

FINANCIAL SERVICES

Axa XL, insurer to wealthy collectors, signs up for 5-year sponsorship of Britain's Salon Priv Concours d'Elgance

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Britain's Blenheim Palace is home to the Salon Priv Concours d'Elgance, a car show that attracts wealthy fans of bespoke, classic and luxury cars. Image credit: Salon Priv

By STAFF REPORTS

European insurer Axa XL has signed on for a five-year sponsorship of the Salon Priv Concours d'Elgance, a luxury and classic car event held on the grounds of the Duke of Marlborough's home.



The deal with Salon Priv, organizer of the car show at Blenheim Palace in England's Oxfordshire, puts Axa XL in the same company as other sponsors such as Pirelli, Boodles, Gatineau Paris, Champagne Pommery, Lockton Private Clients and EFG Private Banking.

"This event is a perfect fit for Axa XL, given our role in providing exceptional bespoke personal insurance solutions for the finest car collections, homes, art and jewelry worldwide," said Simon Mobey, head of private clients at Axa XL, in a statement.

Along for the ride

Axa XL is sponsor of day one of the Salon Priv Concours d'Elgance, Sept. 3. The brand is the property, casualty and specialty risk division of Germany insurance giant Axa Group.

Boodles, a 1798-founded British jeweler, is sponsor of the Salon Priv Ladies Day Sept. 4.

Tire maker Pirelli is sponsor of the Salon Priv Masters Sept. 5.

Salon Priv Classic & Supercar, which is the final day of the event on Sept. 6, features the Lockton Car Club Trophy.

The **Salon Priv Concours d'Elgance** is one of the top three concours events globally. It attracts well-heeled aficionados of bespoke, prestige and classic cars.

British automakers Bentley Motors and Rolls-Royce Motor Cars last year presented new models for the first time in Europe.

Also presenting were specialist and niche manufacturers such as Austro Daimler from Austria, Jannarely from Dubai, Rimac from Croatia, Pininfarina from Germany and Tushek from Slovenia.

Blenheim Palace's north and south lawns, will be the event's home until 2027.

The 12th Duke of Marlborough is patron of the Salon Priv Concours d'Elgance.

A PARTNER concours to the Peninsula Classics "Best of the Best" Award, the Salon Priv Concours d'Elgance is held alongside the Pebble Beach Concours in California and the Concorso d'Eleganza Villa d'Este in Italy.

"Now in its 15th year, Salon Priv continues to attract the world's best automotive brands, the world's best classic car collectors and some of the biggest partnership deals ever witnessed in the concours world," said Andrew Bagley,

Salon Priv chairman and cofounder with his brother David, in a statement.

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