

FOR IMMEDIATE RELEASE  
Friday, August 21, 2020



**Episode Seven Launches Today**

## ***High Style on the Road – From Jay Leno to James Bond***

**LISTEN**



*Jay Leno driving his 1934 Rolls Royce Merlin, courtesy Big Dog Productions, Inc.*

Beverly Hills, CA– Launching today, ***High Style on the Road – From Jay Leno to James Bond***, the latest episode of Rodeo Drive-The Podcast, takes to the open road exploring the alluring and standout car culture on Rodeo Drive.

“Rodeo Drive is a fashion street, and along with that comes jewelry, watches, and cars,” says **Bruce Meyer**, founding chairman of the Petersen Automotive Museum and the founder of the Rodeo Drive Concours d'Elegance, the highly-anticipated show of collectible cars that brings thousands of people to Rodeo Drive each Father’s Day. Meyer discusses how the idea of the

Concours came about and what to expect when it returns next year for its 27th edition with some of the world's greatest hypercars.

Host **Bronwyn Cosgrave** talks to Rodeo Drive's favorite car fanatic: comedian **Jay Leno**. Leno, host of CNBC's Jay Leno's Garage, riffs on his passion for buying, and fixing up, cars and motorbikes; his motivations for collecting and the importance of buying what you like, the future of self-driving cars, how the pandemic might affect the luxury car market, and his genuine love of driving.

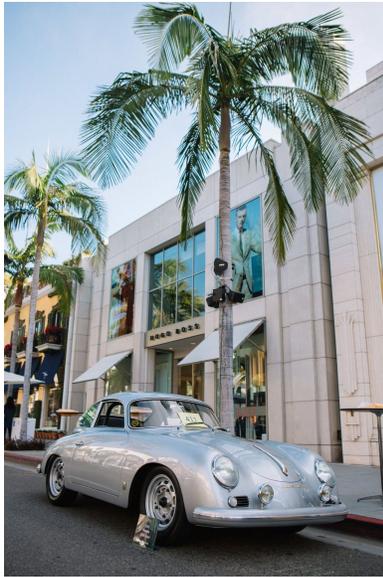
Listeners will also get a sneak preview from **Marek Reichman**, Chief Creative Officer and studio head at Aston Martin, of what 007 will be driving in "No Time To Die", the 25th James Bond film that premieres in November.

**Kathy Gohari** of the Rodeo Drive Committee explains why the legendary three blocks are a magnet for hot wheels. "Many times on the weekends, we see some of our regular clients who have special cars to enjoy their downtime – and sometimes even their outfits match the car. They're customized to the extreme. We've seen everything from crystal-studded license plates to velvet covered skins covering the entire car," says Gohari.



*Bruce Meyer on Rodeo Drive with his 1967 Ferrari 275GTB4 that he has owned for 50 years, courtesy Kahn Media, Inc.*

And **Nicolas Bijan**, CEO and co-owner of the House of Bijan, enthuses about Bijan's luxury car collection, including an iconic, customized yellow Rolls Royce, a Bugatti, and a new Aston Martin DBS Superleggera. These are regular and sought-after fixtures parked in a dedicated spot outside the mediterranean-style boutique founded by "the most expensive clothing designer in the world", as proclaimed unabashedly by the late Bijan Pakzad.



*Photos from the the Concours d'Elegance Father's Day Car Show on Rodeo Drive from left to right: a 1960s Porsche 356; a McLaren Senna at the 2018 Concours, courtesy Kahn Media, Inc; a 1938 Hispano Suiza H6B Dubonnet Xenia owned by the Mullin Automotive Museum that was awarded "Best of Show" honors at the 2018 Concours, courtesy Kahn Media, Inc. Bottom right: The House of Bijan's Rolls Royce parked outside the Rodeo Drive Bijan flagship.*

Rodeo Drive began as little more than a bridle path. Pioneering designers, hoteliers and entrepreneurs transformed it into a rival to New York's Fifth Avenue - with sun, palm trees and Hollywood sizzle. Hosted by fashion author and broadcaster Bronwyn Cosgrave, *Rodeo Drive-The Podcast* takes listeners behind the scenes with international luminaries, retailers and chroniclers capturing the creativity, showmanship and glamour of those who made the inimitable Rodeo Drive, and those, in today's complex climate, who are charting its future and making change.

*Rodeo Drive-The Podcast* connects listeners around the world with up to date stories about the past, present and future of the renowned three-block stretch in Beverly Hills.

Previous episodes of *Rodeo Drive-The Podcast* explore the legacy of Giorgio Beverly Hills, Academy Award-winning costume designer Ruth E. Carter's perspective on fashion and protest, Michael Chow's timeless design for Giorgio Armani, the rise of the House of Bijan, the art of window design by Simon Doonan and LVMH's Faye McLeod and Ansel Thompson, and Rodeo Drive's historic role in powering the red carpet as told by Alexandra Mandelkorn stylist to Janelle Monae for the 2020 Oscar's and Mary Fellowes who made Olivia Colman the queen of the 2019 red carpet.

**Episodes in this series are released twice monthly. Listen, subscribe, rate and review *Rodeo Drive-The Podcast* on Apple Podcasts, wherever you get your podcasts and at [rodeodrive-bh.com](http://rodeodrive-bh.com).**

### **Jay Leno**

Acclaimed TV late night show host, admired stand-up comedian, best-selling children's book author, much-in-demand corporate speaker, TV and movie voice-over artist, pioneering car builder and mechanic, and philanthropist...Jay Leno is widely characterized as "the hardest working man in show business." Jay Leno's late night television ratings domination included two decades as the host of the #1-rated "The Tonight Show with Jay Leno" –after the first two years Jay Leno never lost a single ratings year in which he served as host. Leno currently produces and is host of the CNBC primetime series "Jay Leno's Garage" now in its fifth season. Along with his CNBC show, Jay is currently on air with various other television series, including "Last Man Standing." And in his "spare" time, he enjoys working on his collection of classic cars and motorcycles. In fact, he has built a number of cars, including an acclaimed eco-car in his eco-friendly green garage. Leno is the recipient of many honors, including Emmy, People's Choice, and TV Guide awards, Harris Poll selection as most popular star on television, the Hasty Pudding Award at Harvard University, The Mark Twain Prize, recipient of the Patriot Award given by the Congressional Medal of Honor Society, a star on Hollywood's Walk of Fame, and being the first person to drive the pace car of all major NASCAR events. See full bio in press kit.

### **Bruce Meyer**

Bruce Meyer is a renowned collector of vintage automobiles, motorcycles and historic winning race cars from the *24 Hours of LeMans* to Indy to the Bonneville Salt Flats. Bruce is the driving force and Founding Chairman of the Petersen Automotive Museum in Los Angeles, California, where he continues to serve as Vice-Chairman. Bruce serves on the Board of Directors of the *Henry Ford Museum*, the *Mullin Automotive Museum*, the *Nethercutt Collection*, *The Petersen Museum* and the Steering Committee for the Pebble Beach Concours d'Elegance as well as the *Le May Museum*. He is a founding member of the Board and Past President of the California Highway Patrol *11-99 Foundation* where he continues to serve on the Board and serve as Treasurer. Bruce has won the prestigious *Lee Iacocca Award* for his dedication to American automotive tradition, the *Meguiar's Award* for Collector Car Person of the Year, the *Automotive Icon Award* by the Petersen Museum as well as induction into three different prestigious automotive *Hall of Fames* for his tireless dedication to promoting awareness and recognition of American hot rodding. See full bio in press kit.

### **Marek Reichman**

Marek Reichman is the Executive Vice President and Chief Creative Officer at Aston Martin Lagonda. The ten years Marek has been at Aston Martin have been one of the most prolific periods of new model introductions for the British marque. Marek graduated from Teesside University in Middlesbrough with a First Class Honours Degree in Industrial Design and continued his studies in Vehicle Design at the Royal College of Art in London. In 2008, Marek was invited

to take up the position of visiting Professor at the RCA, allowing him the opportunity to give new students an insight into modern automotive design and in 2011, Teesside University bestowed Marek with an honorary Doctorate. After beginning his design career with Rover Cars in 1991, Marek moved to BMW Designworks, California in 1995 to become Senior Designer. Marek joined Ford in 1999 as Chief Designer for the company's Ford and Lincoln Mercury brands and rose to the position of Director of Design for Product at Ford North America. He joined Aston Martin in 2005 as Director of Design and has strengthened the company's iconic styling in that 9 year period. In December 2007, Marek Reichman and Aston Martin opened the new Design Studio at its Gaydon Headquarters. Providing the company with a dedicated studio space for the first time, the new Design Studio is an industry-leading facility at the heart of Aston Martin's operations. Designed, planned and constructed in less than 12 months, the elegant prefabricated timber structure received a RIBA Award from the Royal Institute of British Architects in May 2008. See full bio in press kit.

#### **Podcast credits**

Host: Bronwyn Cosgrave

Scriptwriter and Editor: Frances Anderton

Audio Engineer and Editor: Avishay Artsy.

Theme music by Brian Banks.

Production Coordinators, Livia Mandoul, Callie McConnell and Guthrie McCarty-Vachon.

Executive Producer, Lyn Winter.

***Rodeo Drive - The Podcast* is presented by the Rodeo Drive Committee with the support of the City of Beverly Hills.**

#### **The Rodeo Drive Committee**

Founded in 1972, Rodeo Drive, Inc., also known as The Rodeo Drive Committee is 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 further information about *Rodeo Drive -The Podcast* contact:**

[Lyn Winter, Inc., rodeodrive@lynwinter.com](mailto:rodeodrive@lynwinter.com)

[IMAGES](#)

<http://rodeodrive-bh.com/>

@rodeodrive

#onlyonrodeodrive #rodeodrivethepodcast

**\*\*\* ENDS\*\*\***