



FOR IMMEDIATE RELEASE

**31st ANNUAL RODEO DRIVE CONCOURS D'ELEGANCE CELEBRATES
250 YEARS OF THE UNITED STATES AND AUTOMOTIVE LUXURY
ON SUNDAY, JUNE 21**



The FREE Father's Day tradition returns to Beverly Hills with rare, exotic and vintage vehicles on one of the world's most iconic streets

Beverly Hills, Calif. (May 21, 2026) – In partnership with the City of Beverly Hills and the Rodeo Drive Committee, the 31st annual Rodeo Drive Concours d'Elegance will return to Beverly Hills on **Sunday, June 21**. Celebrating luxury and automotive culture, this year's event will pay tribute to America's 250th anniversary during the **Rodeo Drive Committee's 50th year**.

The free Father's Day event will take place from **10 a.m. to 4 p.m.** on world-famous Rodeo Drive.

"The Concours d'Elegance is an annual tradition our community looks forward to every year," said **Beverly Hills Mayor Craig A. Corman**. "Aside from being a rare opportunity to see so many classic and modern 'trophy' cars lined up side-by-side on Rodeo Drive, it brings both residents and visitors together to experience the energy our city creates for all to enjoy."

Presented by O'Gara Coach Beverly Hills, the 2026 Rodeo Drive Concours d'Elegance will showcase an eclectic lineup of rare hypercars, vintage classics, coachbuilt icons and historically significant vehicles from around the world, as well as highlight the centennial of historic Route 66 and its enduring influence on American car culture.

"America celebrates 250 years of history, innovation and enduring spirit, and this year's Rodeo Drive Concours carries a special significance as a celebration of the passion, craftsmanship and ingenuity that have long defined our nation's love for the automobile," said **Rodeo Drive Concours Chairman Bruce Meyer**. "We are always proud to welcome families, collectors and enthusiasts from around the world, but especially this year, as we celebrate this iconic Father's Day tradition during such a historic moment for our country."

"As Rodeo Drive celebrates its 50th anniversary, this year's Concours d'Elegance is especially meaningful because it honors the enduring connection between luxury, style and automotive culture that has defined the street for decades, from the craftsmanship and innovation of the finest automobiles ever made, to the passion and community they inspire," said **Rodeo Drive Committee President Kathy Gohari**. "We're excited to welcome everyone to experience this iconic celebration on Father's Day during such a landmark year for Rodeo Drive."

In addition to the vehicle displays, there are interactive exhibits, a variety of gourmet food trucks and family-friendly attractions.

Proceeds from the event will benefit the Beverly Hills Police Foundation and the Beverly Hills Chief's Fund, nonprofit organizations dedicated to supporting first responders and their families.

Admission to the Rodeo Drive Concours d'Elegance is free, and parking is available at nearby parking garages. For more information, visit the [event's website](#).

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ABOUT RODEO DRIVE

Rodeo Drive® is internationally recognized at the intersection of luxury, fashion and entertainment, as an exceptional destination for both Southern California residents and visitors from around the globe. More than 100 distinguished retailers help create an unparalleled atmosphere only found on the three blocks of this famed thoroughfare. In addition to the Rodeo

Drive Concours d'Elegance, Rodeo Drive also hosts distinguished events throughout the year, including Rodeo Drive Celebrates Fashion, Rodeo Drive Celebrates Timepieces and Fine Jewelry, and the Rodeo Drive Holiday Lighting Ceremony.

The Rodeo Drive Committee was founded in 1977 and incorporated in 1982 as Rodeo Drive, Inc., a 501 (c) (6) non-profit organization that provides a forum where its members—consisting of retailers, hoteliers and landowners—can engage, share a dialogue and help shape the present and future of the iconic, world-famous shopping destination. For more information about Rodeo Drive, please visit www.rodeodrive-bh.com.

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