Stars Including Bruno Senna And Kd Aubert Join London Motor Museum Founder For US Launch

Thursday 19 March, 2015

Elo has set the wheels in motion at the Miami Auto Museum at the Dezer Collection, with the star-studded launch of a unique Supercar Exhibit and Event Room.

The London Motor Museum founder – who recently headed stateside to help take the Miami based attraction to the next level – was joined at the event by Mahindra Racing Formula E Team drivers, Bruno Senna and Karun Chandhok.

Also in attendance were actress KD Aubert and star of TV show 'Highway to Sell', Slick.

The exhibition's line-up is comprised of various rare and eye-catching supercars; Bugatti Veyron, SSC Ultimate Aero TT, Lamborghini Diablo, McLaren MP4, Porsche Carrera GT, De Tomaso Pantera, Mercedes SLR 722 and Ferrari Testarossa.

Elo said: "The unveiling of the Supercar room is a milestone in the history of the Miami Auto Museum. It is a direct reflection of Miami's uniquely vibrant and extraordinary atmosphere."

The stateside museum houses a wide collection of over 1,000 rare cars, all owned by property developer, Michael Dezer.

Elo continued: "Mr Dezer has long been considered one of the most respected and visionary automobile collectors in the world. He continues to invest in making the Miami Auto Museum not only a local, regional and global destination for auto enthusiasts, but also the most unique, lifestyle themed event destination as well."

Elo's move to the US is not the end for the London Motor Museum, which will keep the motor running as usual with Elo spending regular time in London, with its wide range of features from Muscle Car Alley and the Bat Cave to the Supercar Paddock.

For more information about London Motor Museum, please visit www.londonmotormuseum.co.uk or to find out about the Miami Auto Museum, please visit www.dezercollection.com

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Notes to Editors:

About London Motor Group:

London Motor Group is parent company to the London Supercar Workshop and London Motor Museum, and specialises in unique and exceptional custom car conversions.

Owner and founder, Elo, is a former international fashion model, and the work of the London Motor Group is a reflection of his unique personality and character.

London Supercar Workshop is the creative epicentre of the operation, with cars from all over the world, often belonging to international music, sports and movie stars undergoing customisation in this unique and specialist environment dedicated to Elo and his team's automotive passion and artistic flare.

London Motor Museum is the only custom car museum in Europe, housing a unique collection of more than 200 privately owned American and European classic cars ranging from the 1930s through to the present day and showcasing the latest creations from the Supercar Workshop.

With much more than just classic cars, the London Motor Museum boasts a range of unique vehicles and exhibitions including The Movie Car Section, The Bat-Cave (home to both the 1966 and 1989 Batmobile), Muscle Car Alley, The Supercar Paddock (home to some of the fastest cars in the world) and much more.

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About the Miami Auto Museum:

The Miami Auto Museum at the Dezer Collection (www.dezercollection.com) has something for everyone — from a family on vacation to the most seasoned auto enthusiast. There are exhibits devoted to Hollywood star cars, Batmobiles, the largest display of James Bond vehicles and collectables in the world and the newly launched Super Car Room. But this is much more than just a celebrity car showcase. Featured within the eight exhibits are also military vehicles, European classics, motorcycles, and a gallery devoted to an age when chrome and tailfins ruled the road. With more than 1,200 vehicles on display and thousands of pieces of memorabilia, everyone can discover their favorite wheels at the Miami Auto Museum. The museum has exhibition space available for private events and parties as well as the 25,000 sq ft Dezer Showplace that can be tailored to individual needs.

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