



AMELIA ISLAND 2013 CONCOURS d'ELEGANCE

E-NEWSLETTER / NEWS FROM THE CONCOURS

Amelia Island Concours d'Elegance

E-Newsletter

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News From The Concours

1955 MOTORAMA LaSALLE TO DEBUT AT AMELIA



The LaSalle show cars built for the 1955 General Motors Motorama will be featured at the 18th Annual Amelia Island Concours d'Elegance, March 10, 2013. Presented by [Chubb Personal Insurance](#) in partnership with the Bortz Auto Collection, Highland, Park, Illinois, the two cars, an unrestored sedan and the newly restored roadster, will be seen in public for the first time in 57 years.



"Joe Bortz has been on the cutting edge of dream car discoveries for over 40 years", commented Bill Warner, Chairman of the Amelia Concours, " and he has done a fantastic job of restoring the roadster. It is absolutely stunning and we feel fortunate that he has chosen Amelia to unveil this significant dream car from the fifties".



Although the two cars featured an advanced fuel injected, DOHC (double overhead cam), aluminum V-6 engine, they were never functional and were intended to be driven by electric motors for show purposes. In keeping with current technology, Bortz has restored the roadster to run on electric power and the public will have the opportunity to see it in action for the first time ever.



Bortz found the cars in 1988 in the Warhoops scrap yard in suburban Detroit where they were to be destroyed on orders from General Motor's executives. The sedan was fairly complete, but the roadster had been cut up in numerous pieces. It was through Bortz' passion and dedication they were saved and preserved.



"Seeing the LaSalle in motion will be one of the highlights of the concours and not to be missed by dream car enthusiasts from around the world", said Bortz.

