

# PRESS RELEASE



## ÉLÉGANCE TROIS-RIVIÈRES - FIFTH EDITION

A Tribute to the 50<sup>th</sup> Anniversary of Gilles Villeneuve's 1976 victory in Trois-Rivières.

Trois-Rivières (Quebec), January 27, 2026

*Élégance Trois-Rivières* will present its fifth **Concours d'Élegance** dedicated to classic and historic automobiles. Cars and lifestyle take center stage at this vibrant event, which will be held on the *Esplanade de Trois-Rivières sur Saint-Laurent* beside the *Amphithéâtre COGECO*, on June 13 and 14, 2026.

### A HISTORIC EDITION

The 2026 edition promises to be truly historic, as it will be dedicated to the legendary victory of **Gilles Villeneuve** in Formula Atlantic at the 1976 Trois-Rivières Grand Prix. Fifty years later, the public will have the rare opportunity to once again admire the authentic **DIRECT FILM** car in which the iconic Villeneuve claimed victory over James Hunt - an achievement that propelled him to the pinnacle of motorsport: Formula 1.

In addition to the historic **DIRECT FILM** Formula Atlantic car, attendees will also have the opportunity to see the 1971 **Ford Mustang Boss 351**, a vehicle that Gilles and Joanne Villeneuve greatly enjoyed driving on our roads.

Event spokesperson Bertrand Godin will also showcase his own **Ferrari 308 GTS**, a car that will evoke fond memories for nostalgic fans and highlight Gilles Villeneuve's deep passion for the Ferrari brand—and for this iconic model in particular.

### JOANNE VILLENEUVE - THE WOMAN BESIDE THE GREAT DRIVER

Gilles Villeneuve's wife and lifelong companion, Joanne Villeneuve, will be present throughout the weekend to meet automobile and motorsport enthusiasts. A true racing and vintage car enthusiast herself, Joanne will offer visitors the chance to engage with her personally and discover unique stories and anecdotes surrounding the three vehicles that played such a significant role in their lives. As the only person to have witnessed every step of Gilles' rise firsthand, from snowmobile racing to Formula 1, she will share her remarkable life story during a workshop presented exclusively at the *Élégance Trois-Rivières* event.

More details will be announced soon.

Tickets are now on sale at:

[www.elegancetroisrivieres.com/en/tickets/](http://www.elegancetroisrivieres.com/en/tickets/)

Join us in celebrating this historic 50<sup>th</sup> anniversary, exclusively at *Élégance Trois-Rivières!*



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