine, Ca., the \$375,000 S7 was built from 2000 through 2006. The sample that appeared on our show field in 2022 is owned by Sarasota-based car collector, Scott Libertore and is one of two factory built Twin Turbo Competitions. All we have to say is Scott, you're a brave man.

RACING IMPROVES THE BREED – AND THE SHOW

But The Palm Event is more than merely the finest street cars. We have also proudly displayed some epic race cars and notable drivers.

Take Danny Minkin's 1971 BMW 2002 Group 2 Alpina works car for example. It's one of nine BMW 2002 models built for the BMW-Alpina racing team, it won the 1971 24 Hours of Nürburgring with Gerold Pankl and German Prince Ferfried von Hohenzollern behind the wheel. Under the hood resides an Alpina-tuned 225-hp 2.0-liter four-cylinder. Once retired, the car made it to California, where it sat in a repair shop for more than 25 years. Minkin, a Fort Lauderdale luxury home builder,

bought the car online and brought it back to life before participating in our 2019 show.

If you were here the following, you celebrated race car driver Bob Tullius' 90th birthday along with us and his Jaguar XJR7. Tullius is a legend in motorsports, having pioneered the concept of amateur teams receiving manufacturer support long with title sponsorship. For more than 25 years, green-and white Group 44 race cars won innumerable Trans-Am and IMSA GTP competitions, along with 14 national titles and three Trans-Am championships. Tullius was inducted into the SCCA Hall of Fame in 2014.

His Jaguar XJR7 was designed by Can-Am racecar designer and engineer Lee Dykstra, with an assist from GM designer Randy Wittine. Tullius took Jaguar back to Le Mans for the 24-hour endurance marathon after a 27-year absence in 1984, winning the GTP class the following year. Tullius drove it in the 1986 season with Chip Robinson, battling Porsche 962s, yet finished second in Portland and Mid-Ohio, sixth in the Rolex Daytona 24-hour, and won the Three Hours of Daytona – his last race behind the wheel. The car now resides in the museum at the Daytona International Raceway.



Left: Vince Vento's Kreepy Krauly at The Palm Event 2022

Right: Jeff Fisher's Bugatti at The Palm Event 2021



Jeff Fisher's Delahaye at The Palm Event 2020

Another star race car was the Porsche 962-108C, the most famous of more than 100 Porsche 962s, and one that was displayed at the 2021 Palm Event.

Renowned as the fastest Porsche 962 ever produced, the air-cooled, 3.0-liter, single turbo race car was built for Jim Busby Racing for the IMSA Camel GT Championship. First competing at the 1985 24 Hours of Daytona, it would see a number of modifications before emerging at the 962-108C in 1988. It placed second at the 1988 24 Hours of Daytona before winning the 1989 24 Hours of Daytona with John Andretti, Derek Bell and Bob Wollek behind the wheel. It followed that with another victory at Palm Beach before being retired. Honored many times since, including at Goodwood, Amelia Island and at the Rennsport 3 celebration, it is currently owned by Johnny Gray. This car also left our show for a stop at the Peterson Automotive Museum.

Another celebrated race car parked on the field in 2022: the March-Porsche 85G Kreepy Krauly, a race car initially subsidized by a South African swimming pool equipment manufacturer of the same name. It's seen action at the world's most notable tracks, including Daytona, and is currently owned by Vince Vento.

SPECIAL CARS FROM A SPECIAL COLLECTOR

Of the many generous collectors who have made The Palm Event so special, it's Jeff and Frances Fisher of Palm Beach who have graciously sent some of their finest cars to our show over the past ten years. To pick one we like best would be impossible.

Would it be the 1939 Bugatti Type 57C Gangloff Stelvio that won third in class at the Pebble Beach Concours in 2019? It's an amazing example of a car that was among the hottest performance luxury cars of its day. Yet Bugatti's artistry is evident throughout the car, not merely in its form and function. Consider its chrome-plated front axle or the geometric patterns carved on the cam cover; every inch of it is magnificent.

Or maybe it's his 1938 Delahaye 135 MS Fioni & Falaschi Torpedo Grand Sport. The custom coachwork by Joseph Fioni was typical of his cutting-edge artistry, which helped trigger the French aerodynamic movement. In all, 2,592 Delahaye 135s would be produced through 1952, but few boasting such stunningly French curvaceous couture. This Delahaye proves so special, it won its class at the 2014 Pebble Beach Concours.

SO MANY OF THE CARS THAT WE HAVE PARKED ON MAR-A-LAGO'S LAWN OVER 10 YEARS ARE SOME OF THE FINEST AND RARIFIED OF THE BREED.

Okay, if French isn't your thing, how about his iconic classic Italian sports car like the 1964 Ferrari 250 GT Lusso Berlinetta? Designed by Pininfarina with coachwork by Scaglietti, I don't have to tell you how incredible this car is.

What distinguishes so many of Fisher's cars are their pedigree, even his 1966 Citroën DS21. You might think it's an odd choice for a collector, but you'd be wrong. It was the 1966 Paris auto show display car for French luxury marque DS, and won its class at the 2018 Pebble Beach Concours.

We could continue, but you understand.

So many of the cars that we have parked on Mar-a-Lago's lawn over 10 years are some of the finest and rarified of the breed. And our chance to see them is a credit to their owners, who we thank for helping make The Palm Event the island's premiere lifestyle experience.



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Who We Are

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OUR MISSION

Place of Hope is dedicated to providing a stable and loving environment for children, youth and families in crisis. We are committed to meeting desperate needs in our community by sharing God's love and placing hope in their lives- one life at a time.

OUR VISION

We strive to equip our children, youth, and families with the tools they need to succeed. We aim to educate and enrich the lives of those in our care, encourage them to reach their full potential, create a positive environment for healing, and foster hope for the future.

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We offer a full continuum of care for those in need with support programs and services specializing in: neighborhood foster care, affordable transitional housing and supportive services for young adults, housing and support for homeless families and single moms with dependent children, family outreach and intervention, maternity care, safety for survivors of human trafficking, and hope and healing opportunities throughout our region. Additionally, through our social enterprises, we are addressing critical social problems and basic unmet needs through innovation as new revenues directly support those we serve.

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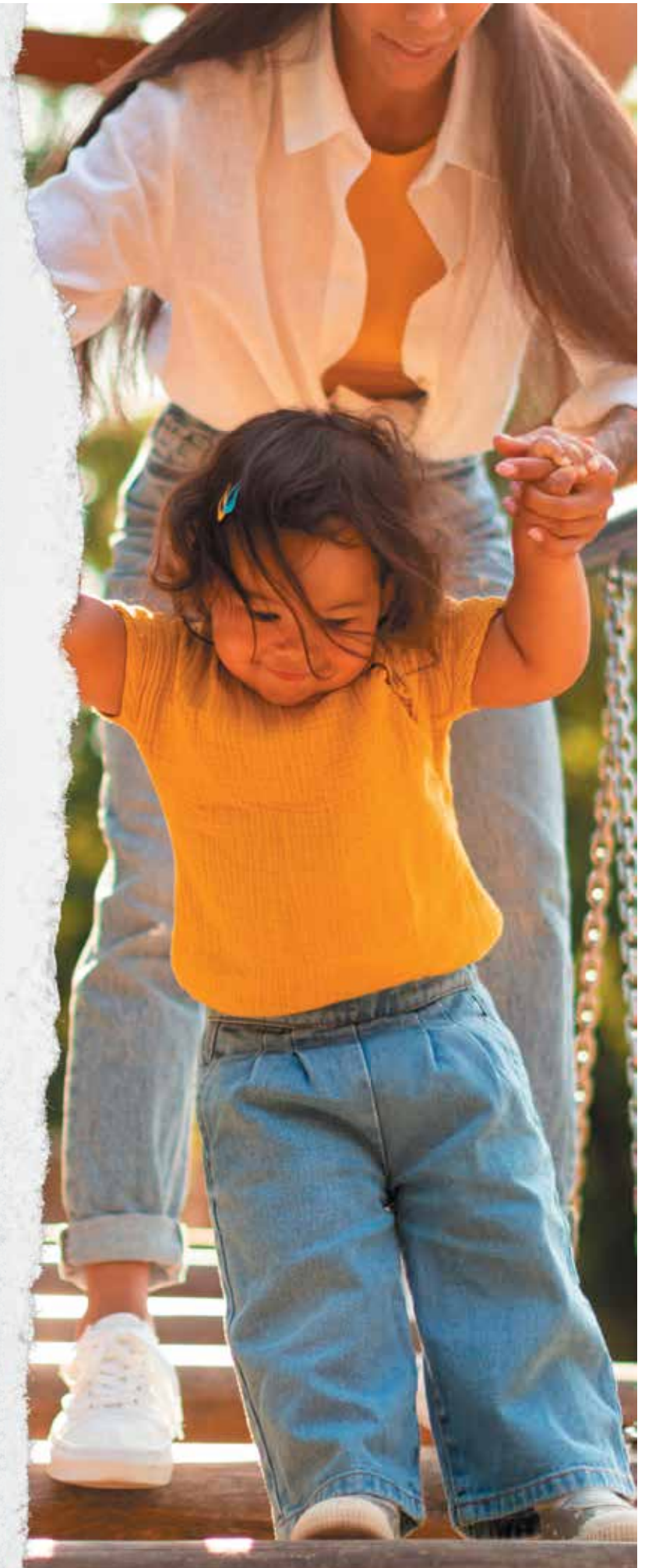

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COME CELEBRATE THE PALM EVENT'S FIRST DECADE

Written By Larry Printz, The Palm Event

That was a quick decade.

The Palm Event is celebrating its tenth year in 2024 as the region's premiere lifestyle event, one that celebrates the finer things in life at Palm Beach's legendary Mar-a-Lago. It has been the storied perfect backdrop for this lavish garden party, the high point of a weekend that we enjoy as much as you do. And we know how much you enjoy it, for the show sells out every year. Not surprisingly, it's as popular with Mar-a-Lago members as with discerning aficionados of indulgence, one that celebrates motorsports while raising money for Place of Hope.

And this year promises to be the best one yet, once again delivering a weekend of rallying, parties, tropical scenery, superb sheet metal, fashion, food, wine, artwork, and cigars that reaches its pinnacle on the back lawn of Mar-a-Lago.

It starts with a very special Friday evening event at Whitehall, the Henry Morrison Flagler Museum. This Gilded Age estate makes for a resplendent inaugural reception space for sipping great wine, tasting savory hors d'oeuvres and relishing the Palm Beach lifestyle in this exquisite National Historic Landmark.

Next, it's time to make some history of your own, as you enjoy Saturday's Palm Event Vintage Rallye.

It starts with breakfast on the Ocean Terrace of the Opal Grand Resort & Spa. From there, it's time to enjoy the age-old tradition of grand touring in your chariot of choice. The drive route is brimming with beguiling oceanfront mansions, ageless Banyan trees, quiet winding roads, exquisite culture and unique history. There are stops along the way, including a fabulous lunch at the Sailfish Club of Florida, which happens to be Palm Beach's oldest continually running

private club. The tour ends with a champagne toast at Signature Flight Support alongside one of Airshare's Challenger 3500s.

As the afternoon melts into evening, you'll have the opportunity to explore America's premiere tropical destination. Prepare to be pampered; this is island life at its most transcendent. But this is all merely a prelude to the main event.

More than anything, its Sunday that proves to be the true highlight of the weekend. It's the heart of The Palm Event, a social gathering honoring the automobile at the former estate of socialite Marjorie Merriweather Post. Built at a cost of \$7 million in 1927, or \$112.5 million today, Mar-a-Lago's 20 acres situated between Florida's Intracoastal Waterway and the Atlantic Ocean is the picture-perfect venue for The Palm Event.

It's here where you'll drink in the beauty of speed and steel, appreciating the great artistry that the finest motorcars elicit, be they old or new, European or American. They're set among a finely curated selection of lifestyle vendors and fine food and drink.

You never know what you'll see, but you're assured of having a good time.

This weekend of bliss is the vision of The Palm Event's organizers, Scott Shrader and his beloved wife Tara. Scott Shrader, a Pittsburgh native, longtime South Florida resident and a lifelong car enthusiast has been involved with the Ferrari Club of America and the Porsche Club of America as well as The Palm Event. Meanwhile, Tara procures the finest in Palm Beach fashion, food, accessories and artwork for the show – and that's no small undertaking.

Of course, everyone understands desire, a feeling The Palm Event fulfills every year by delivering the sumptuous, the indulgent, the luxurious, and the pleasurable. It makes for a weekend that's lively, convivial, and entertaining.

MORE THAN ANYTHING, ITS SUNDAY THAT PROVES TO BE THE TRUE HIGHLIGHT OF THE WEEKEND. IT'S THE HEART OF THE PALM EVENT, A SOCIAL GATHERING HONORING THE AUTOMOBILE AT THE FORMER ESTATE OF SOCIALITE MARJORIE MERRIWEATHER POST.

Beyond the engine blocks, the horsepower, and top speed, Scott and Tara have created what has become an exclusive event, one that routinely sells out, as the demand to attend always exceeds Mar-a-Lago's capacity.

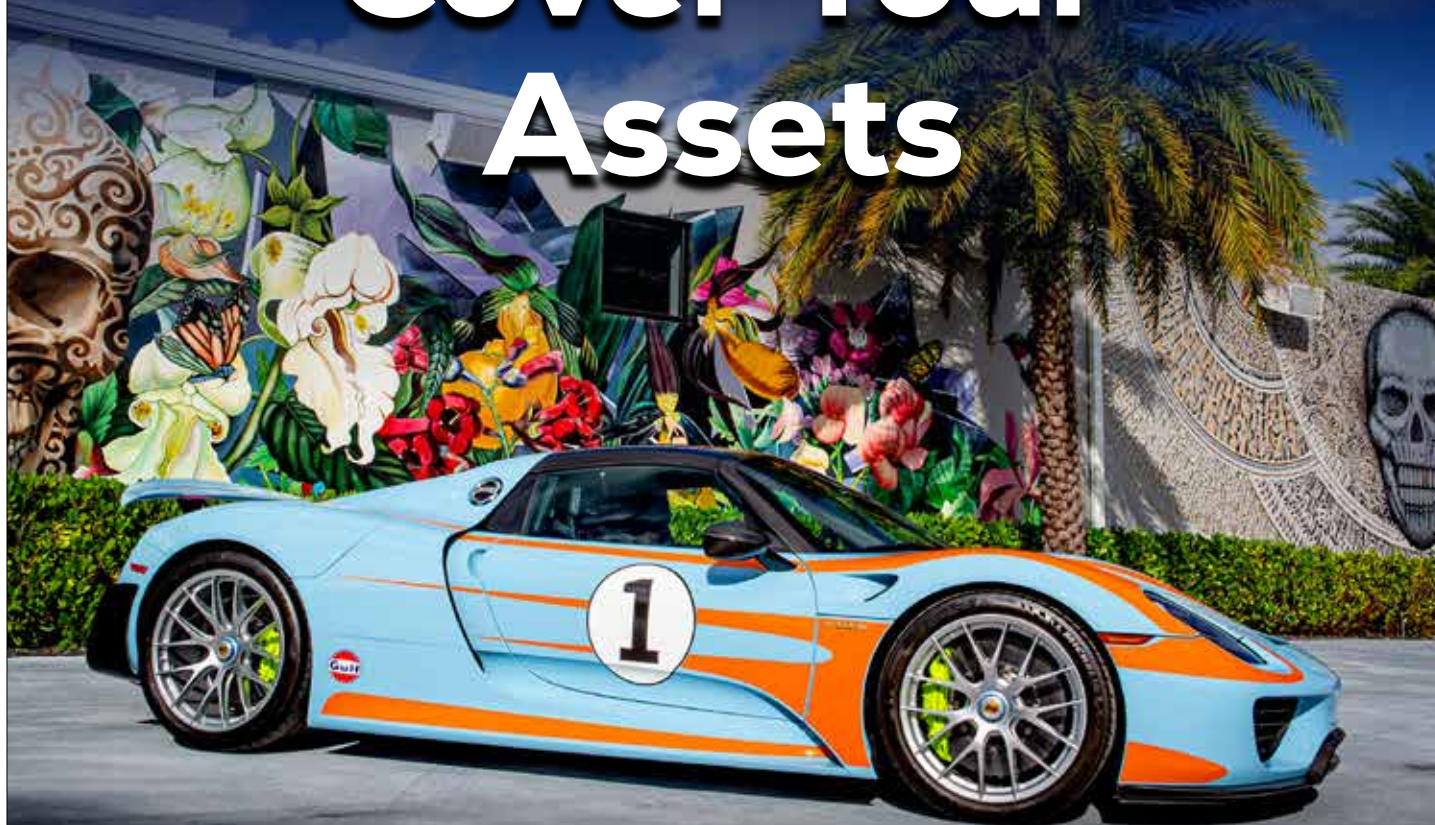
It's an exquisitely rarified show, one that allows you to experience the Palm Beach lifestyle, its extravagance, pleasures, people, and lifestyle, as well as motorcars of every era.

So, get ready for a weekend of high horsepower, high fashion and high living. Welcome to The Palm Event.



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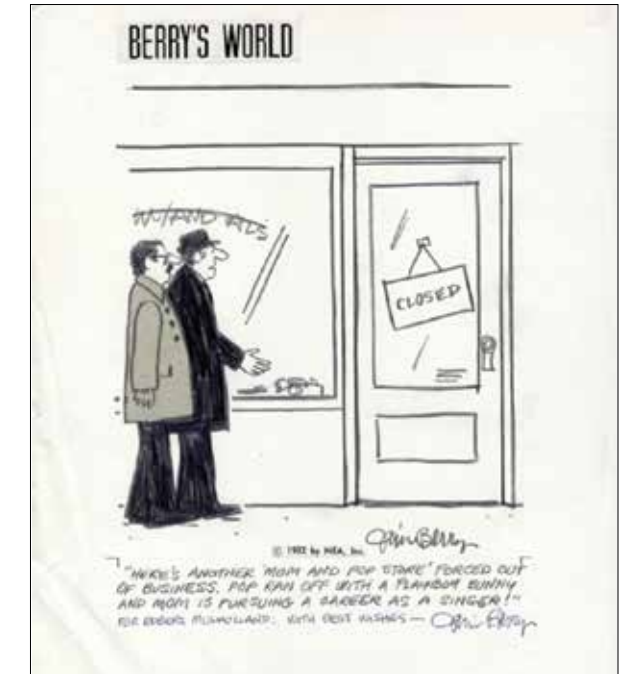
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Berry's father, Jim, went to work for the Cleveland Plain Dealer newspaper, doing cartoon art on the side for advertisers. At night, he was developing a comic strip called Berry's World, which would be printed by the Cleveland Plain Dealer and prove popular enough to become syndicated by United Features Syndicate.

ALEX BERRY: THE VOICE OF THE PALM EVENT

Written By Larry Printz, The Palm Event

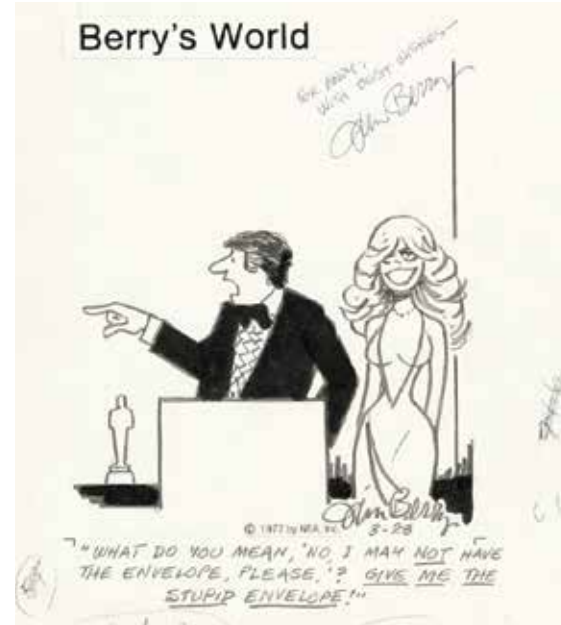
If you're a resident of South Florida and you're a car person, you probably have heard of or seen Alex Berry. Sure, he has been the emcee of The Palm Event since its inception in 2015. But his work in television production means you probably saw him on the air at some point.

Certainly, it's what led Berry to become The Palm Event's voice.

"We started something called Car Show Television with a business partner in 2013," Berry said.

"At that time, Car Show Television was airing four times a week locally in Palm Beach, Broward and Dade County. I was on TV and going to car shows, and they were always rolling out the red carpet for us wherever we went."

As a result, Berry's name was known in the regional car community, which was fortuitous when he was called to talk about an idea for a new car event, one that would be loosely inspired by The Quail car show held during Monterey Car Week in August. But it wouldn't be solely devoted to cars, much like The Quail.



It was to be about wine, food, culture, and of course, concours-level cars. But the idea was to bring it to Palm Beach and give it a Palm Beach feel. And I said, ‘well, that’s right up my alley. I’d love any idea like that. That sounds great.’”

At the time, Berry was merely going to shoot it for an episode of his show. When The Palm Event needed an emcee, Berry suggested well-known names in the field, but fate had other ideas. Berry was asked to emcee for the show, which he accepted.

“That’s what I called double duty,” Berry recalls.

It didn’t help that Mar-a-Lago was initially reticent about the whole affair, Berry said.

“They were a private membership, and they didn’t know if this was going to be the right event for their membership. They didn’t really know what to expect. But the event turned out to be really wonderful.” I think this shows how tough an event is to launch and that holding an event anywhere in Palm Beach is difficult to pull off.

The first year went reasonably well for a first-year event. However, due to various circumstances, the second year did not. For the third year, the event was moved to PGA National Resort & Spa.

“During the third year, they didn’t even have music there. I played music from my iPhone through the P.A. system;

smooth jazz radio kind of thing. Then I would turn it down and I would shout out to sponsors and talk to people about their cars. It was very haphazard.”

The Palm Event should have ended here. However, Berry was approached by Scott Shrader, who had been involved with the show since day one. Shrader wanted to know if Berry thought the show could become something special if it returned to Mar-a-Lago and doubled down on the vision. “And I said yes, because it’s unique. There’s nothing else out there like it. It’s that good of a show. If you do it right, and get the right crowd, it really could be something else.” Shrader wanted to keep The Palm Event alive, but on one condition – that Berry would remain part of the event.

“And I said, I’ll absolutely be the emcee. This is my kind of car show. It’s Palm Beach. It’s elegant. It’s Duesenbergs. It’s Mar-a-Lago. It’s historic property. It’s wine. It’s fashion. It’s caviar. It’s heaven to me.” You’d never expect that from a guy born in Cleveland, Ohio.

Berry’s grandfather had been a Chevrolet and Buick dealer, and Berry’s father, Jim, initially went into the family business. But seeing a future he didn’t like, he went to work for the Cleveland Plain Dealer newspaper, doing cartoon art on the side for advertisers. At night, he was developing a comic strip called Berry’s World, which would be printed by the Cleveland Plain Dealer and prove popular enough to become syndicated by United Features Syndicate.

But it’s not his father’s cartoons that stoked Berry’s passion. It was riding in the backseat of his grandfather’s Rolls-Royce Silver Cloud that ignited his interest in cars.

“I would ride in the back of that car and that was the start of my passion for cars. And I was just always really heavily into cars ever since I can remember.”

Berry came to Florida when his parents became snowbirds, settling down in Ocean Ridge on the water when Berry was 19 years old and a college student. “Suddenly my new home was Florida and I didn’t know anybody here. But what I did know was everywhere I looked, there was a Rolls-Royce or a Bentley. There were all of these really cool cars.”

Before long Berry would be married with a mortgage and children, and would start the production company that would lead him to Mar-a-Lago and The Palm Event.

“It’s so gratifying, watching the growth of it,” Berry says. “It’s more of a social event that transcends car enthusiasts. It became a Palm Beach must go to event.” Berry added “while Scott has administered and managed the growth of the event, the secret sauce is his new wife, Tara. She

added the essential touch and class, fully incorporating the fashion, art, and entertainment part of the event. It is one of the few car shows where the women are just as excited to attend as the men.”

SHRADER WANTED TO KNOW IF BERRY THOUGHT THE SHOW COULD BECOME SOMETHING SPECIAL IF IT RETURNED TO MAR-A-LAGO AND DOUBLED DOWN ON THE VISION. “AND I SAID YES, BECAUSE IT’S UNIQUE. THERE’S NOTHING ELSE OUT THERE LIKE IT. IT’S THAT GOOD OF A SHOW. IF YOU DO IT RIGHT, AND GET THE RIGHT CROWD, IT REALLY COULD BE SOMETHING ELSE.”

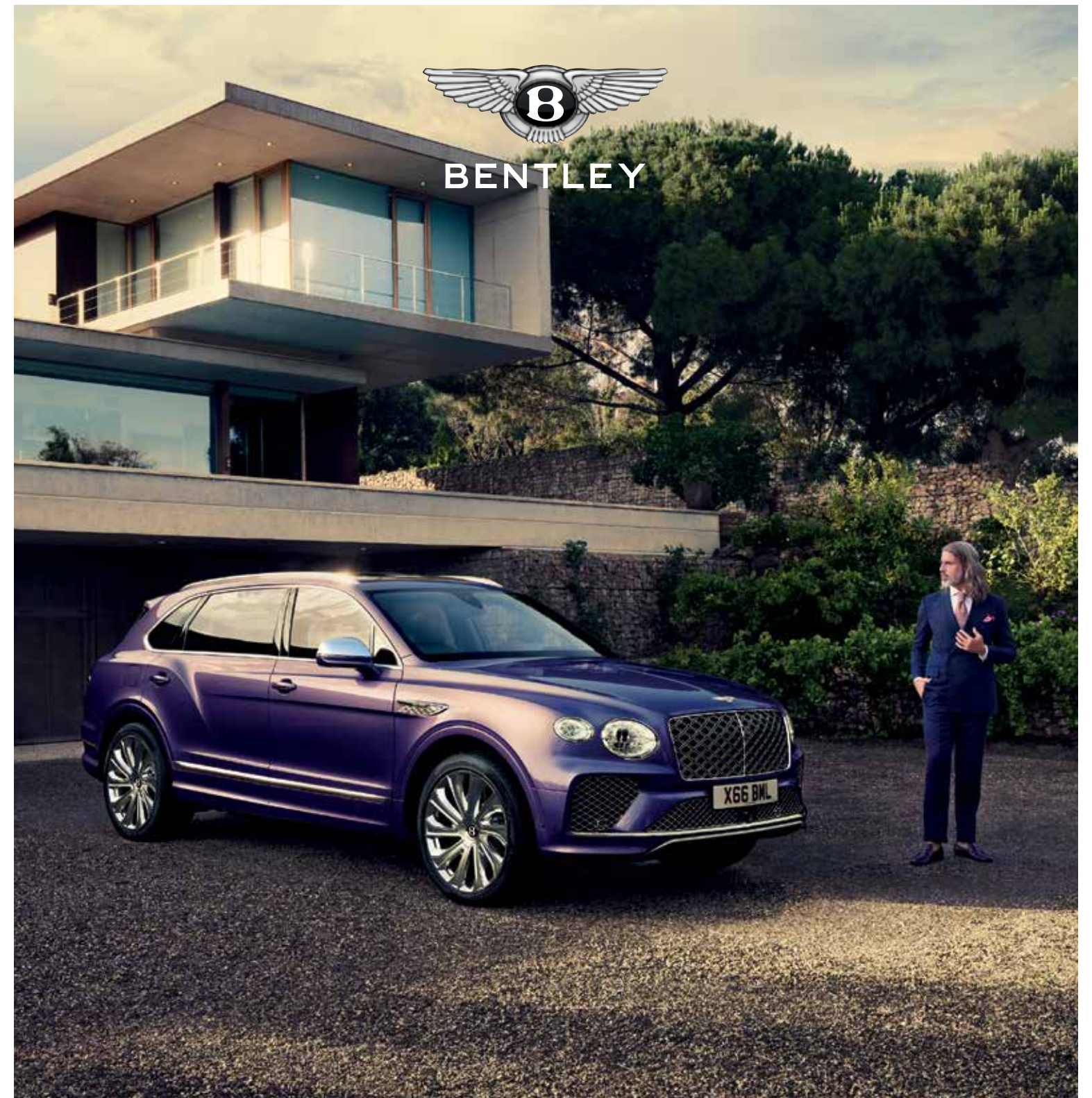
And Berry, a Palm Event board member and show emcee, was there from the start.

“It went from being a cool car show to something that is Palm Beach fabulous.”



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Left: Former President Trump's current Ferrari 458 on display at The Palm Event 2023

Right: Former President Trump's current McLaren Mercedes SLR on display at The Palm event 2023

SPORTS CARS WITH A PRESIDENTIAL PEDIGREE

Written By Larry Printz, The Palm Event

One thing is undeniable about former President Donald Trump: he has great taste in cars. Cars from his stable will grace the field at the 10th annual Palm Event, making the annual lifestyle event one with a particularly strong presidential pedigree. After all, who wouldn't want to drive a Ferrari 458, a Maybach, and a Mercedes Benz-SLR McLaren? And of course, he does. He still owns them.

But three others he once owned reveal his penchant for the finest in fun wheels.

One is former President Trump's 1997 Lamborghini Diablo, purchased by Jim Bogush at a Barrett Jackson auction earlier this year, where it commanded

\$1.12 million, hammering at double the fair market value of any other Diablo. It's making its debut under Bogush's ownership at The Palm Event.

"I am excited to attend your event this year. I have been reading up quite a bit about it, followed it for years, but definitely excited to be able to bring this car and share it with everyone," said the car's owner, Jim Bogush. "For the better part of 20 years, the car really hasn't been publicly shown."

Bogush is the founder & CEO of Wall Street Motor Cars. The company manages clients' automotive collections with an eye towards maximizing returns, much like a Goldman Sachs wealth advisor might do for a clients'



Former President Trump's 1997 Lamborghini Diablo is currently owned by Jim Bogush.

investment portfolio. Which is no small coincidence, since Goldman Sachs was once Bogush's world.

While Bogush is still piecing together the car's past, as there have been a few owners since the former president owned it. Trump sold the car in 2002 for a Ferrari F40. Like the former President's Ferraris, the car is worth more than a typical sample, if only for the DNA on the seats.

"A celebrity owner can increase a car's value by 10% compared to one without the same provenance. In contrast, this one-of-a-kind specimen owned by a former President drove value over 100%, which we feel is still at a discount to this car's true value. This remarkable piece was one we knew we had to acquire."

The Diablo is indeed, special, even without the presidential provenance.

The Diablo was designed to replace the revered Lamborghini Countach, a car with a fierce countenance, boasting a groundbreaking design and ferocious V12 that made it the car every one of us wanted. Its gestation started in 1985, but didn't have any momentum until Lamborghini was sold to Chrysler Corporation in 1987 for \$25.2 million. Countach designer Marcello Gandini was charged with penning the new car, which retained its Bizzarrini 5.7-liter V-12, producing 492 horsepower and 428 pound-feet of torque to the rear wheels via a five-speed manual transmission. Engineered with the goal of reaching 196 mph, the new car easily topped 200 mph. Diablo indeed.

THE DIABLO ESTABLISHED A DESIGN LANGUAGE THAT ALLOWED THE BRAND TO MOVE PAST THE COUNTACH WHILE RETAINING ITS OUTRAGEOUS ESSENCE. IT'S TRULY A LANDMARK CAR FOR THE BRAND.



Former President Trump's 1997 Lamborghini Diablo is currently owned by Jim Bogush. The car is making its initial debut under his ownership at 2024 The Palm Event.



Top left: Former President Trump's 1997 Lamborghini Diablo is currently owned by Jim Bogush.

Bottom left: Former President Trump's 1997 Lamborghini Diablo, purchased by Jim Bogush at a Barrett Jackson auction earlier this year, where it commanded \$1.1 million.

Right: Former President Trump's 1997 Lamborghini Diablo



And while it was faster than its predecessor, its appearance was less angular and more refined, thanks to the expert eye of Tom Gale, Chrysler Corporation's Vice-President of Design. The Diablo established a design language that allowed the brand to move past the Countach while retaining its outrageous essence. It's truly a landmark car for the brand.

Yet other sports cars that have passed through Trump's stable will certainly turn heads.

The cars in question, a 2001 Ferrari 360, a 2007 Ferrari 430 and a 1997 Lamborghini Diablo, would make for prized possessions in any car collection. But when they come with the pedigree of former President Trump's ownership, that makes them more desirable as collector cars.

Consider the Ferrari 360. On its own, it's a very collectible modern Ferrari. Introduced in 1999, it was built with an eye towards optimal aerodynamics and minimized weight. It's the first Ferrari road car to feature a full aluminum monocoque chassis, which was developed in conjunction with Alcoa.

But the 2001 Ferrari 360 comes with a difference: it was commissioned by Donald Trump and driven by his then-wife, Ivanka. The car's current owner, Niko Bujaj of Palm Beach Gardens, Florida, has photos of the couple purchasing the car, along with documentation from the sale. Bujaj has owned the Ferrari 360 for two years, which has been driven about 2,000 miles since new.

Bujaj almost bought a different Ferrari, one owned by Sylvester Stallone. But he opted for the Trump car instead. "The reason I like this car is that everything is original since day one. Nothing changed and everything is excellent running condition," he said. The same wasn't true of Stallone's car, which had seats changed to a different color from what was originally ordered. The change was made by the actor, but Bujaj wasn't happy.

"I like the cars to be original."



Trump's 2007 Ferrari 430 is owned by Jeff Sussman, who hails from the West Coast of Florida



Still, the former President likes quality cars; he picked up the Ferrari 360's successor, the 2007 Ferrari 430. It incorporates features from Ferrari's F1 cars on street cars for the first time, such as the electronically-controlled differential. Produced by the Italian automaker from 2004 until 2009, it is powered by a mid-mounted naturally aspirated V8 engine.

"I AM EXCITED TO ATTEND YOUR EVENT THIS YEAR. I HAVE BEEN READING UP QUITE A BIT ABOUT IT, FOLLOWED IT FOR YEARS, BUT DEFINITELY EXCITED TO BE ABLE TO BRING THIS CAR AND SHARE IT WITH EVERYONE," BOGUSH SAID.

Trump's 2007 Ferrari 430 is owned by Jeff Sussman, who hails from the West Coast of Florida after having been a contractor in the Philadelphia/South Jersey area. The Ferrari 430 once owned by the president is now owned by Jeff Sussman, who has owned the car for about two years and also has a host of supporting material to prove its provenance.

Now showing about 8,700 miles on the clock, "it's in excellent condition, shows very well and runs fantastic," Sussman says. "I drive it about once a month, but I just don't want to put miles on it to be honest."

While the car has had several owners after the President, it still wears the President's vanity license plate, DJT, and comes with a VIP book, as the car was considered a VIP build. Sussman also has a signed warranty card and other bits of ephemera.

Sussman obtained the car from an independent dealer that specializes in Ferraris.

"I'm a car guy," Sussman says. "And when the opportunity came to be that I could purchase the car, I said, you know I'm gonna go for this. This looks like something special in the car world and special easily means it's a good investment, you know?"

Both cars hold significance in the Ferrari world, even without the presidential provenance.

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HIGHLIGHTS OF THE PALM EVENT 2023

Stunning cars, great food, the finest wines. And lots of amazing people having fun. That's what The Palm Event is all about. Here are just some of the highlights from last year's show at Mar-a-Lago.



THE CARS

Highlights of The Palm Event 2023

Vintage and historically significant racing cars, modern hyper and exotic cars and sports cars from the 1920s through modern day marvels.

Ferrari, Porsche, Bentley, Maserati, Lotus, Bugatti, Aston Martin, Jaguar, Mercedes Benz, Alfa Romeo, Rolls Royce, Lamborghini, Pagani, and many others.

Cars with a racing pedigree and documented participation in famous events like the Monte Carlo Grand Prix, Le Mans, Targa Florio Rallye, Daytona, Goodwood and many others and/or recent participation in vintage racing. Unique one-off street cars, interesting prototypes and nostalgic celebrity cars.



AND MORE CARS

Highlights of The Palm Event 2023



AND STILL MORE CARS

Highlights of The Palm Event 2023



EXCEPTIONAL FOOD & WINE

Highlights of The Palm Event 2023

The essence of any great event experience hinges on the quality of the food. We are fortunate to have award-winning, five-star chefs from The Mar-a-Lago Club, Sailfish Club and other exclusive venues preparing our unique menu that will satisfy the most demanding palette.

Our guests enjoyed German, Italian, Palm Beach cuisine and French dishes along with exceptional choices of wine, champagne, cocktails and fine cigars along with a cigar rolling table for true aficionados.



ART & ENTERTAINMENT

Highlights of The Palm Event 2023

Our guests enjoyed a sensational array of arts & entertainment directed by Kirill Basov, entertainment director at the Breakers Palm Beach and CEO of events production company, Uki Productions.

An eclectic mix of contemporary art was on display for viewing and purchase from prominent Palm Beach galleries that includes live art from famous artists.

Adding to the motorsports theme, there were creative custom automobile companies represented who specialize in car art masterpieces. The entire event was embraced with the sounds of live musicians to create an unforgettable ambiance and experience.

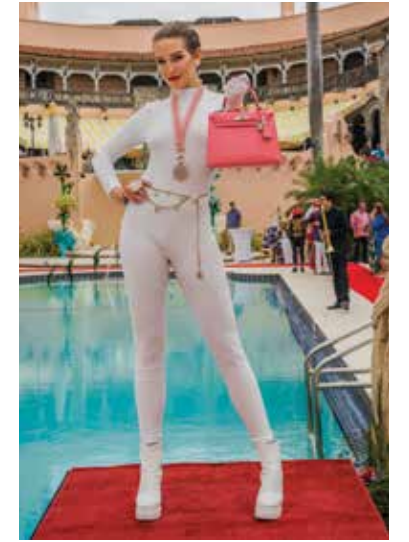


THE FASHION

Highlights of The Palm Event 2023

Each year, our guests are treated to a highly choreographed fashion show featuring the latest in Palm Beach fashion and swimwear for men and women featuring nationally published models.

Surrounded by stylish automobiles, models grace the red carpet confidently showcasing the latest creations by famous designers while onlookers take note of fashion trends. High fashion exudes from the audience as well. For attendees, it is a moment to see and be seen and one they won't soon forget.

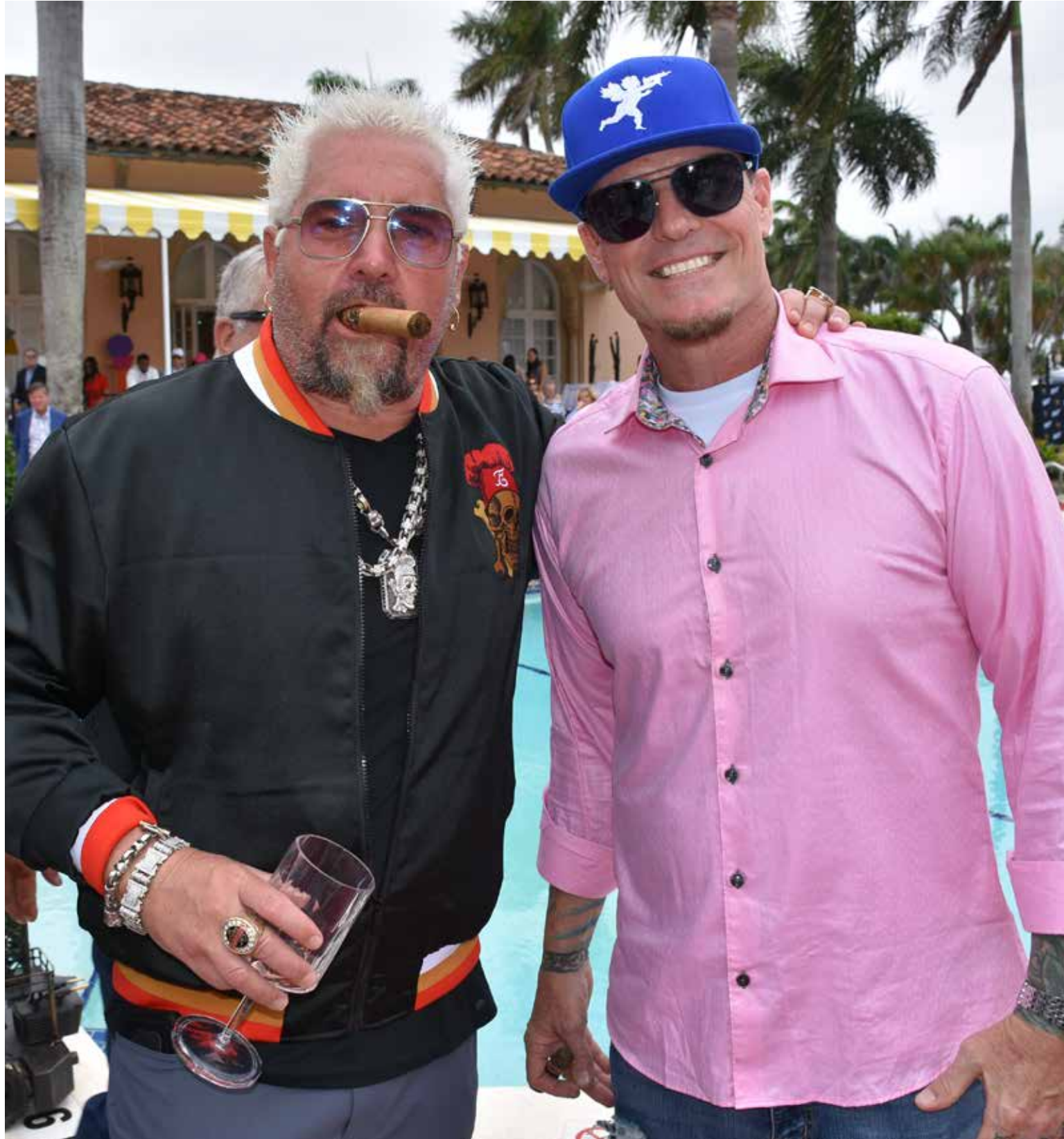


THE PEOPLE

Highlights of The Palm Event 2023

Individuals with a taste for all things high-end including automobiles, fashion, ambiance and fine cuisine experienced a “Kennedy Era” style – a time when quality and vision mattered at the 2022 The Palm Event.

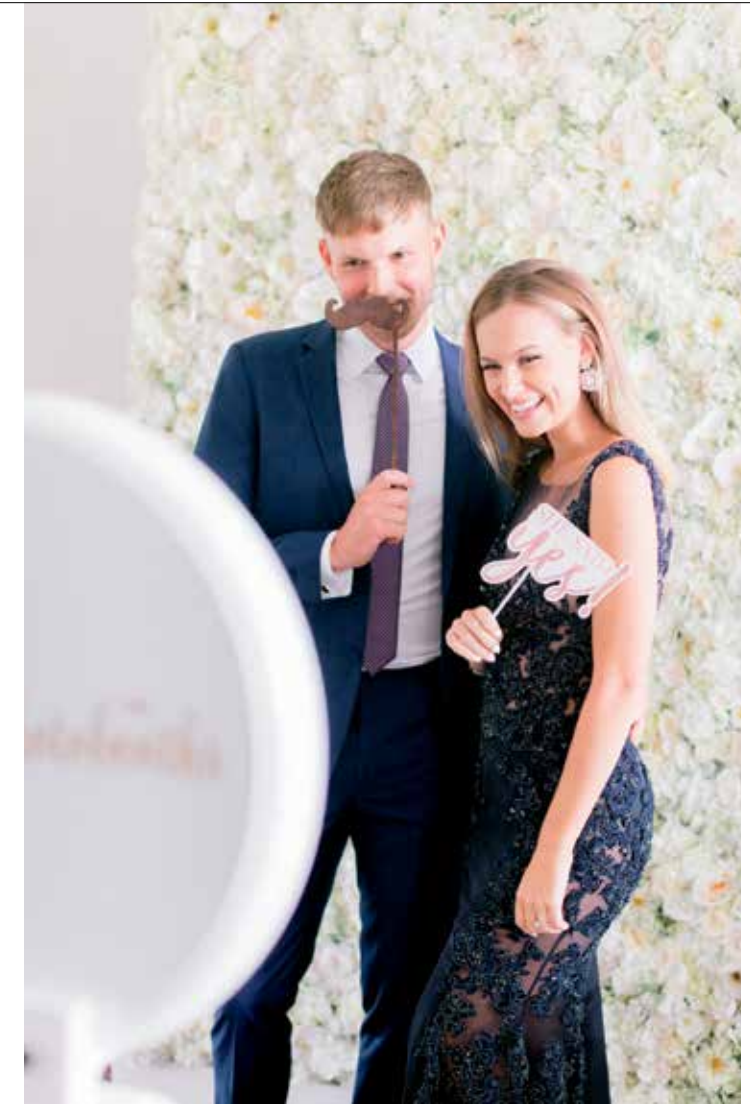
In attendance were an eclectic combination of connoisseurs and car enthusiasts.



AND MORE PEOPLE

Highlights of The Palm Event 2023





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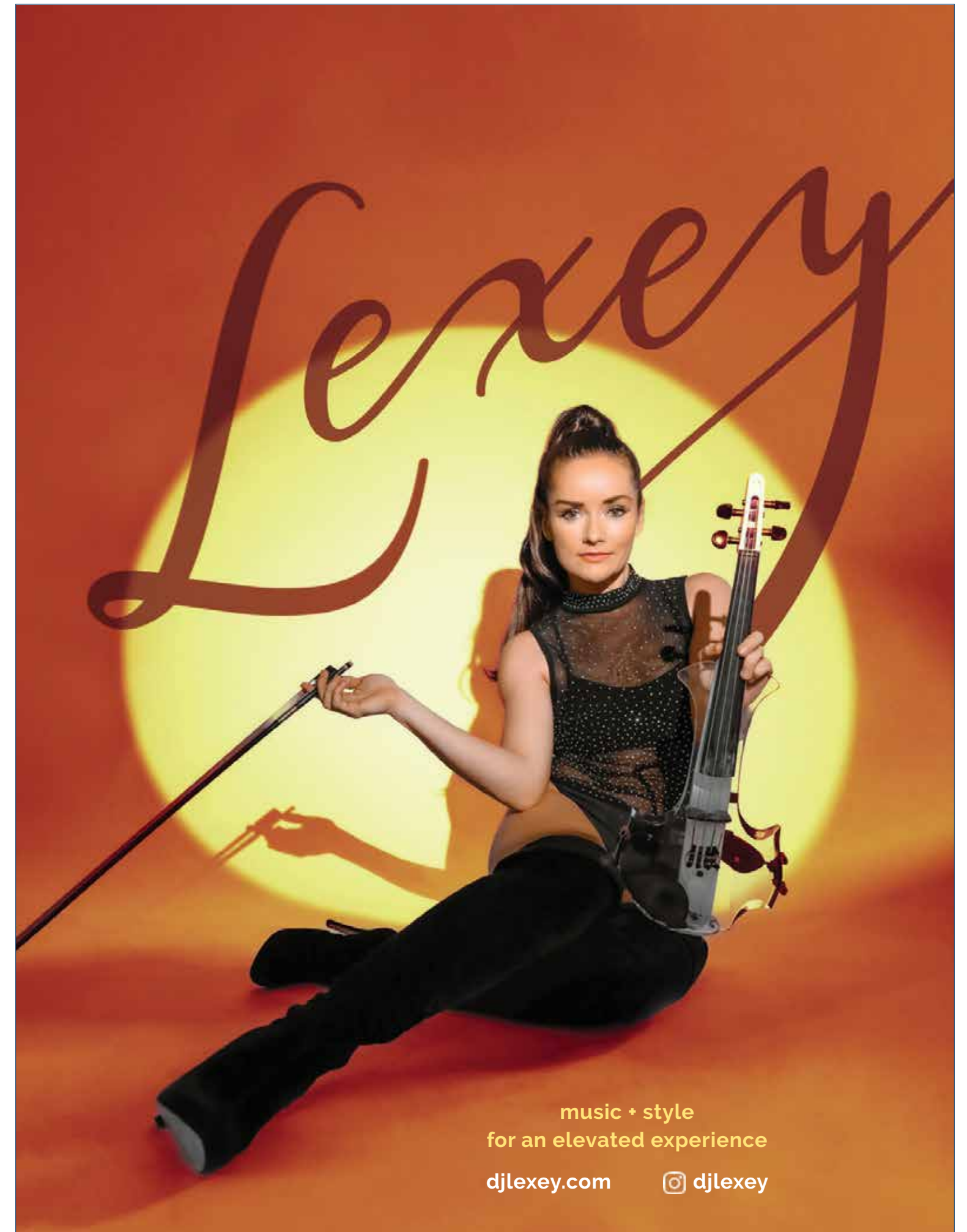
Leah Danielle, an acclaimed American soprano, has recently relocated to Palm Beach and secured a position with the Palm Beach Opera for the upcoming season. With an impressive track record and résumé, for years she has extensively toured alongside esteemed artists such as Andrea Bocelli and David Foster. Ms. Danielle has captivated audiences across major concert halls and graced the stages of prominent opera houses in the US, Canada, and Europe. Additionally, she has showcased her exceptional voice and artistic talent at prestigious fashion shows in New York. At just 16, Ms. Danielle's victory in her debut vocal competition earned her the opportunity to perform her first solo concert at Carnegie Hall.

 Leah Danielle (Leebee)

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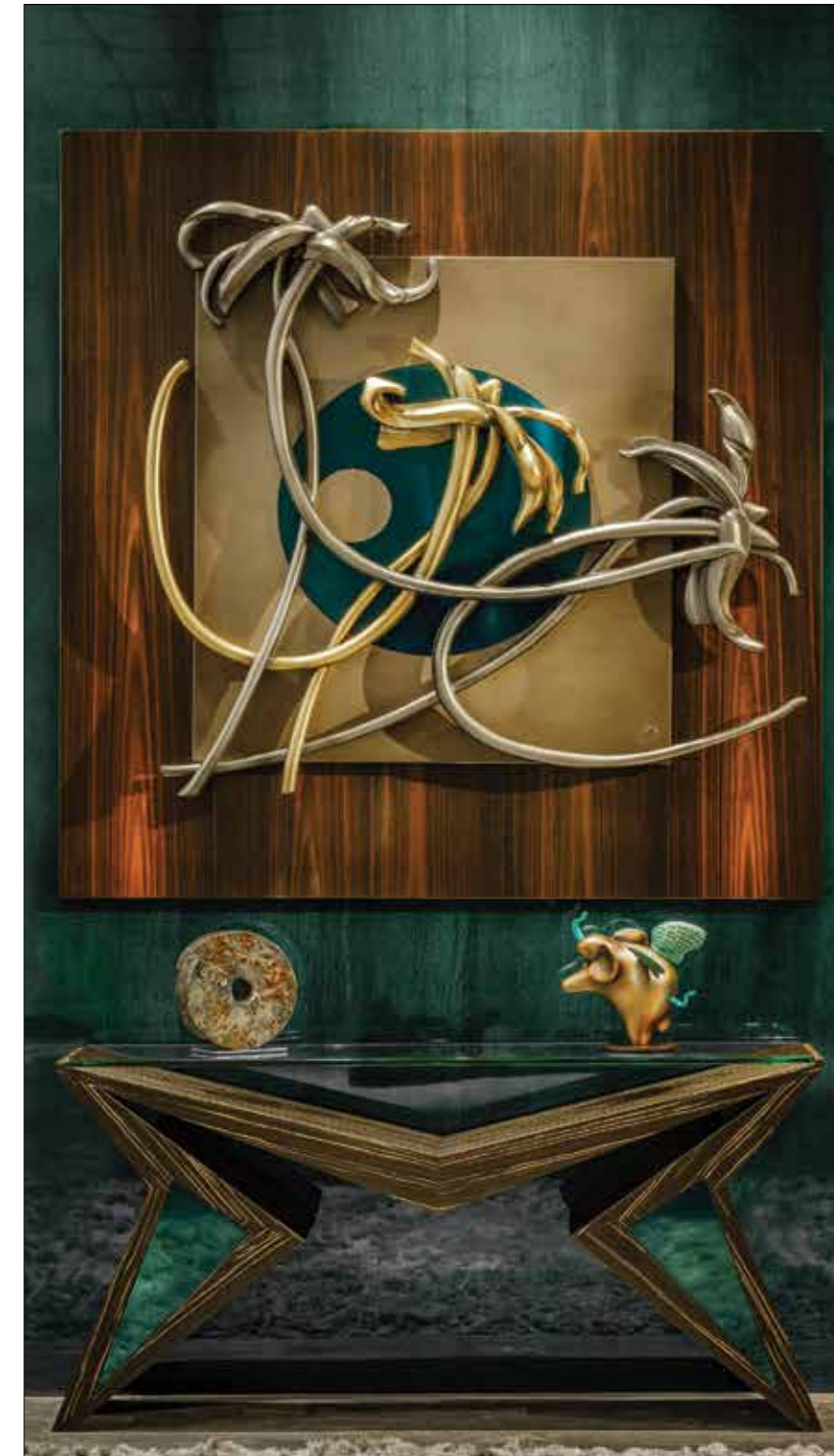
Porsche 356 Cabriolet photo ©Robert D. Jones / rdjonesphoto.com



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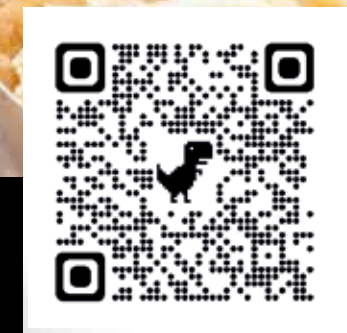
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A SELECTION OF OUR FEATURED CARS*



YEAR	MAKE	MODEL	COLOR	OWNER
1991	Vector	W8 (owned by Andre Agassi)	Black	Mark & Marcie Butters
1970	Plymouth	Superbird	Vitamin C Orange	John Haas
1956	Jaguar	XK140 (owned by Michael Douglas)	Indigo Blue	Zachary Hamric
2007	Ferrari	F430 (owned by Donald Trump)	Red	Jeff Sussman
1997	Lamborghini	Diablo (owned by Donald Trump)	Blu Le Mans	Jim Bogush
1965	Pontiac	GTO	Blue	Brent Riggle
1998	Lamborghini	Diablo	Daytona Yellow	Martin Rosatto
1987	Lotus	Esprit Turbo	White	Joe Rodriguez
1988	Porsche	930 S Flachbau	Silver	Roland Torres
1969	Dodge	Charger Daytona	Metallic Racing Green	Michael Mancini
1995	Ferrari	F355	Canna di Fucile	Ernesto Amtmann
1966	Bosley	Interstate MK II	Candy Apple Red	Stephen Bruno
1955	Chevrolet	Bel Air	Red/White	James Bradford
1967	Chevrolet	Camaro	Granada Gold	Daniel Francis
2011	Bugatti	Veyron 16.4 Grand Sport	White / Black	Bill Kneebusch
1988	TVR	420 Seac	Thistle Green	Tony Blevins
2001	Ferrari	360 Spider (owned by Donald Trump)	Red	Niko Bujaj

YEAR	MAKE	MODEL	COLOR	OWNER
2006	Lamborghini	Murcielago Roadster	Yellow	Consul Stefano Vigenzone Toniolo
1989	Lamborghini	Countach	White	Sal Vasapoli
1911	Oldsmobile	7 Passenger Touring	Grey	John Rich
1997	Ferrari	F355	Swatters Blue	Martin Clark
1995	Bugatti	EB110 SS	Bugatti Blue	GT Motor Cars Investments
1931	Duesenberg	Model J	Red	Stephen Plaster
1971	Dino	246 GTS	Rosso Dino	Drew Lieberman
1968	Ferrari	365 GTC	Grigio Mahmoud	Drew Lieberman
1993	Jaguar	XJ 220	Le Mans Blue	Drew Lieberman
1996	Land Rover	Discovery Camel Trophy Event Vehicle	Sandglow Yellow	Kenneth Jagolta
1935	Rolls Royce	PII Continental Binder Cabriolet	Black	Steve Wolf
2010	Spyker	C8 LM85	Burnt Almond Orange / Grey	Scott Libertore
1938	Delahaye	Figoni & Falaschi Torpedo Grand Sport	Red	Jeff Fisher
1952	Allard	J2X	Cadillac Metallic Blue	Vince Vento
1968	Lamborghini	Model Miura P400	Verde Miura	Rafael Gabay

**Featured cars subject to change*

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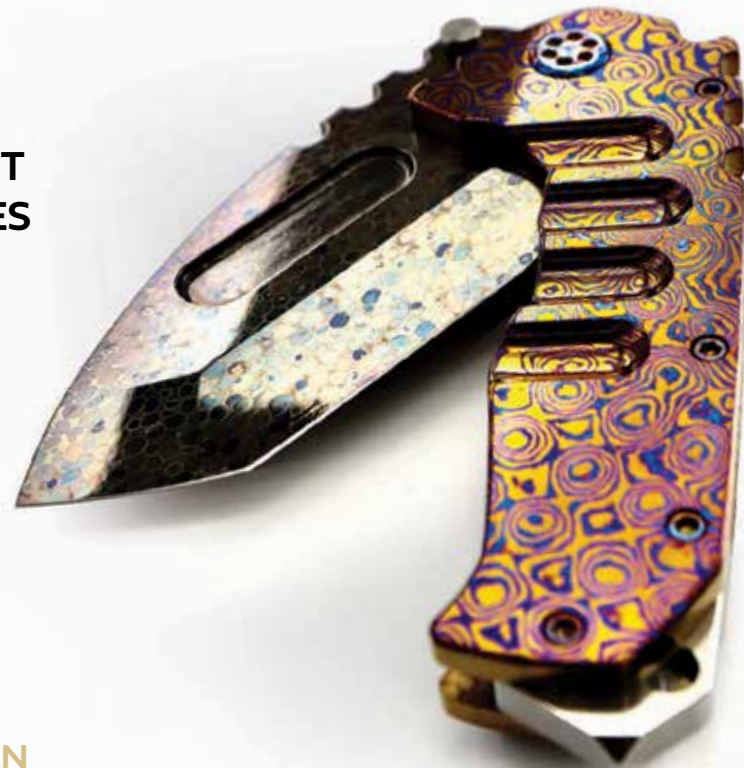


The Palm Event will raise money for charities and initiatives benefiting Place of Hope, the largest faith-based family-style, state-licensed children's organization in the region.



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