

July 14, 2022

## **Classic cars arrive in Greater Victoria as 2022 Northwest Deuce Days kicks off**

**VICTORIA, B.C.** – Classic Car and Deuce enthusiasts from around the world arrive today in Greater Victoria for Northwest Deuce Days. Held from July 14 to 17, this popular event brings more than 1,200 pre-1952 collector vehicles and their owners to the Greater Victoria region.

For four days visitors and locals will have an opportunity to showcase, admire, photograph, and discuss classic cars. The event begins on July 14 when hundreds of visitors and their classic cars unload from the MV Coho Ferry at Belleville Terminal. The fun continues on Friday, July 15 when event participants will gather at the Hotel Grand Pacific for a public social. On Saturday, July 16 there will be an early morning “poker run” where participating classic cars will gather on Dallas Road at Ross Bay before cruising to Goldstream Avenue in Langford. The main Deuce Days public event is on Sunday, July 17 when Victoria’s Inner Harbour and Legislative Grounds see the full array of classic cars displayed.

This is the first Northwest Deuce Days owned and operated by Destination Greater Victoria. In 2021, Destination Greater Victoria purchased Northwest Deuce Days from previous Owner/Chief Operator Al Clark. Al Clark steadily built an initially small community car show into the largest gathering of Deuce Coupes in the world. The 2019 event had an economic impact locally of \$2 million, directly supporting local businesses, jobs and taxes. The event is enjoyed by residents and visitors alike, and Destination Greater Victoria is pleased to be able to resume the event after the impacts of the COVID pandemic.

This year’s event is the 90th anniversary celebration of the “Deuce.” A Deuce is a hot rod car produced in 1932, which enthusiasts simply call a Deuce after the “2” in 1932; the 1932 Ford being the most popular and recognizable Deuce.

For further information on Northwest Deuce Days, please see the website here:  
<https://www.tourismvictoria.com/see-do/festivals-events/northwest-deuce-days>

### **Quotes:**

“Northwest Deuce Days is such a popular event. It brings visitors and the community together like nothing else,” said Paul Nursey, CEO – Destination Greater Victoria. “Last year, Destination Greater Victoria purchased Northwest Deuce Days from owner Al Clark. Al put a tremendous amount of work into the event, and we are now building on his legacy. I can’t wait to see the classic cars and Deuces line the Inner Harbour.”

“Hotel Grand Pacific is proud to be the primary host hotel for Northwest Deuce Days,” said Reid James, GM – Hotel Grand Pacific. “The last couple of years have been very difficult for the local hotel sector. Events such as Northwest Deuce Days are vital to recovery and creating momentum through the summer and fall months. Northwest Deuce Days participants will have an amazing time and their stay at the Hotel Grand Pacific will be a major part of their visit.”

# DESTINATION GREATER VICTORIA

"Northwest Deuce Days was a passion of mine for many years. Seeing classic cars return to Greater Victoria brings back a lot of great memories," said Al Clark, 2022 Northwest Deuce Days consultant and former Owner/Operator, Northwest Deuce Days. "This year's event is special. Northwest Deuce Days attendees love to travel and following a couple years where travel was limited, it is a reunion for those who share a love of classic cars."

**Destination Greater Victoria** (Greater Victoria Visitors & Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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