

Local Partners

INSIDER'S GUIDE

YOUR GUIDE
TO MONTEREY

CAR
WEEK
2026



OUR
FAVORITE
SPOTS
ON THE
MONTEREY
PENINSULA

FOOD &
ATTRACTIONS



LANDMARKS

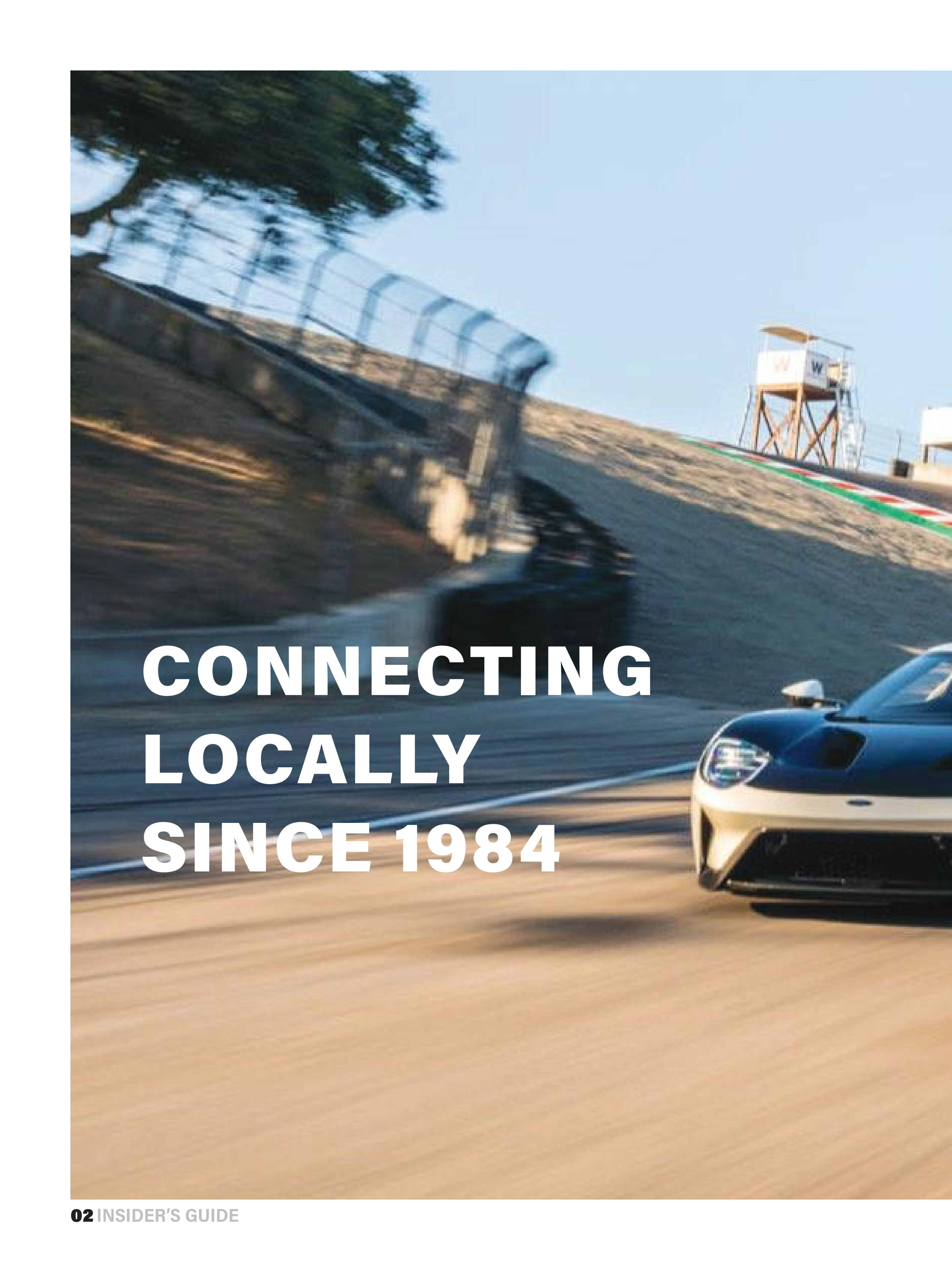


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Mohr Imports

CLASSIC & SPORTS CAR BROKERS



A blue and white sports car is driving on a racetrack. The background shows grandstands with a blue safety fence and a small white structure with a 'W' logo. The text 'CONNECTING LOCALLY SINCE 1984' is overlaid in white.

CONNECTING LOCALLY SINCE 1984

Mohr Imports

CLASSIC & SPORTS CAR BROKERS



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BRING A TRAILER

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MEET THE TEAM

MOHR IMPORTS



Adam Mohr

Mohr Imports was founded over 40 years ago, today Adam Mohr's goal is to continue building a foundation of integrity, transparency and a passion for exceptional automobiles. As president, he has earned the trust of collectors and enthusiasts by pairing rare and desirable vehicles with the right owners. His commitment to personalized service, lasting relationships and preserving automotive history continues to define the culture and reputation of Mohr Imports.



Steve Kittrell

As Sales Director at Mohr Imports, Steve Kittrell has overseen the sale of more than 850 collector vehicles totaling over \$50 million since joining the company in 2018. He also founded Veloce Valuations, specializing in appraisals and collection management, and serves as an automotive journalist and ICJAG concours judge. Whether advising clients or sharing automotive stories, Steve is dedicated to representing exceptional collector cars with expertise and integrity.



Mike Grambush

As Creative Director at Mohr Imports, Mike Grambush has spent the past five years elevating the company's visual identity through cinematic photography, video, and brand storytelling. He is also the founder of Drift Productions Co., a Monterey-based creative agency specializing in automotive media and commercial filmmaking. His creative vision ensures every vehicle is presented with the same level of craftsmanship and attention to detail as the cars themselves.



Addison Mohr

Representing the next generation of automobile enthusiasts, Addison Mohr combines a lifelong passion for collector cars with hands-on performance driving experience. A student at Santa Clara University, he also competes in SCCA and other high performance and racing settings. He returns to the Pebble Beach Concours this year shadowing Ferrari Vignale. His enthusiasm, professionalism, and automotive knowledge continue to strengthen the Mohr Imports legacy.



Saul Azpeitia

Since joining Mohr Imports in 2006, Saul Azpeitia has played a vital role in the preparation and presentation of the company's collector automobiles. Known for his meticulous attention to detail, craftsmanship, and dependability, he helps ensure every vehicle meets the high standards Mohr Imports is known for. His dedication and consistency have made him an invaluable member of the team for nearly two decades.

Mohr Imports

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2022

FORD GT

HERITAGE EDITION

**WeatherTech
Raceway
Laguna
Seca**

07 INSIDER'S GUIDE

08 INSIDER'S GUIDE



Where Legends Are built

Some cars deserve more than a scenic overlook—they deserve one of the world's great racing circuits. For our most significant offering to date, there was only one fitting destination: WeatherTech Raceway Laguna Seca.

Since 1957, Laguna Seca has been a cornerstone of American motorsport. Its 2.238-mile layout, 11 turns, and legendary Corkscrew have challenged generations of drivers while making it the spiritual home of Monterey Car Week. Through longstanding local relationships, we had the rare opportunity to bring our featured car onto the circuit. This 2022 Ford GT is one of just 36 examples of the 1964 Heritage Prototype Edition, finished in Wimbledon White, Antimatter Blue, and exposed carbon fiber. Commissioned through a direct allocation from Ford CEO Jim Farley, it is one of the most distinctive Ford GTs ever produced.

With fewer than 1,600 miles, Laguna Seca was the perfect place to experience the GT's twin-turbo EcoBoost V6, active aerodynamics, and race-bred chassis. Every lap reinforces the racing heritage that inspired its creation. For our team, this shoot was a milestone. It marked our first time photographing a car of this caliber at Laguna Seca and showcases the centerpiece of this year's Monterey Car Week Collection Sale—the most valuable automobile we've ever offered on Bring a Trailer.

**// THE
SPIRITUAL
HOME
OF
MONTEREY
CAR
WEEK //**



1994

LOTUS ESPRIT

SPORT 300

SAND CITY MURALS



Where Automotive Design Meets Street Art

Tucked between Monterey and Seaside, Sand City has transformed from an industrial district into one of the Peninsula's most unique automotive photography destinations. Colorful murals cover building facades throughout the neighborhood, creating ever-changing backdrops that celebrate creativity as much as the cars parked in front of them.



// GREAT AUTOMOTIVE DESIGN AND PUBLIC ART SHARE THE SAME FEARLESS SPIRIT //

Few vehicles fit this setting better than our 1994 Lotus Esprit Sport 300 in Norfolk Mustard. One of the rarest and most celebrated Lotus models ever built, its sharp wedge profile and striking color complement the bold artwork rather than compete with it. Together, they showcase how great automotive design and public art share the same fearless spirit.

This Esprit has become a familiar sight around Monterey, appearing at The Quail, RAD-wood NorCal, and Motorlux during Car Week. While it wasn't born here, it has earned its place as part of the local automotive community.

Sand City's compact streets are best explored on foot. New murals appear regularly alongside longtime favorites, making every visit different. Early mornings offer soft light and fewer crowds, while late afternoons provide dramatic color and contrast. Whether you're chasing the perfect photo or simply exploring, Sand City proves some of Monterey's best automotive destinations are defined not by the roads, but by the creativity that surrounds them.



Q&A

WITH MIKE GRAMBUSH

Mohr Imports Visual & Creative Director



What was the first car that truly captured your attention as a kid?

That would be Paul Walker's green Mitsubishi Eclipse in the intro scene of the original Fast and the Furious. I was ten at the time.

Do you remember the first photograph of a car that made you stop and look twice?

I don't really remember a specific photo. I just remember going through every Super Street and Import Tuner magazine I could get my hands on. Those were the cars I thought were the coolest.

How did you find your way to Monterey and ultimately to Mohr Imports?

After spending close to a decade as a precision machinist for the automotive industry in Michigan, I wanted to pursue other passions. I was always the one in my group of car friends taking photos and making videos. When I decided to leave, a friend from Michigan who had moved to Monterey invited me out. I ended up moving here, and I naturally gravitated toward Mohr. I met Steve, we got along right away, then Adam, and the rest is history.

What were your first impressions when you started working with Mohr Imports?

Pretty quickly, within the first few months of living here. I remember driving past Mohr and always thinking it looked like a really cool place. Seeing cars I had only read about or seen online in one place was really special. There were also cars I had never been around before. I remember thinking that was exactly the type of inventory I was interested in. At the time, I never would have imagined I'd eventually be working there and helping tell the stories behind those cars.

Quick Focus Questions

Favorite road in Monterey County?

Highway 1 through Big Sur on a weekday

Favorite car color to photograph?

Blue or black

Most underrated collector car?

E46 M3, E90 M3, and clean B5 S4 wagons

Dream shoot location?

Anywhere with snacks

Film or digital?

If I could afford film, film. But for me it's digital

Coupe, convertible, or wagon?

Wagon

Best time of day to shoot?

Depends on the goal. Sunrise for clean work, blue hour for cinematic shots

Coffee before a shoot?

Always

Most photogenic decade for automobiles?

90s and 2000s

One word that describes Monterey Car Week?

Overwhelming, chaotic, and amazing all at once

How has the Monterey Peninsula influenced your style as a photographer and creative director?

Monterey has given me incredible backdrops and a level of consistency that really shaped my work. Over time, being surrounded by so much natural beauty, I started to understand what works where, what cars belong in certain environments, and how light changes the way a vehicle feels. That has really influenced how I approach shooting and storytelling.

You've photographed everything from daily drivers to multimillion dollar collector cars. Does one approach change the other?

It doesn't really change the core approach. Regardless of value, the goal is always to show the car honestly so there are no surprises. With higher end cars, we may take more time with location and light because the opportunity allows it. But I'm still trying to present the car as it truly is. Imperfections are part of that story, whether it's a small nick in the paint or wear in the interior. The beauty shots matter, but so do the details.

What are some trends in automotive media that have changed the way cars are presented today?

There are far more outlets now. Instagram, TikTok, Reels, and endless scroll content have completely changed how cars are presented. Bring a Trailer also shifted expectations. I remember seeing catalogs from Enthusiast Auto Group with hundreds of detailed photos. That really shaped my understanding of how a car should be documented. Now it's a mix of fast social content and deep, detailed presentation.

How do you decide where a particular car should be photographed?

It's more of a feeling. Like matching an outfit. Certain colors and environments just work together and others don't. I also look at original press materials to understand the manufacturer's intent. Sometimes we don't have perfect control over timing or location, but I try to match the car to its surroundings as naturally as possible.

What makes a location a great backdrop for a collector car?

Clean lines, clean pavement, and strong color and contrast. It's subjective, but those elements tend to make a location work well.

What is the biggest mistake people make when photographing cars?

Shooting wide open at very low apertures all the time. It can look great for detail shots, but you lose context of the car and its design. Depth and shape matter.

How much scouting goes into finding new shooting locations?

Being local helps a lot. You naturally build a library of locations just by driving around. Over

time you develop a rotation of spots. For specific cars we may scout more intentionally, and I also use light tracking apps to understand when locations work best.

Have you ever discovered a location completely by accident that became a favorite?

Not really. Most locations come from gradual discovery and repetition rather than a single moment.

What role does light play in creating the perfect automotive image?

It is the most important element. You can shoot in any light, but it always dictates the outcome. We prefer early morning for soft directional light, and overcast days are great for even color and detail.

Is there one car you've photographed that completely exceeded expectations once you saw it through the lens?

A 1990 Jeep Grand Wagoneer. It wasn't particularly valuable but was extremely well kept. We shot it in a green field with morning light and moss covered trees in the background. Everything just came together naturally and it elevated the car far beyond expectations.

What does a successful photo shoot look like when everything comes together?

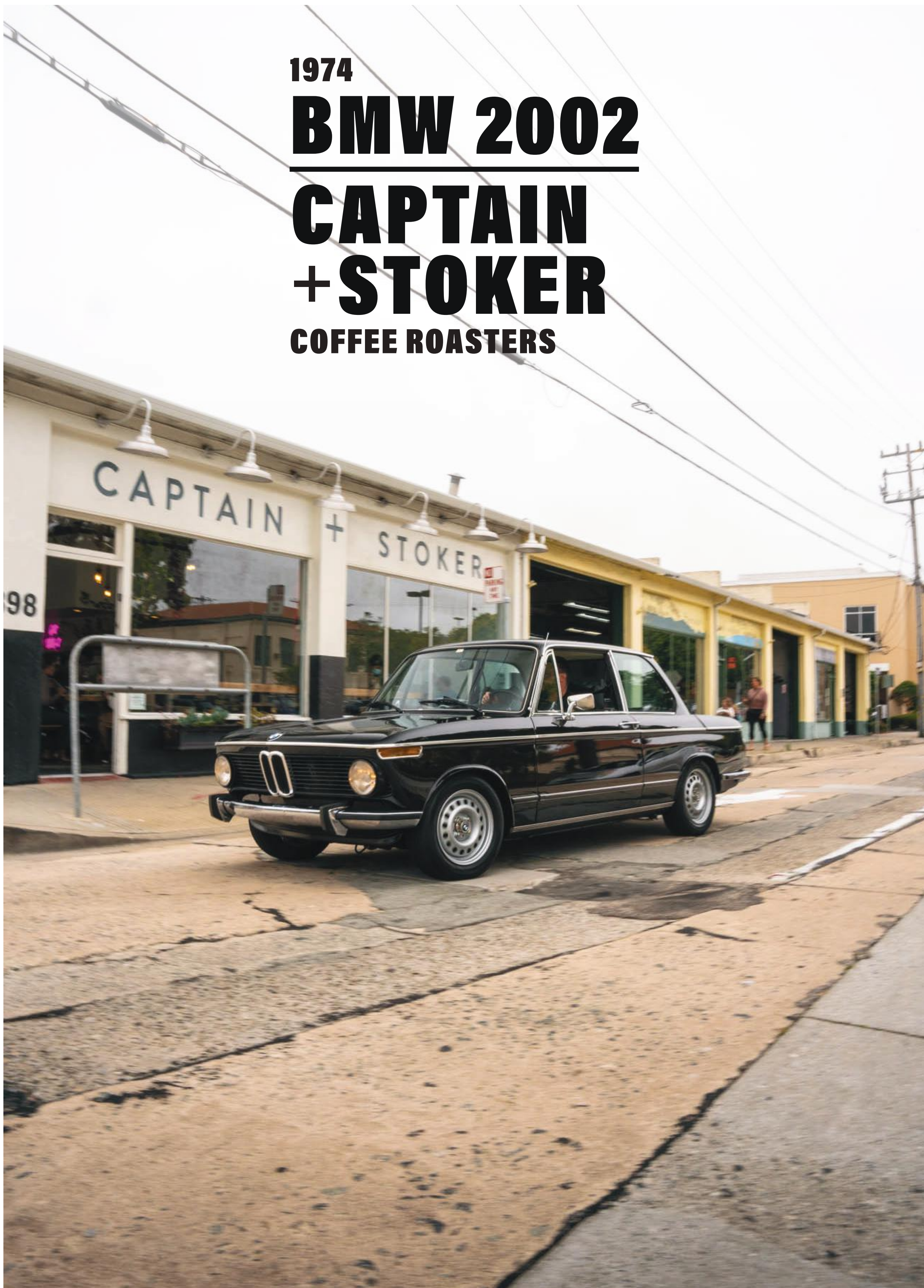
When everything flows. The light works, the location fits, and the car sits naturally in the frame. Even practically, when the car doesn't break down or leave you stranded mid shoot, that helps too.

If you could photograph any car, on any road, anywhere in the world, what would it be?

An R34 GT R Z Tune in Japan at night after rain. That combination of car, atmosphere, and reflections feels perfect.



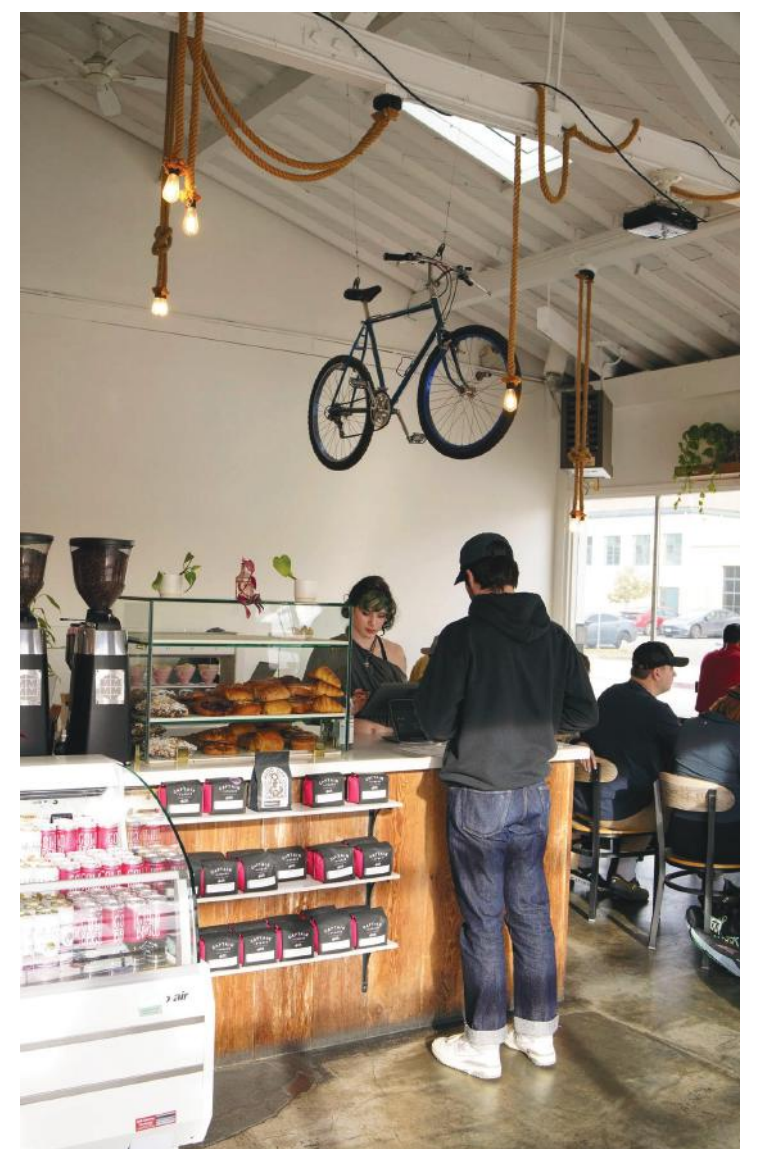
1974
BMW 2002
CAPTAIN
+STOKER
COFFEE ROASTERS



Where Monterey's Automotive Community Starts the Day

Every great drive begins with a great cup of coffee, and for us, there's no better place to start than Captain + Stoker Coffee Roasters. The original Monterey café has become a favorite gathering place for locals, cyclists, entrepreneurs, and automotive enthusiasts—a place where conversations begin and the day's adventures take shape over a perfectly crafted espresso. Known for thoughtfully sourced coffee and genuine hospitality, Captain + Stoker also serves fresh pastries, breakfast favorites, and seasonal specialties. And if owner Tyler is behind the espresso machine, don't miss his signature mocha—it's a local favorite.

Our 1974 BMW 2002 is the perfect companion. Finished in Schwarz Black, we like to say it's just how we take our coffee. More importantly, both the 2002 and Captain + Stoker are admired for their authenticity, character, and timeless appeal rather than following trends. Before heading to the auctions, concours, or scenic drives of Monterey Car Week, make Captain + Stoker your first stop. Grab a coffee, enjoy the atmosphere, and if you see Tyler, let him know Mohr Imports sent you.





BEELINE

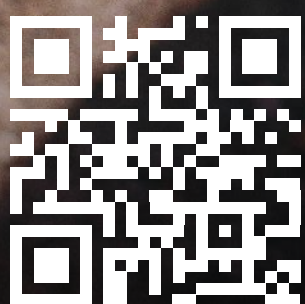
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A LOCALS GUIDE TO MONTEREY CAR WEEK

By Adam Mohr, Mohr Imports

Every August, Monterey becomes the center of the automotive world. Enthusiasts, collectors, and visitors travel from around the globe to experience Monterey Car Week, drawn by the auctions, concours events, races, and incredible cars that fill our streets. As exciting as those events are, what keeps many of us here year-round is something a little harder to describe.

For me, it's the everyday moments. On any given day, I might hop in my Porsche 356 around lunchtime, roll down the windows, and head out for a coffee or an iced tea at one of our favorite local spots. When I park and start walking away, I inevitably find myself looking back at the car. Not because it's rare or valuable, but because of the setting. The weather, the light is bouncing off the paint, and the backdrop is Monterey itself. In those moments, you appreciate not only the car, but also the place that allows you to enjoy it.

The same is true with a simple drive to work can become one of the best parts of the day. The roads, the climate, the scenery, getting a thumbs up or "isn't it great" sign from someone reminds us why we love these cars in the first place.

That's what inspired this local guide. While Monterey Car Week offers more

world-class events than anyone can possibly fit into a single schedule, I'd encourage visitors to leave room for the experiences between the events. Take a drive through Carmel Valley. Spend time in Carmel-by-the-Sea or Pacific Grove. Stop for a bite, walk around, and enjoy the conversations that naturally happen when car enthusiasts gather.

Some of my favorite memories from Car Week haven't happened at auction tents or concours lawns. They've happened while standing in line next to someone who drove their dream car across the country, or while discovering a special car parked casually on a side street. Monterey has a way of creating those moments. The collector cars bring people here, but the Peninsula and its attractions is what often makes them fall in love with the experience. The coastline, the restaurants, the small local businesses, and the relaxed pace all contribute to what makes this area unique. It's one thing to see a great car on display; it's another to drive one through a place that seems built specifically for enjoying it.

As you explore this year's Monterey Car Week, I hope you'll take advantage of both. Attend the major events, admire the incredible automobiles, and enjoy everything the automotive community has to offer. But also take some time to experience Monterey the way many of us do throughout the year.

Find a favorite beach spot. Take the long way back to your hotel. Pull over to enjoy a view. Those are often the memories that last the longest.

On behalf of all of us at Mohr Imports, welcome to Monterey. We look forward to sharing our favorite places, supporting another great Car Week, and celebrating the cars, roads, and community that make this area so special. Enjoy your stay

— and most importantly, enjoy the drive.
#DriveMohr

2006

FORD GT

BAJA CANTINA & FILLING STATION



Where Monterey's Automotive Community Has Gathered for Genera-

Few places are more closely connected to Monterey Car Week than Baja Cantina & Filling Station. Nestled in Carmel Valley, this longtime favorite has welcomed generations of enthusiasts with walls covered in vintage automobilia, racing memorabilia, and automotive history. Outside, the parking lot often becomes an impromptu car show filled with everything from classic sports cars to modern supercars.

What truly sets Baja apart are owners Pat and Gina Finney. Lifelong enthusiasts themselves, they've spent decades building not just a restaurant, but one of the Peninsula's most beloved automotive gathering places. Their passion and hospitality have helped shape the community that defines Monterey Car Week.

Our 2006 Ford GT is the perfect match. Inspired by Ford's Le Mans legacy and engineered as a modern American supercar, it celebrates performance, heritage, and innovation—qualities that reflect the spirit of Baja Cantina itself.

Whether you're meeting friends before the day's events or winding down after a scenic drive, Baja Cantina belongs on every enthusiast's itinerary. Order the famous Cadillac Margarita, enjoy what many locals consider the best Mexican food west of Texas, and experience one of Monterey's true automotive institutions.



// ONE OF THE PENINSULA'S MOST BELOVED AUTOMOTIVE GATHERING PLACES //



2005

ASTON MARTIN V12 VANQUISH S

THE HAY AT PEBBLE BEACH



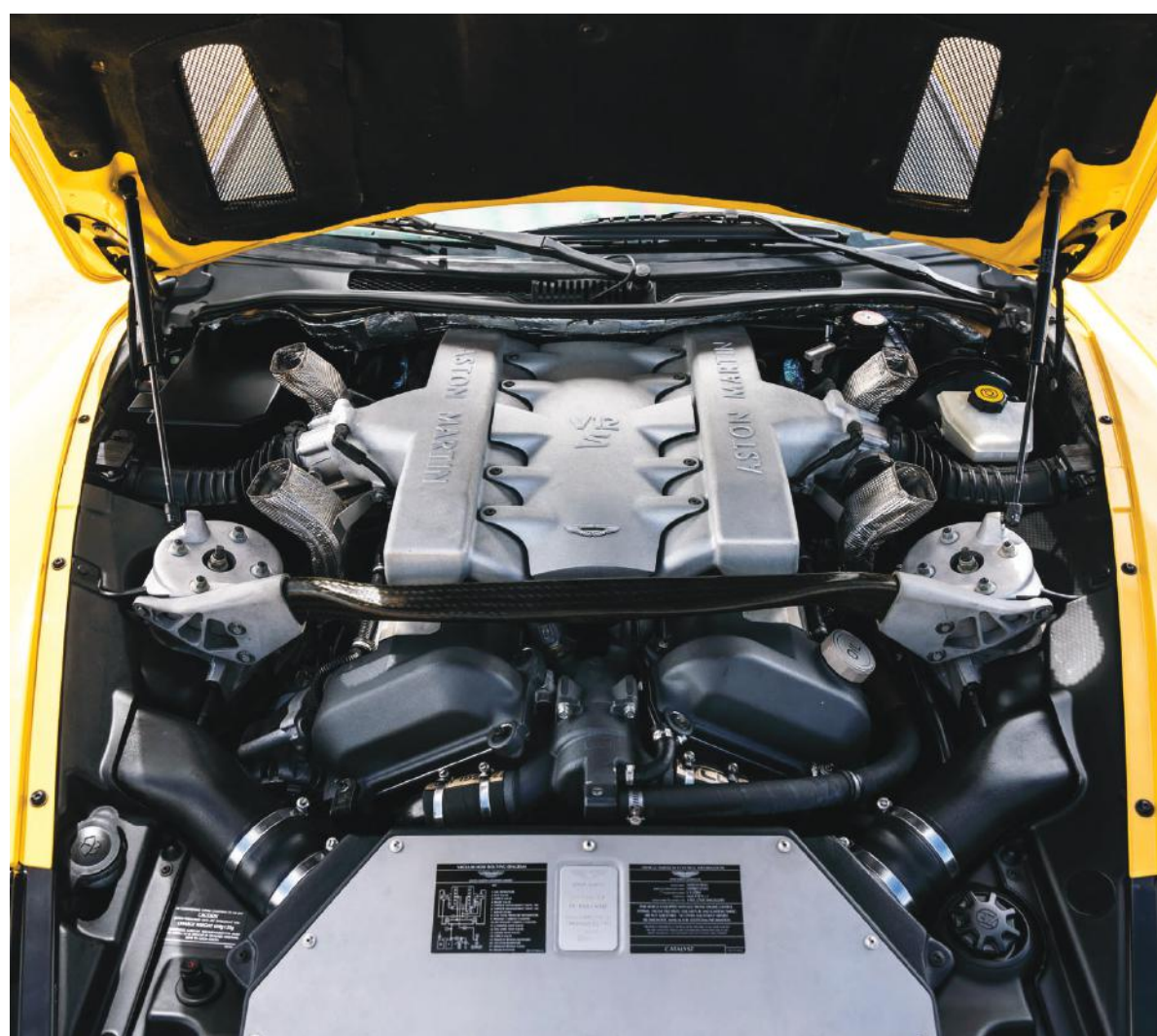
Where Monterey Car Week Comes to Life

If there's one place that captures the spirit of Monterey Car Week, it's The Hay at Pebble Beach. Overlooking the Tiger Woods-designed short course and just steps from Pebble Beach Golf Links, it has quickly become one of the Peninsula's premier gathering places. During Car Week, collectors, manufacturers, racers, journalists, and enthusiasts all seem to cross paths here.

More than just a restaurant, The Hay is where deals are discussed, friendships are renewed, and the day's best stories continue long after the concours fields have emptied. The atmosphere is relaxed yet unmistakably Pebble Beach.

Our 2005 Aston Martin V12 Vanquish S is the perfect companion. Finished in striking Giallo Modena, it pairs timeless Ian Callum design with a hand-built V12 and grand touring character that still turns heads. Like The Hay, it blends sophistication, performance, and presence in equal measure.

If you're visiting during Monterey Car Week, make time for The Hay. Enjoy the views, watch the constant parade of extraordinary automobiles, and soak in one of the Peninsula's most memorable settings. Whether you have a table or a seat at the bar, you'll quickly understand why it's one of our favorite Car Week destinations.





2009

FERRARI 430

SCUDERIA SPIDER 16M

17-MILE DRIVE

22 INSIDER'S GUIDE

Where the World's Greatest Cars Come to be Seen

Few roads are as iconic as 17-Mile Drive. Winding through the Del Monte Forest between Pacific Grove and Pebble Beach, it offers breathtaking ocean views, legendary landmarks, and one of the world's greatest gatherings of collector cars during Monterey Car Week.

Each August, the road becomes an international stage where hypercars, historic racers, concours classics, and manufacturer prototypes share the same coastline. Every turnout feels

like an impromptu car show, attracting enthusiasts and photographers from around the globe. For this feature, we chose one of the stars of our Monterey Car Week Collection Sale: a 2009 Ferrari F430 Scuderia Spider 16M. Built in a limited run of just 499 examples to celebrate Ferrari's 16th Formula One Constructors' Championship, the 16M blends lightweight performance with open-air excitement and has become one of Ferrari's most collectible modern supercars. Surrounded by crashing surf, windswept cypress, and sweeping coastal views, the Ferrari feels exactly where it belongs. This is a road that rewards the experience of driving as much as the destination, with every bend revealing another unforgettable view.

If one road defines Monterey Car Week, it's 17-Mile Drive. And few cars feel more at home here than the Ferrari 16M.



1968

BMW 1600

GT

SAINT ADDICTION RETAIL

Where Individual Style Meets Timeless Design

Saint Addiction Retail

Where Individual Style Meets Timeless Design
Tucked into downtown Monterey, Saint Addiction Retail has become a favorite among locals and visitors for its thoughtfully curated collection of men's clothing and accessories. With an emphasis on quality craftsmanship, timeless style, and individuality, it's the perfect stop before a weekend of Monterey Car Week events.

During Car Week, style is part of the experience. From Motorlux and The Quail to the Pebble Beach Concours, the week's premier gatherings celebrate personal presentation as much as exceptional automobiles. Saint Addiction offers



refined pieces that help enthusiasts look the part without ever feeling overdone.

That philosophy pairs perfectly with our 1968 BMW 1600 GT. Hand-built by Pietro Frua and produced in limited numbers, the 1600 GT is admired for its elegant proportions, craftsmanship, and understated exclusivity. Like Saint Addiction, it doesn't chase trends—it embodies timeless design.

Before your next Car Week event, spend a few minutes exploring downtown Monterey and stop into Saint Addiction Retail. Whether you're searching for the perfect jacket or the finishing touch for the weekend, you'll find the same qualities we value in great collector cars: quality, character, and enduring style.





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A yellow Porsche 911 is driving through a tunnel. The car is in the center of the frame, moving towards the viewer. The tunnel walls are lined with lights, and the floor is dark. There is significant motion blur in the background and foreground, suggesting high speed. The car's headlights are on, illuminating the road ahead.

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2005

ACURA NSX & HONDA PRELUDE

BEELINE MOTOR CLUB

Keeping Enthusiast Cars on the Road

Every great drive begins with confidence, and every collector knows that confidence starts with the right people maintaining the car. Whether you're preparing for Monterey Car Week or preserving a lifelong passion, having a trusted shop is just as important as finding the right road.

That's why we recommend Beeline Motor Club.

Located just over the hill from the Monterey Peninsula, Beeline has become a trusted destination for enthusiast vehicles. Their team specializes in pre-purchase inspections, maintenance, diagnostics, restorations, and performance preparation, all with an understanding that collector cars deserve exceptional care.

For this feature, we brought two recent arrivals from Hawaii—a 1992 Acura NSX and a 2000

Honda Prelude—directly to Beeline before they reached our showroom. The Grand Prix White NSX stands out with its collection of period-correct Spoon, Mugen, and OEM performance upgrades, while the Prelude showcases the engineering that continues to make 1990s and 2000s Hondas increasingly collectible.

Before either car was offered for sale, Beeline completed the comprehensive inspections our clients have come to expect. Their expertise, transparency, and attention to detail make them an invaluable partner and one of our most trusted local recommendations.

Whether you're visiting Monterey for Car Week or looking for long-term care for your collector car, Beeline Motor Club is a shop you can trust.





The new classics



1960

PORSCHE 356

SUPER 90 CABRIOLET

CREMA @ LOVER'S POINT



Where Monterey's Most Beautiful View Meets a New Tradition

Crema at Lover's Point may be one of the Peninsula's newest dining destinations, but it occupies one of Pacific Grove's most iconic waterfront settings. Overlooking Lover's Point, the restaurant combines exceptional food and hospitality with breathtaking ocean views, making it an instant favorite for locals and visitors alike. Already well known throughout Monterey for its welcoming atmosphere and thoughtfully crafted menu, Crema has brought new life to this beloved location. We expect it to become a favorite retreat during Monterey Car Week—a place to slow down, enjoy a great meal, and escape the crowds.

Our 1960 Porsche 356 Super 90 Cabriolet is the perfect companion. Finished in elegant Fjord Green over a Crema interior, it feels made for this stretch of coastline. With the top down and the Pacific alongside, every drive becomes a reminder that the journey is just as rewarding as the destination.

If you're looking for a peaceful break during Car Week, head to Crema at Lover's Point. Grab a table overlooking the water, take in one of the Peninsula's finest views, and enjoy one of Monterey's newest traditions in one of its most timeless settings.



2016

BMW ALPINA B6

XDRIVE GRAN COUPE

THE CYPRESS INN

**Where Timeless
Hospitality
Meets Grand
Touring Elegance**

Just a block from Ocean Avenue, the Cypress Inn has been one of Carmel-by-the-Sea's most beloved landmarks since 1929. Best known for actress Doris Day's ownership, the boutique hotel is celebrated for its timeless charm, refined hospitality, and welcoming atmosphere, making it a favorite gathering place for both locals and visitors.

For us, the Cypress Inn holds a special connection. It was home away from home for our friend Denny LeVett, a respected collector whose remarkable collection we had the privilege of presenting on Bring a Trailer earlier this year. Every visit is a reminder that the collector car hobby is built as much on friendships as it is on automobiles.

That makes it the perfect setting for our 2016 BMW Alpina B6 xDrive Gran Coupe. Hand-finished by Alpina and produced in limited numbers, the B6 blends effortless twin-turbo performance with understated luxury, offering the ideal grand touring companion for exploring the Peninsula in comfort and style.

Whether you're visiting during Monterey Car Week or year-round, the Cypress Inn is well worth a stop. Enjoy a cocktail in the courtyard, listen to live piano music, and experience one of Carmel's most enduring traditions. Some places never go out of style—they simply become part of the story.





**// SOME PLACES
NEVER
GO OUT OF STYLE //**



2026

PORSCHE 911

CARRERA CLUB COUPE

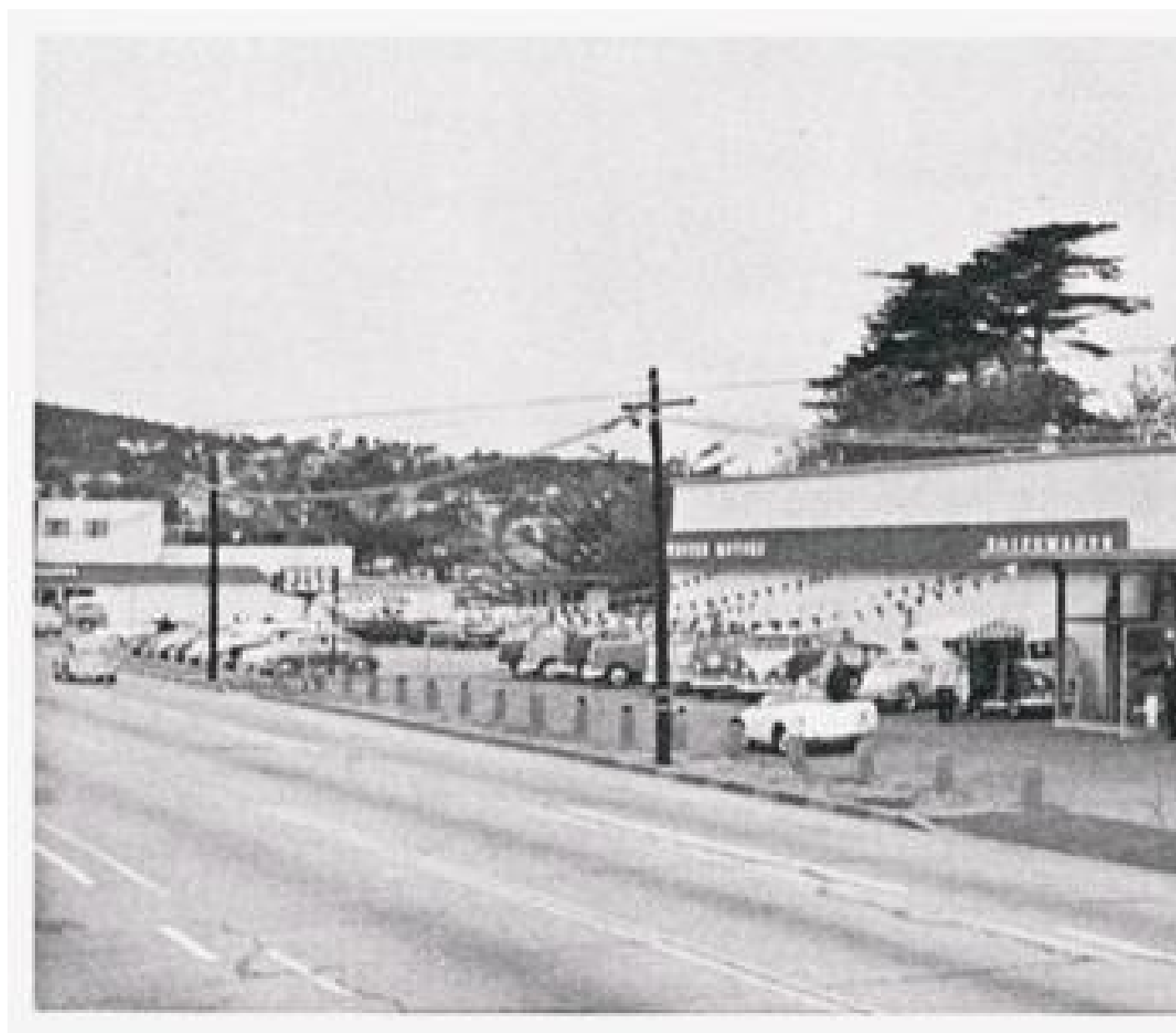
MOHR IMPORTS

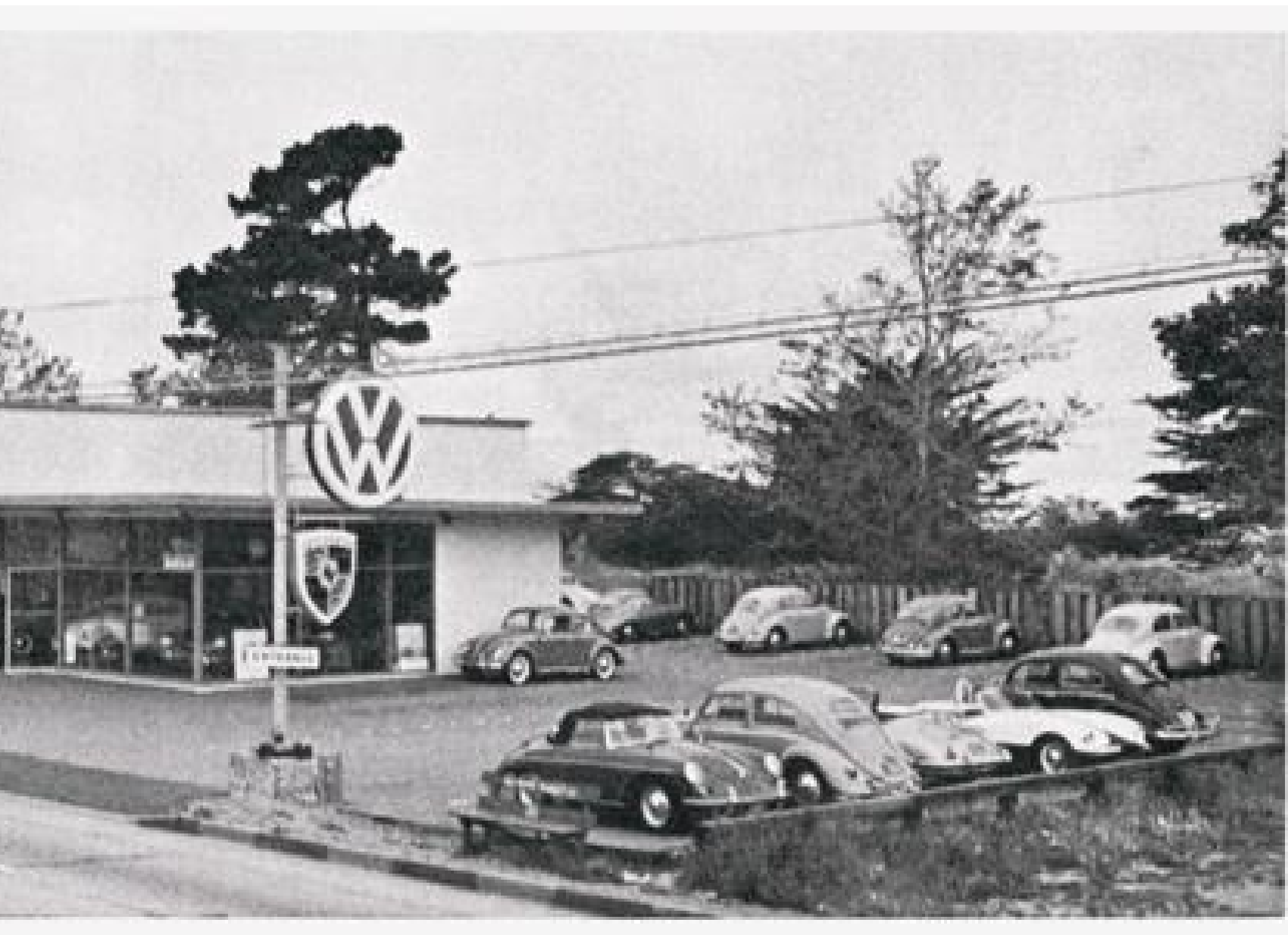
Where Monterey's Porsche Story Continues

For more than half a century, this corner of Monterey has welcomed enthusiasts taking delivery of special automobiles. Today, that tradition continues at Mohr Imports, where we're proud to represent the next chapter in the Peninsula's automotive history.

Long before Mohr Imports, this property was home to Wester Volkswagen-Porsche, one of Monterey's earliest Porsche retailers. Throughout the 1950s and 1960s, countless Porsche 356s and early 911s left these doors, helping shape the region's enduring Porsche culture. That history makes our featured car especially fitting. This 2026 Porsche 911 Carrera T Club Coupe is one of just 70 examples built exclusively for Porsche Club of America members. Showing only delivery miles, it represents the latest evolution of the iconic 911 while honoring one of the world's most passionate enthusiast communities.

Whether you're visiting during Monterey Car Week or year-round, Fremont Boulevard remains an important destination for automotive enthusiasts. While the name on the building has changed over the decades, its purpose has not—connecting exceptional automobiles with passionate owners and continuing Monterey's rich automotive legacy.







THE SECRET LIFE OF AUCTION WEEK

A MARATHON TO THE STARTING LINE

By Steve Kittrell, Mohr Imports



For most people, Monterey Car Week begins when the tents go up, the streets fill with exotic machinery, and the auction catalogs arrive.

For our team, that's the finish line. Around Mohr Imports, we have a saying: Car Week is a marathon to the starting line. While Monterey is known for its concours, rallies, and auctions, our work begins months earlier. Every year we spend nearly 90 days preparing for one of the busiest weeks in the collector car world.

Every vehicle follows the same philosophy, whether it arrives months in advance or just days before launch. It deserves an honest evaluation, thoughtful presentation, and marketing strategy tailored to its story.

Preparation starts the moment a car arrives. It is detailed, photographed, documented, and carefully inspected. Every blemish, service record, and ownership detail matters.

The goal isn't perfection, it's transparency. As an appraiser, I help sellers understand where their car fits in today's market. We study comparable sales, rarity, condition, and presentation to establish realistic expectations. Nobody has a crystal ball, but if our valuation lands within a few percentage points of the final result, we've done our job.

At the same time, our creative team gets to work. Photos are edited, videos produced, descriptions refined, and marketing campaigns built. Sometimes we have weeks to prepare; sometimes only days. Either way, our mission remains the same: tell the car's story honestly and connect it with the right buyer.

As Car Week draws near, everything accelerates. Transport trucks arrive daily as new consignments come in and sold cars begin heading out. Logistics, shipping, and buyer coordination are already underway before many auctions have even ended.

Then there are the sellers. Collector cars are rarely just possessions. They're memories, milestones, family heirlooms, and lifelong passions. While we may manage hundreds of auctions, for many owners this is the only collector car they'll ever sell. We never lose sight of that responsibility.

As bidding begins, questions pour in, expectations shift, and emotions rise with every bid. Through it all, our team keeps moving. By the time visitors arrive, the showroom is polished, the display is complete, and everything appears effortless.

That's exactly how it's supposed to look. What most people never see are the months of preparation, late nights, transport schedules, photography sessions, valuation meetings, and countless behind-the-scenes decisions that make it all possible. By the time the first Car Week auction goes live, much of the hardest work is already behind us. And when the final cars sell, the trucks pull away, and the crowds head home, we're often the last ones standing in a quiet showroom. Tired? Absolutely. Grateful? Even more so. Because behind every successful auction is a team that genuinely cares about the cars, the clients, and the stories that connect them. That's the part most people never see and perhaps the most important part of all.

Steve Kittrell
Sales Director

1957

PORSCHE 356

A COUPE

SPINDRIFT ROAD, CARMEL HIGHLANDS

A Hidden Turn Worth Discovering

Some of the Monterey Peninsula's most memorable roads never appear on postcards. Tucked among towering cypress trees, historic stone homes, and dramatic Pacific views, Spindrift Road is one of Carmel Highlands' true hidden gems.

Long a favorite of locals, it has become increasingly popular with photographers and automotive enthusiasts, yet it remains a place best enjoyed respectfully. This narrow residential road isn't meant for large gatherings—just a quiet stop to appreciate one of the Peninsula's most beautiful settings before continuing your drive.

Our 1957 Porsche 356 A Coupe feels perfectly at home here. Compact, timeless, and beautifully proportioned, it complements the rugged stone architecture and coastal scenery as if it has always belonged. Nearby sits one of the Highlands' most recognizable homes, owned by actor Brad Pitt, reflecting the area's long-standing appeal for those seeking privacy, exceptional architecture, and breathtaking views.

The drive may be short, but it's unforgettable. Monterey cypress give way to sweeping ocean vistas, creating one of our favorite places to photograph a truly special automobile. If you visit, remember that Spindrift Road is first and foremost a neighborhood. Arrive quietly, enjoy the scenery, capture a few photographs, and continue exploring. The best roads aren't always the longest—they're the ones that remind you to slow down and appreciate where the journey has taken you.



**// SLOW DOWN AND
APPRECIATE WHERE THE
JOURNEY HAS TAKEN YOU //**



2015

PORSCHE 911

CARRERA S

TARPY'S ROADHOUSE



Where California Comfort Meets the Open Road

Conveniently located along Highway 68 between Laguna Seca and Pebble Beach, Tarpy's Roadhouse has become a favorite stop for both locals and visitors during Monterey Car Week. Set inside a beautifully restored 1917 stone farmhouse, it combines rustic California charm with exceptional food and warm hospitality.

Whether you're stopping in after a morning at the raceway, a day on the concours lawn, or an afternoon drive through Carmel Valley, Tarpy's is the kind of place that encourages you to slow

down and enjoy the moment. It's also where our Mohr Imports team gathers each year after Car Week to celebrate another successful season.

Our 2015 Porsche 911 Carrera S is the perfect match. Like Tarpy's, it's refined, dependable, and quietly confident. A familiar face around our showroom and a Bring a Trailer alumni, the Carrera S delivers the performance, comfort, and timeless appeal that have made the 911 an enduring icon.

If you're planning your Monterey Car Week itinerary, make Tarpy's Roadhouse a stop along the way. Its central location, welcoming atmosphere, and consistently outstanding dining make it one of our favorite places to relax, reconnect, and enjoy the Peninsula.



**// REFINED,
DEPENDABLE,
AND
QUIETLY
CONFIDENT //**

1987

PORSCHE 930

TURBO

CANNERY ROW

Where Porsche Heritage Meets Monterey Tradition

Few places capture the spirit of Monterey like Cannery Row. Once a bustling waterfront of sardine canneries made famous by John Steinbeck, it has evolved into one of California's most iconic destinations, blending historic character with waterfront dining, boutique shopping, luxury hotels, and the world-renowned Monterey Bay Aquarium.

For locals, Cannery Row is more than a landmark—it's where we meet for dinner, enjoy an evening drive, or introduce visitors to the Peninsula. The sounds of sea lions, the ocean breeze, and the vibrant waterfront make every visit feel special.



It's the perfect setting for our 1987 Porsche 930 Turbo. When Porsche introduced the 930, it redefined performance and established the Turbo name as an automotive icon. Decades later, it still delivers the raw, engaging driving experience enthusiasts love while showcasing the heritage that shaped every Turbo Porsche that followed.

Whether you're here during Monterey Car Week or any time of year, Cannery Row is worth slowing down for. Park the car, explore the waterfront, enjoy the local restaurants, and watch the sun set over Monterey Bay. Like the 930 Turbo, it's an icon that has evolved while never losing the character that made it unforgettable.





2001

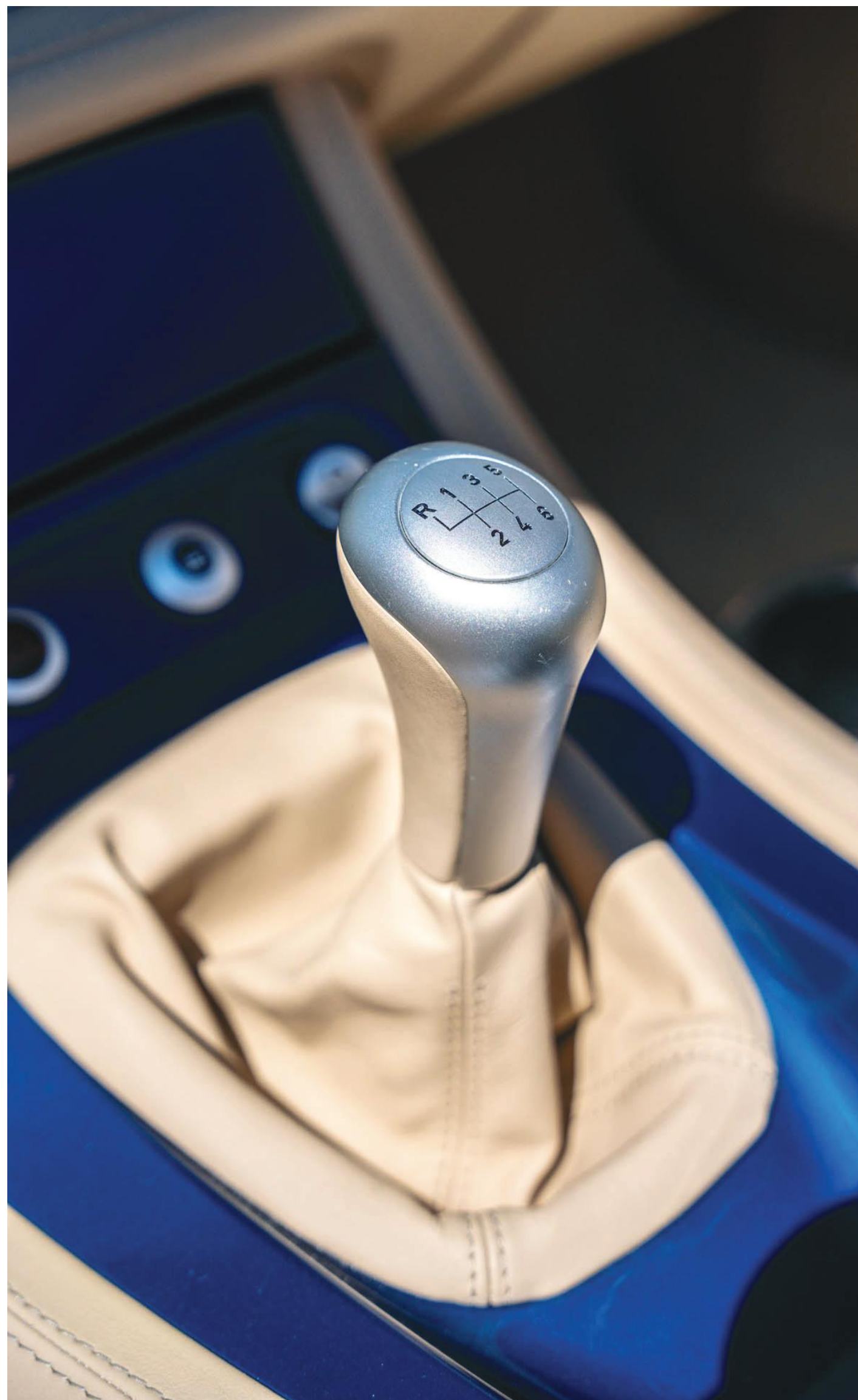
BMW Z8

LOS LAURELES GRADE



The Road That Connects Monterey to Carmel Valley

Every Monterey local has a favorite driving road, and few are as rewarding as Laurelles Grade. Connecting Highway 68 to Carmel Valley, this winding route leads from the cool coastline to rolling vineyards and oak-covered hills, making it a favorite among enthusiasts who value the drive as much as the destination. During Monterey Car Week, the Grade becomes an unofficial parade route, with everything from vintage classics to modern supercars traveling between concours events, private collections, and scenic drives. Pull over at one of the overlooks, and you're likely to witness an unforgettable procession of automotive history.





Our 2001 BMW Z8 is perfectly suited for this road. Finished in rare Topaz Blue over Crema leather, the Henrik Fisker-designed grand tourer blends timeless styling with effortless performance. Long owned by the founder of Automobilia Monterey, this local favorite is accompanied by an exceptional collection of memorabilia and has been driven and enjoyed on roads like Laureles Grade for much of its 20,000-mile life. An early morning drive is the best way to experience it. With sweeping corners, changing elevation, and expansive valley views, Laureles Grade reminds you why it's one of the Peninsula's great driving roads. Some roads simply get you there—this one is part of the journey.



Mohr Imports

CLASSIC & SPORTS CAR BROKERS

