



Concours Carmel 2026 Announces Event Date and New Chairman

Press Release

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I never know if I should chime in at the beginning or the end of someone else's article. In this case I feel I should give a bit of background to entice you to participate in this event.

I knew Doug Freedman for nearly forty years. When Doug started the Concours on the Avenue in Carmel to kick off the Monterey car week it became one of the many 'must do' events during the week.

I am proud to see Jeff Mulchahey, whom I have also known for forty years, take up the reins and help to reconstitute this event.

Jim Weed

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Premier Ferrari Concours Returns to the Monterey Peninsula August 13 for Car Week 2026

CARMEL-BY-THE-SEA, Calif. — The Ferrari Owners Club of Northern California is pleased to announce that Concours Carmel presented by Carmel Realty, the celebrated Ferrari-focused concours d'élégance, will return to the Monterey Peninsula on **Thursday, August 13, 2026**, as part of Monterey Car Week. The event will once again bring together an exceptional gathering of Ferrari automobiles and the enthusiasts who treasure them, set against the incomparable backdrop of the Carmel-by-the-Sea.

Joining this milestone edition, the Ferrari Owners Club of Northern California is proud to welcome **Dr. Jeff Mulchahey** as the new Chairman of Concours Carmel. Dr. Mulchahey is a seasoned concours leader whose involvement in the Ferrari community spans more than three decades. Since the early 1990s, he has served as a judge, organizer, and participant at concours events at both the regional and national levels — accumulating a depth of expertise and institutional knowledge that few can match.

Beyond his automotive passions, Dr. Mulchahey brings a distinguished professional profile to the chairmanship, with more than 30 years of C-suite leadership in the pharmaceutical and drug development industries. His combination of executive acumen and lifelong immersion in Ferrari culture positions him uniquely to lead Concours Carmel into its next chapter.

“Concours Carmel is a continuation of Concours on the Avenue which Doug Friedman built with great care and passion — a world-class celebration of Ferrari on one of the most beautiful stages imaginable,” said Dr. Mulchahey. “It is a privilege to carry that torch, and I am committed to honoring that legacy while making Concours Carmel an even more extraordinary experience for collectors, judges, and enthusiasts alike.”

Concours Carmel is one of the most prestigious Ferrari events on the North American calendar, drawing collectors, judges, and enthusiasts from across the country and around the world. The day-long celebration features a curated selection of historically significant and competition-quality Ferraris evaluated by expert judges, alongside a program of other special events during the week. The event benefits the local community through its longstanding partnerships with multiple local and national charitable organizations.

Participation and sponsorship inquiries for Concours Carmel 2026 are now being accepted. Interested parties are encouraged to make contact early, as availability is limited.

About Concours Carmel

Concours Carmel is an annual Ferrari concours d'élégance organized by the Ferrari Owners Club of Northern California. Held each August during Car Week on California's Monterey Peninsula, the event celebrates the artistry and heritage of Ferrari automobiles and raises funds in support of community and national charitable causes.

About the Ferrari Owners Club of Northern California

The Ferrari Owners Club of Northern California is a regional chapter of the Ferrari Owners Club of America, dedicated to the enjoyment, preservation, and fellowship of Ferrari automobiles. The club hosts driving events, concours, technical sessions, and social gatherings for Ferrari enthusiasts throughout the region, and maintains an active presence at national and international Ferrari events.

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