



Highlands

Motoring Festival

a Festival with an Altitude

June 8 - 11 | Highlands, NC



www.HighlandsMotoringFestival.com

Inside:

The Marquee | Festival Events | History | Road Tours

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Welcome to the

10th Annual Highlands Motoring Festival

This year's Organizing Committee is delighted to present HMF2017. "We have attempted to create a family friendly event that appeals to all," says festival spokesman Steve Ham. "The focus, of course, is the field of over 100 classic cars. Owners of these collector pieces have gone to considerable effort and expense to put these cars on the show field for all to enjoy. These owners have prepared their cars for judging in one of eight different classes. An eclectic field of entries will ensure that there is something for everyone.

On site are public restrooms, water features, shelters, and benches. Kelsey-Hutchinson Founders Park is located one block from Main Street, with Bank of America and Entegra Bank providing further space adjoining the park.

Beyond the cars are the car people, both owners and spectators. With a 10-year tradition, HMF has become a homecoming for multiple generations of enthusiasts. When spectators walk through the display of cars, nostalgia is everywhere. Cars from all eras will be on display to spark memories.

Highlands Motoring Festival is a local non-profit. Over the years, the net proceeds have gone to many different charities. This year, REACH of Macon County has been se-

lected as the charity partner for all events. REACH provides services to victims of domestic violence and a whole lot more; such as education, legal assistance and coordination with law enforcement. Spectator entry to the show field is free, but contributions to REACH are requested.

Highlands Motoring Festival is powered by an all-volunteer group. In addition to the dozen Organizing Committee members, there is another group called "Friends of the Motoring Festival."

Backing the festival are a garage-full of boosters. The Town of Highlands has always supported the motoring festival and found ways to accommodate a growing event. The Highlands Chamber of Commerce has provided promotional resources. Platinum-level sponsors are Harmony Motors (Porsche/Audi/VW) and Skyland Mercedes. The Gold sponsor for 2017 is BMW of Asheville. These three dealerships will have new cars on site for spectator viewing. Silver sponsors are currently being recruited for the 2017 event. In past years, these Silver sponsors have included WHLC FM 104.5, Old Edwards Inn, Park on Main, Wilson Gas, Highlands Automotive, Bryson's Market, Highlands Car Spa, Dauntless Printing, The Ugly Dog Pub, *The Laurel* Magazine and many others.

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Car Classes

2017 Judging Classes and Criteria

Highlands Motoring Festival 2017 focuses on Classes of autos from Model Year 1989 and older.

Touring: Pre-1949 vehicles with no, or very minor modifications. Examples of cars in this class would be Model T, Model A, 1940 Ford Sedan. Minor modifications would be up-graded brakes, radial tires, etc.

Classic: Domestic (non-sport car) 1949-89. No, or minor modifications (as noted above). Examples would be stock cars (no resto-modifications), including 1962 Chevrolet Impala, 1955-1989 Thunderbirds, etc.

Street Rod and Custom: Modified American or European. This would include resto-mods, T-buckets, customized 57 Chevy, customized VW bug, etc.

American Sports: American Sport and High Performance – Includes Corvette, Mustang, 442, GTO, etc. Little to no modifications.

Foreign Sports: MG, Austin Healy, Porsche, Sprite, etc. Little to no modifications. May have different wheels, seats, etc. For 2017, all cars of Italy will compete in Marque of the Year.

Foreign Classic: Mercedes sedan, Rolls Royce, Bentley, Jag sedans, etc. For 2017, all cars of Italy will compete in Marque of the Year.

Trucks/Utilities: Not or lightly modified. Jeep, trucks, VW Thing, tractors, etc

Marque of the Year 2017: Cars of Italy, 1989 and older.

As in the past years, there will be an award for Best of Class in each of the above. This year, the award will be a special, locally produced piece of pottery. In addition to the Best of Class there will also be Outstanding in Class awards. The number of the Outstanding in Class will be determined by the number of registrants in each class.

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1967 Lamborghini
Highlands Motoring Festival 2017

Cars of Italy The Marque of Highlands Motoring Festival 2017

In recent years, the Highlands Motoring Festival has featured a Marque of the Year.

While any classic car prior to 1990 may be entered into the eight classes of judging, one make is highlighted each year. Previous marques have included Mercedes Benz, Porsche, Alfa, cars of Great Britain and BMW.

This year, we'll celebrate the magnificent Cars of Italy.

This was an easy choice. Since its inception in 1899, the Italian auto industry has been a signature jewel on the world stage. Milan has long been recognized as the Mecca of auto design. Embracing the Italian traditions of innovative styling and breathtaking beauty, these cars have always been treasured by collectors.

Coupled with small production runs, the result is a seemingly unquenchable passion for these creations.

Just consider the legendary names of these masterpieces and the cachet attached to each – Alfa-Romeo, Abarth, Fiat, Maserati, Ferrari, de Tomaso, Iso, Bizza-

rini, Lamborghini, and Lancia. Each is synonymous with speed, intuitive handling and breathtaking lines. Each has achieved a worldwide reputation for incorporating Formula One innovations into its luxury sports cars. Even Fiat's more humble offerings bear its distinctive styling and commitment to performance.

In fact, many enthusiasts say that they can recognize an Italian car simply by its lines. Others maintain that its lineage is revealed by spending a few moments behind the wheel. The incredibly calibrated steering and explosive horsepower are unmistakable.

That's another reason why Italian cars seem like such a perfect match for the Highlands Motoring Festival. Our undulating roads and steep grades are unparalleled challenges to a car's precision steering, horsepower, and braking systems.

And the inimitable styling of these cars, set against the natural beauty of the Highlands Plateau, is a portrait that would make DaVinci nod in approval.

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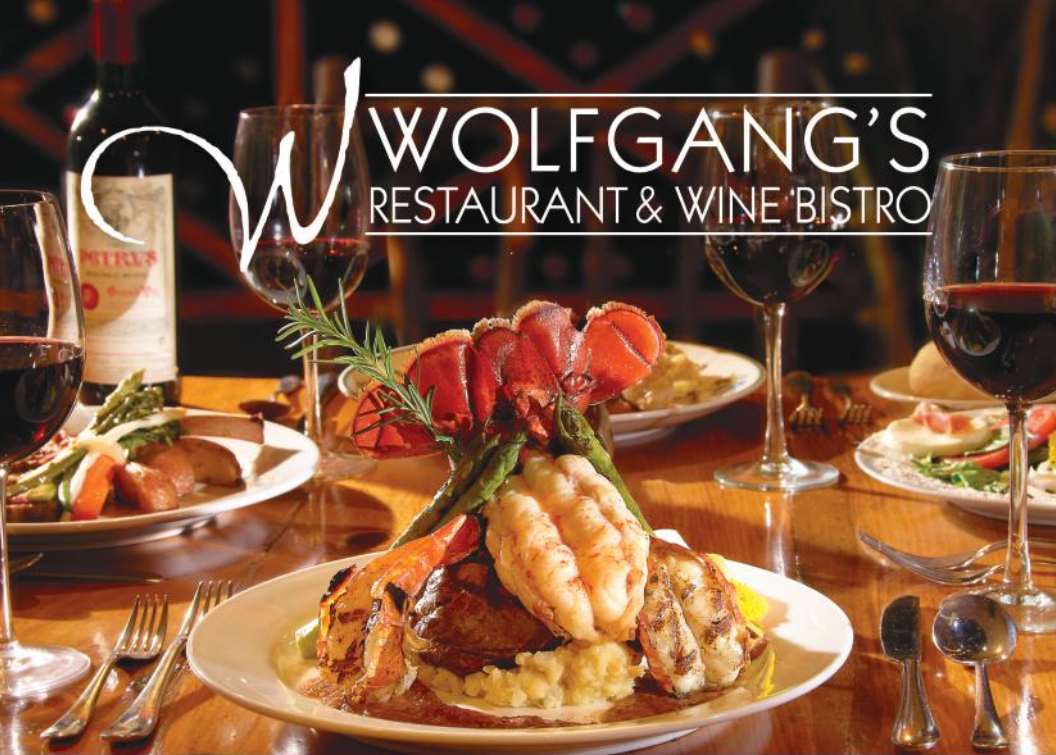
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Highlands Falls Country Club



Monte Carlo Night

Highlands Falls Country Club | Thursday, June 8 | 7:00 PM

The Highlands Motoring Festival is kicking off their annual festival this year with their opening Monte Carlo Casino Night on Thursday, June 8, from 7:00 P.M. until 10:00 P.M. at the Highlands Falls Country Club clubhouse. Admission is \$75 per person and includes heavy hors d'oeuvres, along with a complimentary cocktail, and an initial supply of tokens for the games. Tickets will also be available for a drink bar.

Monte Carlo Night is a natural opener for this year's festival – whose marque of the year is "Cars of Italy" – and brings a decidedly European flair to the mountains. Attendees arriving at the clubhouse will have the opportunity to preview exotic new sports cars provided by

event sponsors, including Porsches and Audis by Harmony Motors of Asheville and Mercedes' by Skyland Mercedes.

After an evening of games at the tables, including blackjack, roulette, and craps, gamers get down to the serious business of using their new found "play money" winnings to bid during a fast-paced live auction. Items for the auction are provided by local individuals, businesses and other supporters of the Festival. This is a rollicking way to end an evening of fun and raise money for this year's non-profit beneficiary of event proceeds, REACH of Macon County. There will also be several silent auctions which people may bid on.

1968 Chevrolet Camaro

Highlands Motoring Festival 2017



One Lap of the Mountains

Beginning at Kelsey-Hutchinson Founders Park | Friday, June 9 | 7:30 AM

The annual One Lap of The Mountains will be held on Friday, June 9. This exhilarating driving adventure is a technical rally as opposed to a timed rally, designed to give drivers a chance to enjoy the scenery while staying together as a group.

Event organizers plan a different course every year on roads chosen to provide the ultimate mountain driving experience. This year the route will include roads around the beautiful Blue Ridge Parkway.

The One Lap will begin at 7:30 A.M. with coffee, breakfast biscuits, fruit, muffins and juice at the Kelsey-Hutchinson Founders Park. Breakfast is complimentary, but donations to REACH are encouraged and appreciated. Following breakfast, drivers will attend an information session with the distribution of driving logs, instructions, a map, and gifts, before

departing at 9:00 A.M. sharp.

A highlight of this year's course is a relaxing lunch at the breathtaking Pisgah Inn at the peak of the Blue Ridge Parkway. Drivers will have a chance to relax and enjoy a great meal and panoramic views. Following lunch, drivers will return to Highlands via another route, arriving back no later than 4:00 P.M. The cost of lunch is not included in the entry fee.

All interested cars, whether old or new, are welcome to participate, though entries are limited to 35 cars. The price of admission is \$75 per car and \$25 for each additional passenger. All drivers will receive a Highlands Motoring Festival cap, and a new 2017 Motoring Festival poster and each passenger will receive a cap.

Join us and enjoy the magic of our mountain byways.



Colby Deitz Band

Highlands Motoring Festival 2017

Music in the Mountains

Kelsey-Hutchinson Founders Park | Saturday, June 10 | 6 PM

New to the Highlands Motoring Festival this year is Music in the Mountains.

This concert starts at 6:00 P.M. at the Kelsey-Hutchinson Founders Park, the same location as the Classic Car Show, held earlier in the day. Brought to you by the Highlands Area Chamber of Commerce & Visitor Center, this concert features the crowd-pleasing Colby Deitz Band.

This rough-and-tumble string band plays one of the most high-energy sets around, performing a wide range of music from rock, outlaw country, bluegrass, and folk, to their own singer-songwriter compositions. The soulful voice of Colby Deitz is supported by the outstanding musicianship of his band – Seamus Moose on bass, Alma Russ on fiddle, Tommy Partin on guitar and David Partin Jr.

on drums. Their Facebook page best sums their sound, “If you’re looking for The Avett Brothers meets Chris Stapleton, with a touch of Rolling Stones, then this is your band. There is an organic soul to Colby and his band. Don’t miss it!”

There is no charge for this activity, but donations are appreciated and encouraged for the benefit of this year’s non-profit beneficiary, REACH of Macon County. It’s a chance to unwind from the day’s activities and relax with new and old friends. Food and drink may be brought to the event, so pack your cooler, blankets, and lawn chairs and head to the park. Additionally, there are options to purchase food from nearby businesses. Wrap up your day by enjoying the concert and a picnic under the twilight sky.



Cars and Coffee

Main Street, Highlands | Sunday, June 11 | 9 AM

Winding up a perfect Highlands Motoring Festival weekend is the annual Cars and Coffee on Main Street at 9:00 A.M. on Sunday, June 11, at the Loafer's Bench, next to the Stone Lantern and across from Buck's Coffee.

This informal gathering is a great way to assemble one more time with fellow car enthusiasts, share a few war stories, make plans to meet again next year, and say goodbye. It's a uniquely home-grown event, an extension of a weekly gathering of local car lovers known as Butts on the Bench. Every Saturday during the summer months from 9:00 until 11:00 A.M. and during the winter months from 10:00 A.M. until noon, you'll find sports and classic cars parked in front of the bench, and car lovers drinking coffee and talking cars.

Over the years these mornings have evolved to include passing motorists who notice the cars and stop to join the gathering. Car clubs often travel to Highlands and more and more often their members make it a point to stop to talk shop and show off their cars. Last year a Model A club joined the fun on their weekend in Highlands. Any and all are welcome here, and on the weekend of the Motoring Festival, it's a great place to be.

This year, goodbye doesn't mean forever or even until next year because the Festival Committee is using grant money provided by the Highlands Chamber of Commerce to expand their website, making it pertinent year-round and including a weekly blog. Festival-goers will now be able to keep up with their favorite Motoring Festival all year long.



Classic Car Show

Kelsey-Hutchinson Founders Park | Saturday, June 10 | 10 AM

Saturday, June 10, from 10:00 A.M. until 3:00 P.M. is the main event, the Classic Car Show, at Kelsey-Hutchinson Founders Park. Entrance to the show will be at Fifth and Pine Streets. Organizers expect 125 entrants, with more than 2,500 visitors expected on show day. The early registration fee to enter a car is \$30. There is no charge

for spectators, but donations to REACH of Macon County are appreciated. Judging begins at 11:00 A.M. and ends at 3:00 P.M.

Spectators will see classic (prior to 1990) and unique, sometimes very limited edition, cars in eight or more classes. Each class will have a Best in Class winner and an Outstanding in Class winner, and there



will be an overall Best of Show award. At the judge's discretion, additional awards can be given for unique cars or circumstances. The marque of the year this year is Classic Cars of Italy, so expect lots of Italian exotics such as Alfa Romeos, Maseratis, Ferraris, and Lamborghinis among others. Organizers are excited that among early entries are a very rare Lamborghini Miura and a Lamborghini Countach.

Last year's show featured a collection of cars including a chauffeur driven vintage Rolls Royce limousine and a 1939 pre-war

BMW race car. Also in attendance was a "flower child" of the 60's, a rare yellow 1969 Plymouth Barracuda with the "Mod Top" option. An early 50's Jaguar XK-120, with its long flowing front fenders, brought elegance to the gathering. Antique Model As, muscle cars, and many other classic cars rounded out the collection.

Trophies for the winners are one of a kind, much like the cars they are awarded to, and are designed and produced by Highlands Mayor (and renowned potter) Pat Taylor.



Festival History



Photo by Bernie Coulson



Photo by Bernie Coulson

The vision for Highlands Motoring Festival was conceived in 2007, at a lunch table after a Rotary Club of Highlands meeting. The mission was to contribute to local charities and the Highlands business community by attracting Gear Heads to our beautiful area.

The Highlands Motoring Foundation, a 501 C.3 was incorporated.

The inaugural event took place in September 2008 with 114 cars in attendance. The show venue was created by blocking off Pine Street and utilizing the park and the parking lots of Bank of America and Entegra Bank. The cooperation of the Town of Highlands and both banks made the event possible.

Good weather brought a large turnout of spectators. Support of the Highlands business community was solidified. Local car enthusiasts stepped up and volunteered to help. The vision of an annual event had become reality.

Since then, the festival has continued uninterrupted with net proceeds going to many local charities including The Hudson Library, Rotary Club of Highlands, The

Emergency Council, REACH, Cashiers-Highlands Humane Society, and the Literacy Council of Highlands.

For the first four years, the Motoring Festival was held during the month of September. To eliminate conflicts with some of the major car shows, the event was moved to July for two years.

Finally, the second Saturday in June was determined to be optimal, a tradition that started in 2012 and continues. And the event has expanded in scope, now including driving and social gatherings spread over four days.

When major infrastructure work was required for Pine Street Park in 2013, the Motoring Festival venue moved to Highlands Rec Park for two years. For 2015 the event moved back to Pine Street and the renamed Kelsey-Hutchinson Founders Park.



Photo by Bernie Coulson



Over the years, the financial strength of the Motoring Festival has grown at a 20-plus percentage rate. This has been the result of overall greater participation, local sponsors, and the addition of Platinum Sponsors. In 2016, the result of the joint effort between the Highlands Motoring Foundation and the Literacy

Council of Highlands, the Festival raised more than \$36,000. The festival continues to operate as an all-volunteer organization.

In 2012, the Organizing Committee was approached by the Alfa Club about special recognition. That group promised and delivered a strong field of Alfas, competing in the event's first Featured Marque class. In succeeding years, featured marques have been Porsche, British Cars, Mercedes, BMW, and the Cars of Italy.

Many very interesting cars have graced the show field of the Highlands Motoring Festival. There have been past LeMans entrants, one-of-a-kind customs, pre-war classics, muscle cars, antiques, sports cars, utilities, mid-century classics, and sedans of every ilk from America, Europe and beyond.

One of the most memorable was a collection of three Mercedes 300SL Gullwings, some of the most coveted cars existent. The most unusual was probably the Tupolev Cosmonaut Retrieval Vehicle. One year, a full-blown funny car was given permission to startup and demonstrate with some revving but was derailed by a dead battery. The Highlands Fire Department came to the rescue with a jump from one of their fire trucks to the cheers of bystanders.

Every car on the show field is special to someone. And that's the point of the event. These Gear Heads turned out to be very social and generous people. The Highlands Motoring Festival is delighted to host them, every year, on the second Saturday of June.



Highlands Motoring Festival

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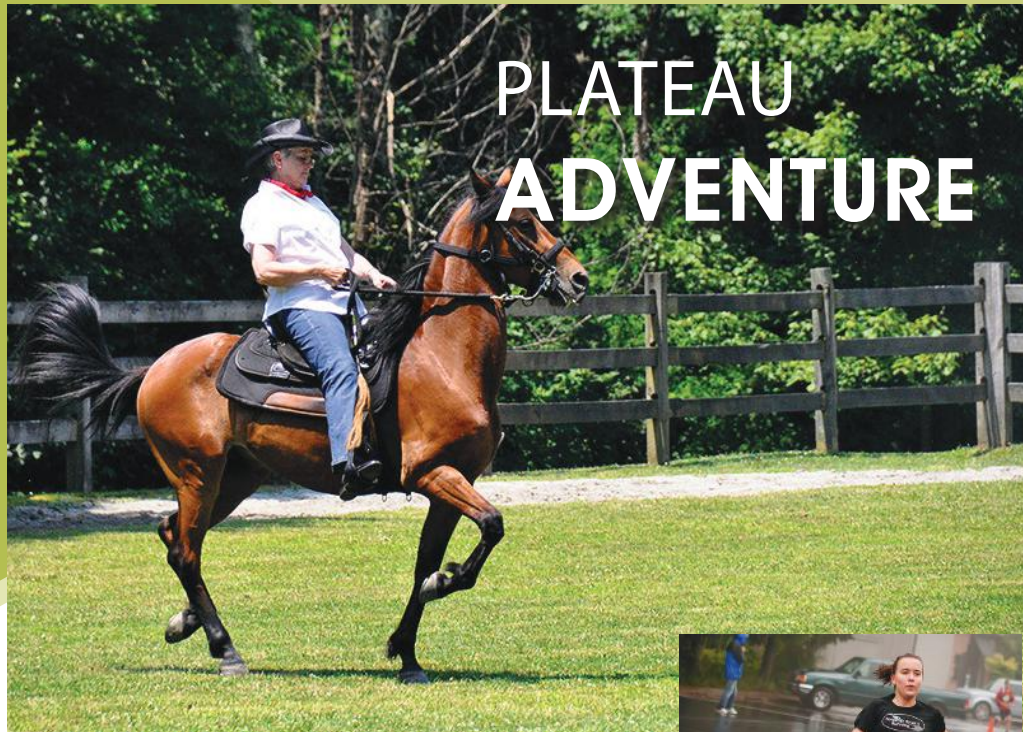


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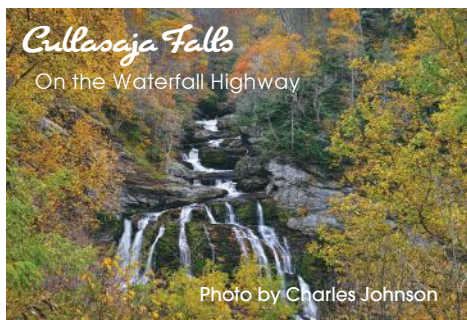
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Highway 64 w.

The Waterfall Highway

Photo by Ron Johnson



Cullasaja Falls

On the Waterfall Highway

Photo by Charles Johnson



Dry Falls

On the Waterfall Highway

Photo by Charles Johnson

Curated Road Tours

Of the Highlands Cashiers Plateau

Magic awaits those who love driving! Highlands is surrounded by National Forests with mountains, rivers, forest canopies, wildlife, and unique driving experiences.

When you arrive in town, you'll find the main intersection. From this stop light in the

center of town, each of the four directions is rewarding to the driver and passenger. And each road presents a different personality. Highlands is at the top of the plateau, so it'll be a downhill experience when driving away from Highlands and uphill for your return.

Here are four options to explore:



Photo by Terry Barnes

Shadow of the Bear

Whiteside Mountain
On the Cashiers Road - Hwy. 64 E.

Your first adventure should be the **Waterfall Highway** (US 64 west, or The Franklin Road to locals), which will take you along the Cullasaja River. Being a river road, it snakes along with the river and is nicely banked and freshly paved with moderately tight turns and many short straightaways but no passing zones. High speed motoring is not recommended on this segment. Curves and inclines keep the driver engaged even at reduced speed. Passengers will be dazzled in the scenery of the river and mountain peaks.

The first waterfall encountered will be Bridal Veil Falls. There is a parking area on the side of the road, where visitors can park and view the falls.

About a mile further down the road is Dry Falls and its large parking area with facilities. On foot, you can walk down to the falls where the path continues behind this large waterfall. While the name implies otherwise, you might want an umbrella or raincoat if you truly want to stay dry.

Continuing toward Franklin will take you past Cliffside Lake, a great picnic site. Traveling along the Cullasaja River for a few more miles brings you to Bust Your Butt Falls, a popular swimming spot with plenty of parking.

The final attraction will be Cullasaja Gorge and Falls. Here the mere existence of a road is a marvel with its sheer cliff face on one side and massive gorge on the other; the driver must stay focused on the road. Passengers can view the impressive waterfall at the bottom of the gorge.

About a mile past the gorge is Buck Creek Road where you can turn around and drive back to Highlands; this road should be driven in both directions. Alternatively take Buck Creek Road which will intersect with US 64 east of Highlands.

Going north from the main intersection, US 64 East is **The Cashiers Road** and it offers great mountain views and varying terrain. Nicely banked switchbacks, varying elevation, and medium straightaways make this the "drivers road" in the area. Driving across ridges and through valleys you will pass five golf courses as you approach Whiteside Mountain, Highlands' most popular hiking trail.

Continuing toward Cashiers, the road changes personality, going through a forest canopy with tighter turns and more incline. From the Cashiers Crossroads, an alternative return to Highlands can be taken on NC 107 north to Norton Road, which snakes back to US 64 east of Highlands.



Walhalla Road

Photo by Sarah Valentine

The Walhalla Road, NC 28, runs out of town to the south as you depart the Highlands Plateau. There are long distance mountain views as the road drops through valleys and crosses rivers and ridges. This route has fantastic sweeping turns and inclined straightaways making it the fastest road in the area. In a few miles, the road passes the Georgia

state line and the community of Satolah. Continuing on Highway 28 toward Walhalla and into South Carolina, the road levels out and follows the Chattooga River with interesting river views. An alternative return route to Highlands is Warwoman Road, which intersects Highway 28 south of Satolah and runs to Clayton, Georgia.

Horse Cove Road



Photo by Cynthia Strain

Horse Cove Road



Photo by Cynthia Strain

Bob Padgett Poplar



Photo by Peter Ray

Our final adventure is Highlands best-kept driving secret – **Horse Cove Road**. From our main intersection in the middle of Highlands, proceed east on Main Street and just keep going. You'll pass Highlands Nature Center and Sunset Rock Trail, popular designations for visitors. Passing Bowery Road on the left, the real fun begins as you cross the Eastern Continental Divide.

Over the next 1.8 miles of travel the elevation drops 990 feet, making an average 10 percent grade. Forty hairpin turns and switchbacks make an unrivaled driving experience. The turns are perfectly banked

and separated by steep short straight sections allowing the driver to set up a driving rhythm. Near the bottom of the valley is Rich Gap Road – a good turn-around spot and the location of Highlands' largest tree, the Bob Padgett Poplar. The uphill return to Highlands is even more rewarding. The driver can use power on uphill straights and gravity to supplement braking into the corners.

We hope you enjoy the roads of Highlands. Enthusiasts will be stimulated into spirited driving but we ask that you be safe and courteous as you explore the many wonders of the Highlands Plateau.

Beneficiary

REACH of Macon County

Over the 10-year history of Highlands Motoring Festival, there have been many local charities that have benefited from its success.

The Motoring Festival is the operational element of Highlands Motoring Foundation, a 501c3 founded in 2007. Over the years, beneficiaries have included the Hudson Library, Literacy Council of Highlands, Cashiers Highlands Humane Society, Rotary Club of Highlands, and many smaller local non-profits. The 2016 Highlands Motoring Festival raised over \$35,000, on behalf of the Literacy Council of Highlands.

Word about HMF has spread through the classic car community and the event has continued to grow. Organizers have recognized the need for a stronger, self-sufficient, group of volunteers dedicated to the festival. In past years, manpower contribution was one of the factors deter-

mining charity partners.

Moving forward, Friends of the Motoring Festival Volunteers will be the source of the needed manpower. And charitable donations can be based on need rather than available manpower resources.

For 2017, HMF has selected REACH of Macon County as the beneficiary of net proceeds and the partner charity of the festival. REACH plays an important role in the community, working with law enforcement to offer emergency relief for abuse victims and their families. Further, REACH has a wide range of programs including prevention education and legal resources.

For 2017 REACH of Macon County has extended services into Jackson County to fill a temporary need there. Future government and private funding of REACH is vulnerable to uncontrolled influences. HMF brings an independent revenue stream into a very important community service.

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