



HEVENINGHAM HALL,  
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**PRESS RELEASE**

**April 21, 2017**

**HEVENINGHAM HALL CONCOURS D'ELEGANCE TO FLY EVEN HIGHER IN 2017 WITH  
BREMONT & THE ROYAL COLLEGE OF ART**

The Heveningham Hall Concours d'Elegance, hosted in the stunning Capability Brown-designed parkland of Suffolk's finest Georgian mansion, is to fly even higher in its second year, with the announcement that the event, which coincides with the annual Heveningham Hall Country Fair on 8<sup>th</sup> & 9<sup>th</sup> July, will be sponsored by renowned British watch company Bremont for the first time.

A key charitable partnership with the Royal College of Art has also been announced. The Heveningham Hall Concours RCA Automotive Design Scholarship will see a British student awarded a scholarship to cover fees and living expenses to cover the 15 month MA Automotive Design course in London under the auspices of Professor J Mays, who will also judge the Concours in July. The scholarship will be announced at the RCA's Automotive Design Degree Show on 27<sup>th</sup> June at the RCA.

On top of 50 of the most iconic cars that the automotive industry has ever produced, Heveningham Hall will play host to an array of vintage aircraft for the first time, in an aviation concours that also runs over the weekend, celebrating exquisite engineering and detailing in all its forms.

Not only that, but another innovation is the Suffolk Border Tour for owners which will take place on Friday 7<sup>th</sup> July, before the Concours opens to the public (8<sup>th</sup> & 9<sup>th</sup> July). This event will allow owners to drive their cars on a 50 mile route through the Suffolk countryside, stopping over the county border for a clay-pigeon shoot and picnic before returning to Heveningham Hall in the afternoon: ready for the Concours over the weekend.

As usual, there will be three categories of motorsport winners: pre-war, post-war and best supercar, plus a new aviation trophy all receiving specially-commissioned bronze trophies from renowned Suffolk sculptor Laurence Edwards.

The traditional background to the Concours, now in its second year, is the Heveningham Hall Country Fair, which recently celebrated its 20<sup>th</sup> birthday. As a result, this is truly a family day out for everybody, incorporating dancing horses, livestock, flypasts, aerobatic displays, powerboating and off-roading plus, much, much more. All profits raised go to charity and more than £600,000 has been raised over the years.

Max Hunt, chairman of the judging panel (and successful Dakar bike rider) said: "What's amazing about the weekend is that it's so different to any other sort of Concours: there really is something for everybody, including planes now as well. You might even find a few bikes in there too! Our plan was to keep the best bits of last year while adding some exciting new elements for year two. The line-up of cars we have is simply awesome: I can't wait to see them all together. And a massive thanks to Bremont: we've found the perfect partner."

The line-up of cars being displayed will be announced prior to the event. Media accreditation and downloads are also available through the all-new website via a dedicated media area: [www.heveninghamconcours.com](http://www.heveninghamconcours.com)

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#### Notes for editors:

- Heveningham Hall dates from 1778–80 and incorporates work from an earlier 18th-century building. It was designed by Sir Robert Taylor for Sir Gerald Vanneck, 2nd Baron Huntingfield. The interiors of circa 1781-4 were designed by James Wyatt.
- The Heveningham Hall Country Fair Trust is a registered charity (number: 1095403)
- Since its launch, the Heveningham Hall Country Fair Trust has raised over £600,000 for charity
- Website for the Country Fair: <http://www.countryfair.co.uk/#/>
- Satellite navigation for the event is IP19 OPN.

#### About Bremont

Bremont is an award-winning British luxury watch brand, manufacturing mechanical watches in Henley-on-Thames, England. Co-founded by brothers Nick & Giles English in 2002, Bremont has made a substantial impact on the watch industry in a very short period of time. The brand remains true to its original principles of: aviation and military, British engineering and adventure. As well as manufacturing watches for some of the most exclusive military squadrons around the world, Bremont continues to play an influential role in revitalising the British watch industry, the birthplace of numerous timekeeping innovations still used today. The brand is now in the top handful of chronometer producers in the world. For more information, visit: [www.bremont.com](http://www.bremont.com)