



Mollie Case, Director of Marketing
Amelia Island Concours d' Elegance
904-636-7475
MCase@ameliaconcours.org
www.ameliaconcours.org

James Cowen, CEO
Automodello™
877-343-2276
JamesCowen@automodello.com
www.automodello.com

NEWS ANNOUNCEMENT
For Immediate Release

OFFICIAL MODEL FOR 2010 AMELIA ISLAND CONCOURS d' ELEGANCE
Automodello™ Griffith Series 200 in Opalescent Silver Blue

Jacksonville, FL February 26, 2010 – The Amelia Island Concours d' Elegance is proud to announce that a very special limited edition for Automodello's inaugural release of the Griffith Motorcars Series 200 in Opalescent Silver Blue is the official model for celebrating the 15th Anniversary 2010 Amelia Island Concours d' Elegance. This is the first time a precision scale replica has been issued in connection with this most prestigious event, and marks one of the only occasions when an Official Model has been issued for any Concours event.

To celebrate, Automodello will issue up to 100 Griffith Series 200s with a special Amelia Island Concours commemorative plaque and certificate of authenticity signed by Andrew "Jack" Griffith. Twenty-five-percent of the proceeds for each sale will go towards supporting the event itself, which takes place on March 12-14, 2010 in Amelia Island, FL. This special model is available for sale exclusively from Diecasm (www.diecasm.com), and, during the concours event:

- Friday, March 12th 2:00-3:30 in the Ritz-Carlton, Talbot Ballroom Pre-Function Area
- Saturday, March 13th 9:00-10:30 in the Ritz Carlton, Grand Ballroom Pre-Function Area

For more information on Automodello and the Amelia Island Concours, visit them on the web at www.automodello.com and www.ameliaconcours.com, or check them out on Facebook.



About the Amelia Island Concours d' Elegance

The Amelia Island Concours d' Elegance is one of the nation's most innovative vintage auto events featuring over 250 rare classics from seldom-seen private collections nationwide. The show is scheduled for March 12-14 at The Golf Club of Amelia Island at Summer Beach adjacent to The Ritz-Carlton, Amelia Island. The show's foundation has donated nearly \$1.7 million to Community Hospice of Northeast Florida, Inc. since 1996. For more information, visit www.ameliaconcours.com or call 904-636-0027.

About Automodello

The Automodello Griffith Series 200 from Griffith Motorcars is the first release in a new line of premium 1/43 scale replicas, and is a classic 60's blend of British finesse and American V-8 muscle. Automodello has enlisted none other than Raffi Minasian-one of the best known and most respected designers in the diecast industry-to craft its inaugural and future releases. Automodello is committed to producing the very best Griffith model available anywhere. The Automodello Griffith Series 200 is the first and only replica officially endorsed by Andrew "Jack" Griffith himself. For more information, visit www.automodello.com or call 877-343-2276.

Additional Griffith Series 200 Photos



AM-GRI-200-AIC is available exclusively from Diecasm at <http://www.diecasm.com/amgri200aic.html>.