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FOR IMMEDIATE RELEASE

Birmingham to Welcome Thousands during Woodward Dream Cruise 40,000+ Classics, Hot Rods, Muscle & Specialty Cars

BIRMINGHAM, MI, August 5, 2015 – Birmingham is getting ready for the world's largest one-day automotive event, the Woodward Dream Cruise. It's the time of year when 40,000+ classic cars and more than one million people line Woodward Avenue to celebrate the automobile. The Birmingham Cruise Event, scheduled for Saturday, August 15 from 9 a.m. to 7 p.m., is located on South Old Woodward from Merrill Street to Lincoln. It features 300 classic cars of all makes and models, sponsor exhibits, live entertainment and more.

The Chevrolet exhibit will be located in the "triangle" south of the 555 Building, where Old Woodward meets Woodward Avenue. They will host a variety of displays and activities starting at 9 a.m. Saturday and running through the conclusion of the Cruise at 9 p.m. It's a great location to check out the displays while viewing the classic cars on Woodward. Both WXYZ Channel 7 and WOMC 104.3 FM will broadcast live throughout the day from Birmingham and the Chevy event respectively.

Brand new this year, the University of Michigan's School of Engineering will have a display on Brown Street near Old Woodward. Attendees will enjoy seeing student-designed and manufactured automobiles.

Event day registration is open to individual cars, model year 1978 and older. Individual cars may check in after 9:30 a.m. at the registration tent (enter westbound on Brown off of South Old Woodward). Day-of parking is \$25, based upon availability and on a first come first served basis.

Birmingham's walkable downtown is the ideal place for cruise lovers to spend the day. The historic downtown area features a wide variety of restaurants including sandwich shops, casual dining, upscale eateries, and a variety of ethnic cuisine. The shopping is great, with a variety of eclectic shops and name-brand national retailers. All Cruise events and venues are within walking distance of Birmingham's five parking decks, where the first two hours of parking are free. All Birmingham parking meters are Parkmobile enabled.

A special thank you to our Birmingham Cruise Event sponsors: Chevrolet, WXYZ Channel 7, WOMC 104.3, Lincoln of Troy and KIND Snacks.

For more information about Cruise Event parking in Birmingham, visit www.birminghamcruiseevent.com.

Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT is comprised of nearly 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents and neighboring communities.

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UofM's Formula Hybrid Car