



## **Monterey Car Week Roars Back August 8-17 with Stellar Automotive Events, Community Engagement and Global Attention**

*Monterey County welcomes visitors for the world's premier celebration spanning the full spectrum of car culture*

**Monterey, Calif., August 5, 2025** - [Monterey Car Week](#), the world-renowned celebration of automotive excellence set against California's stunning Central Coast, returns August 8-17, 2025, with more than 35 car-centric events across the County. From marquee moments like the [Pebble Beach Concours d'Elegance](#) and [The Quail, A Motorsports Gathering](#), to new and expanded events like [Woodies in the Woods](#) and [Motorlux](#)'s Michelin-star culinary showcases, Monterey Car Week continues to bring new energy, refreshed events and deeper community connection.

### **New and noteworthy in 2025**

- [Woodies in the Woods](#) debuts at Asilomar Conference Grounds, celebrating the classic wood-paneled wagons with live music, food and a custom craft lager by [Other Brother Beer Co.](#)
- [The Paddock Monterey](#) joins the lineup with a 50-car RADwood showcase of '80s and '90s automotive lifestyle, celebrating the 25th anniversary of the Saleen S7.
- [Motorlux](#) levels up with more food and beverage activations than ever before, spotlighting local talent including the region's James Beard and Michelin-starred chefs.
- [Rolex Monterey Motorsports Reunion](#) celebrates the 75th Anniversary of Formula One and the debut of NASCAR legends racing in their original IROC cars for the first time ever at [WeatherTech Raceway Laguna Seca](#).
- [Pebble Beach Concours d'Elegance](#) makes history once again as it presents all eight generations of the Rolls Royce Phantom together for the first time in North America. Phantoms I through VI will grace the 18th fairway, while Phantoms VII and VIII take center stage at Concours Village.
- [Exotics on Broadway](#) broadens with a five-block enclosed hypercar and vendor village, featuring 40+ exclusive hypercars and VIP lounge.
- [Prancing Ponies Women's Car Show](#) an event dedicated to creating opportunities for low-income women expands its pawprint with adoptable pets on-site at its Carmel-by-the-Sea soiree.

Visitors can also enjoy more than 20 free events countywide, from quirky fun at [Concours d'Lemons](#) to parading classics at [Pebble Beach Tour d'Elegance](#) and [Pacific Grove Rotary Concours Auto Rally](#). A full list of free events, as well as ideas for family-friendly Car Week itineraries and more, are available at [SeeMonterey.com/CarWeek](#).

“Monterey Car Week is more than just horsepower and heritage, it’s a catalyst for economic vitality and community prosperity,” said Rob O’Keefe, president and CEO of See Monterey. “The event is an engine in the local tourism economy and delivers an unmatched global spotlight on our destination.”

The celebration draws over 100,000 visitors to Monterey County each year, with estimated visitor spending of over \$130 million. With hotel demand growing year over year, Monterey Car Week accounts for over 5% of the region’s total annual hotel room nights in just 10 days. Last year’s auctions broke multiple world records across various models, including the Ferrari F50 going for \$5.5 million at the RM Sotheby’s auction.

While Monterey Car Week and the Pebble Beach Concours d’Elegance are some of the region’s most impactful events in global significance, their philanthropic reach is equally significant. More than 100 local charities benefit from event proceeds, including youth programs, education funds and community foundations throughout Monterey County.

“These events generate income for our community and substantial donations for local charities,” said Sandra Button, chairman of the Pebble Beach Concours d’Elegance. “I’m proud to note that the Pebble Beach Concours raised a record \$3.1 million for charity this past year, and we’re on track to match or surpass that in 2025, bringing our total charitable contributions to over \$45 million.”

For first-time attendees, multi-year veterans and Monterey County residents, [SeeMonterey.com](https://www.see-monterey.com) is the ultimate informational resource for Monterey Car Week. Visitors can find event listings, transportation tips, interactive maps and a free AI trip planner. See Monterey also encourages visitors to travel responsibly by respecting the local communities, following parking and traffic guidelines and disposing of waste properly. Visit [SeeMonterey.com/RightPath](https://www.see-monterey.com/RightPath) for additional responsible travel tips.

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## **ABOUT SEE MONTEREY**

See Monterey is a 501c6 non-profit organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. See Monterey is a partnership of the hospitality community and local governments that aims to generate community prosperity and enrich economic vitality for Monterey County through the responsible growth of the tourism economy. Travel spending in Monterey County was more than \$3.1 billion in 2024, supporting more than 27,000 jobs and generating \$310 million in state and local tax revenue that directly benefit the community. For more information, visit [www.see-monterey.com](https://www.see-monterey.com) and follow us on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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