



***A VSA West Coast National Meet
Celebrating the 50th Anniversary
of the P1800 and the 35th Anniversary
of Volvo Sports America in Malibu, CA
on October 14th, 15th, and 16th 2011***

***Registration Now Open for the
West Coast Volvo P1800 50th
Anniversary Celebration***

Malibu, CA (May 1, 2011) - Registration is now open for Volvo Sports America's West Coast National Meet to be held the weekend of October 14-16th 2011. This huge west coast assembly of Volvo enthusiasts is in honor of the 50th anniversary of the iconic P1800 sports car as well as the 35th anniversary of Volvo Sports America, the car club for all out-of-production Volvos. Saturday's main event will be held on the beach at Gladstone's Malibu. Volvo lovers will kick off the commemoration by gathering Friday evening at the famous Hotel Angeleno (where attendees receive special rates) for a meet-and-greet. On Sunday, Volvos will take a spirited drive up the Pacific Coast to the vintage car museum of Mike Malamut. Registration for this special celebration weekend is available at the SoCal VSA website: www.socalvsa.org

The main attraction is Saturday's car show right on the Pacific Ocean at Gladstone's Malibu. This all-day event will feature Volvo vendors, technical seminars, and raffles, plus concours judging led by Arthur Banks with Bill Webb. The celebration culminates in a hosted buffet dinner and awards ceremony. All Volvos and Volvo enthusiasts are welcome to attend, and P1800 owners are especially encouraged to be a part of the largest 1800 gathering on the west coast.

"It's not just a car meet, it's a reunion for Volvos and their owners."

- Bill Webb, author of *Swedish Iron*, VSA member since 1979

To register for the event visit www.socalvsa.org and click the "P1800 50th" button to download the registration form. Register by September 1, 2011, to secure your spot!

About the Volvo P1800

In May 1961, the first Volvo P1800s arrived in Swedish dealerships. Volvo's international sports car featured Italian styling, British components, and bulletproof Swedish engineering. This combination of longevity and sportiness makes the 1800 an ideal classic car, still owned and enjoyed by enthusiasts to this day. Irv Gordon's 1966 1800S holds the world record for highest mileage at 2.8 million and counting.

About SoCal Volvo Sports America

This Volvo Sports America West Coast National Meet is hosted by the SoCal chapter of VSA, a non-profit organization dedicated to the preservation of all Volvo cars. For the latest event information visit www.socalvsa.org. For press inquiries contact the event's public relations officer, Lelah Baker-Rabe, at lelah@lelahwithanh.com. Sponsorships are available for this one-of-a-kind event. For sponsorship and other inquiries contact Meet Chairperson Dylan Osborn at dylan@socalvsa.org.

CONTACT

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**For the latest event information,
including news and registration,
go to www.socalvsa.org and click:
"P1800 50th"**