

Dear Keeneland Concours d'Elegance Attendees,

On behalf of the entire organizing committee, it is our pleasure to welcome you to the 20th Anniversary of the Keeneland Concours d'Elegance, which will take place on July 15th, 2023. This is a milestone year for our event, and we are excited to celebrate this special occasion with all of you.

As Co-Chairs of the Keeneland Concours, we are thrilled to announce that this year's guest marque is Cadillac. Cadillac has been an iconic American luxury car brand for over a century and has played an important role in shaping the automotive industry. We are excited to showcase the history and beauty of Cadillac vehicles at our event, and we hope that you will enjoy seeing them up close.

Over the past 20 years, the Keeneland Concours has become a beloved event in the automotive community. We are grateful for the continued support of our sponsors, participants, volunteers, and attendees who have made this event possible. We are also approaching \$1 million in donations to the UK Healthcare Kentucky Children's Hospital, and we are committed to supporting the amazing care they provide to the children of Kentucky.

This year's event will feature over 160 exquisite cars and motorcycles, ranging from vintage to modern, and we are confident that there will be something for everyone to enjoy. We have also planned a range of activities, including the Bourbon Tour, The 20th Anniversary Celebration party, Concours d'Elegance and the Tour d'Elegance to enhance your experience at the Keeneland Concours.

We hope that you will join us for this exciting event and help us celebrate this milestone year. Thank you for your support, and we look forward to seeing you at the Keeneland Concours d'Elegance on July 15th, 2023.

Sincerely,

Tom and Connie Jones

Co-Chairs

Keeneland Concours d'Elegance