October 2008

Another Squeakywheel Media Placement



GRANDEE GRAND PRIX THE FILTHY RICH FIND A PLACE TO DRIVE KIND OF FAST. (AND YES, WE'RE JEALOUS.)

You own exclusive access, bought and paid for, to one of the most complex and challenging road-racing circuits in the country. Any time you want, you can race your pristine vintage competition car around its 22-turn, 41-mile faux-Nürburgring length, fast as you can go.

Fat chance, you bark. Nobody's that rich. Or that lucky.

Seinfeld Monticello Motor Club

other ext have each put down \$100,000 to join Merin ticello Motor Club, an hour and a half to the northwest from New York City, CAter June 1, the entry free jumped to \$125,000.)

Montoello is the brainchild of enthusiast Ball McMichael, 41, After amassing a tastelessly huge fortune in health care, McMichael found that no matter how much he paid, he couldn't get onto a commercial racing ercuit at a time and in a way that was convenient for him. "That's why! got involved in Monticello," he says. "I don't like waiting."

Since that realization, and for about a year now, McMichael has been resolutely not waiting for this uniquely high-end racing facility to take shape. In final form, it will have luxury clubhouses, overnight facilities, a fourstar restaurant, vast garage complexes, and full-scale track maintenance for members' cars. And should Montcello's pampered coterile line of its own priceless racing and road cars, the club's motor pool of rental exotics is available to all.

This unspeakably grand Catskills project, supplanting the tiny, and timily missed. Monticello Municipal Airport, was budgeted at a het to Stemilion, but that was last year. This before Charles is \$40

Says, still smiling, "it II

And Gid we mention McMichael loathes waiting? "I have a specific date in mind for opening day. When I told the paving contractor about it, he said, "Oh, that depends on the weather." Fine, I said. "We'll go to 12-hour shifts, six days a week." *

The members of this ultra-exclusive club will get their money's worth. The track includes a straight three-quarters of a mile long (with optional bus-stop chicane), one of the longest in the land; a miniature of Spa's upward thrusting Eau Rouge curves; a Daytona banked tum; and countless other challenges. Membership, now around 100, will be limited to 500 extremely carefully vetted enthusiasts, total. So get hose \$125,000 checks in the mail!



