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M1 CONCOURSE WELCOMED 83,646 FANS AT 219 EVENTS IN 2024

Motor City Destination and Events Center Offers Something for Everyone

DECEMBER 18, 2024 – PONTIAC, MICH. – [M1 Concourse](#), the preeminent motorsports experience and events destination, with something for everyone, drew in 83,646 visitors locally and from across the country who enjoyed 219 festivals and events during 2024.

The state-of-the-art facility features a 40,000-square-foot plaza and indoor and outdoor spaces that overlook the unique 1.5-mile M1 Circuit—a rare gem of a racetrack nestled in the urban Motor City.

The infamous Woodward Dream Show & Festival at M1 Concourse was a standout event, celebrating the 60th anniversary of the iconic 1964 Pontiac GTO with an impressive gathering of 64 GTOs. In a powerful display of patriotism, **more than 400 red, white and blue Corvettes assembled to form a massive American flag, creating a tribute to both automotive history and national pride.**

The signature American Speed Festival honored the legendary Richard Petty as the 2024 Master of Motorsport and drew in drivers and displayed classic NASCAR, Formula 1 and Indy cars. Its corresponding annual Checkered Flag Ball, themed as a Bootleggers Bash, sold out quickly and featured notable guests including two-time Indy 500 winner Al Unser Jr., U.S. Sen. Gary Peters, U.S. Rep. Haley Stevens and City of Pontiac Mayor Tim Greimel.

M1 Concourse was also recognized in November as a shortlist finalist of the Motoring Event of the Year at the 2024 International Historic Motoring Awards presented by Lockton for its 2023 American Speed Festival signature event.

Other impactful events seen at the track this year:

- **A Day at the Races** viewing events for the Indianapolis 500 and Le Mans races brought racing across the world right to Pontiac for the biggest Midwest watch parties.
- **The award-winning and largest Cars & Coffee meetup of its kind in the Midwest saw eight different shows** each celebrating different brands and **averaging 2,000 drivers and aficionados at every event.**
- Community partnership efforts such as **the Oakland County Sheriff Angels' Night Trunk-or-Treat saw 5,500 families** attend the free Halloween-themed event, giving children a chance to see and explore a range of service vehicles.



In total, nearly 200 third-party events were hosted at the Event Center in 2024, offering organizations a rare backdrop to social and corporate gatherings. A unique offering of such events, guests have access to M1's Race Speed Track Experience (RSTE), with the ability to ride shotgun with a professional driver on the M1 Circuit in a high-performance fleet vehicle.

The M1 Concourse commitment to community relations advocacy deepened in 2024 with the addition of former Senator Adam Hollier to the team, strengthening M1's bridge to the Pontiac community. Initiatives like M1 Mobility, which provides residents with access to vital community programs, transportation and other much-needed services, played a key role in supporting local neighborhoods in addition to M1's global visibility.

With a mission of further contributing to driving economic success and growth to Pontiac's revival, M1 Concourse is a multi-generational gathering space intended to uplift and deliver benefits to create a successful community.

Discover a preview to the 2025 calendar and how to become part of the M1 Car Club at M1Concourse.com.

See photos for use of these 2024 festivals and events highlights [here](#).

About M1 Concourse

Located in Pontiac, Michigan along historic M1 (Woodward Avenue), M1 Concourse is the preeminent motorsports experience and events destination, with something for everyone. The 87-acre property features a 28,000-square-foot, state-of-the-art event complex, a 1.5 mile closed track, 255 private garages, and a full schedule of exhilarating signature events. M1 celebrates all things automotive – past, present, and future – in the Motor City area where a passion for cars is in overdrive. Find out more at m1concourse.com.

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