

1937 Mercedes-Benz 540K named Best of Show at Pebble Beach

This year, cars from 18 countries and 30 states pulled onto the competition field of the 2023 Pebble Beach Concours d'Elegance. Named Best of Show was a 1937 Mercedes-Benz 540K Special Roadster—first owned by the Shah of Afghanistan and one of just three similar cars surviving in the world today—presented by Jim Patterson of the Patterson Collection in Louisville, Kentucky.

“This 540K balances strength with sweeping lines and style, and its history is unique,” said Concours chairman Sandra Button. “In talking with Jim about this car, I was impressed by the time and thought invested in this restoration. Every piece of this beautiful Mercedes-Benz was researched so carefully to honor its history.”

Prior to this win, the marques of Bugatti and Mercedes-Benz were tied for the most Best of Show wins at Pebble Beach. This win puts Mercedes-Benz in the lead, with 10 wins in total.

“In Kentucky, you know, we talk about winning the Derby. Well, there’s such a thing as winning the Triple Crown,” said Patterson. “I’ve won this Concours twice before, so this is a Triple Crown for me.”

It was also the second year in a row and eighth overall of an RM Auto Restoration build winning the Best of Show award.

Other strong Best of Show contenders included the Auriga Collection’s 1930 Mercedes-Benz 710 SS Special Roadster, 1932 Alfa Romeo 8C 2300 Corto Figoni Cabriolet, shown care of Gregor Fisker, and 1939 Delahaye 165 Figoni et Falaschi Cabriolet owned by the Peter Mullin Automotive Museum Foundation.

Competition got underway on Thursday as the majority of Concours entries participated in the 25th Pebble Beach Tour d'Elegance, which traces about 70 miles of scenic coastal roads. Entries that complete the Tour have the advantage if they tie in the Concours class competition.

The Pebble Beach Concours raised more than \$2.68 million for charity this year, bringing the event’s total charitable donations to over \$37 million to date. Through



the Pebble Beach Company Foundation, the event’s primary charitable partner, funds benefit more than 90 local charities, impacting the lives of more than 10,000 children annually in Monterey County.

Gooding & Company, official auction house of the Concours, hosted its 19th sale at the venue (see also in this issue).

The 73rd Pebble Beach Concours d'Elegance

will take place on Sunday, August 18, 2024, and will celebrate the marques of Packard and Maserati, as well as the creations of Italian coachbuilder Pietro Frua. More features will be announced this fall. Visit: www.pebblebeachconcours.net. ■

