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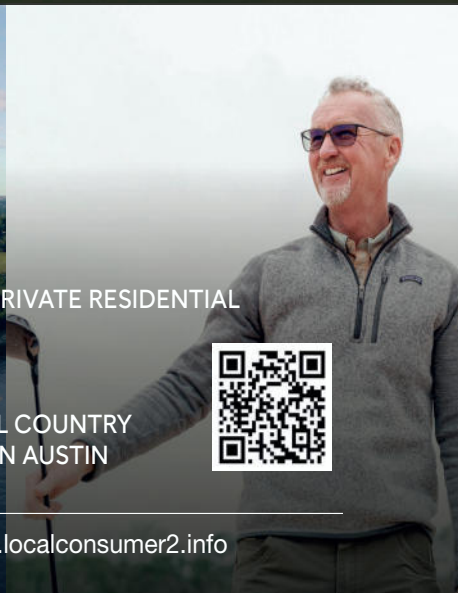
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## Supercar-obsessed Palm Beach County to host major luxury car exhibition

Palm Beach County, a premier destination for auto enthusiasts, will showcase its passion during the 15th annual SuperCar Week event in January 2025. More than 100,000 attendees are expected at this nine-day celebration of luxury automobiles.

This iconic event underscores the wealth migration to Palm Beach County and South Florida, a trend amplified by the pandemic. Chasing Cars recently ranked South Florida as the Most Supercar-Obsessed City in the United States, supported by Lamborghini's data that places Florida as the second-highest state for Lamborghini sales.

Owning a luxury sports car, often priced above \$250,000, comes with significant maintenance costs, including \$5,000 annually for tune-ups and \$2,000 for tires. In 2022, Lamborghini achieved record-breaking U.S. sales, shipping 2,721 vehicles. Florida accounted for 516 of these, second only to California's 680.

### SuperCar Week in Palm Beach County

SuperCar Week will feature themed areas catering to vehicle owners, car collectors, car clubs, dealers and brands. Highlights include SuperCar Street, Muscle Beach, Corvette Court, Porsche Place, Rolls Royce Row, Green Street for Electrics and more, along with exhibits for off-shore powerboats and other land, air and sea vehicles.

The event will also feature a special SuperCar Horse Power vehicle exhibition at the National Polo Center in Wellington, with activities spanning Boca Raton, Delray Beach, Palm Beach Gardens, Jupiter, Palm Beach Island and West Palm Beach.

The nine-day celebration concludes with a spectacular Grand Finale on the newly completed \$30 million West Palm Beach Flagler Drive Waterfront. This 1-mile exhibition will showcase the world's most extraordinary automobiles, cementing Palm Beach County's reputation as a global automotive destination.



Smitheman

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