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THE BRIDGE IX, PRESENTED BY MERCEDES-MAYBACH, DELIVERS A SPECTACULAR WEEKEND OF RARE AUTOMOTIVE ICONS AND CAR CULTURE

More than 300 vehicles graced the former Bridgehampton Race Circuit in a breathtaking display of heritage, design, and innovation; Volvo celebrated 70 years in the US

BRIDGEHAMPTON, NY – SEPTEMBER 15, 2025 – Under clear blue skies and ideal weather conditions, The Bridge IX, presented by Mercedes-Maybach, delivered a celebration of automotive culture on the hallowed grounds of the former Bridgehampton Race Circuit this past weekend. Now in its ninth year, the by-invitation event once again transformed the fairways of The Bridge golf club into a panorama of engineering excellence, artistry, and history—welcoming more than 300 of the world's most remarkable and rarely seen vehicles.

Mercedes-Maybach, making its debut as presenting sponsor, captivated attendees with a curated showcase that masterfully bridged innovation and timeless craftsmanship. Taking center stage was the highly anticipated Mercedes-Maybach SL, the brand's first open-top roadster, flanked by the GLS 600 SUV and the sophisticated S 680 Sedan. A selection of classic Maybach vehicles added a striking historical counterpoint, emphasizing the evolution of the marque's iconic design language. Throughout the weekend, guests enjoyed exclusive Mercedes-Maybach test drives from Topping Rose House, elevating the brand experience in true Hamptons style.

Volvo made a memorable first appearance at The Bridge, marking its 70th anniversary in the United States with a thoughtfully curated exhibition. Visitors were treated to a showcase featuring beloved vintage models like the Volvo P1900 Convertible and Amazon, alongside the sleek, all-electric EX90. A visually engaging display of reimagined retro advertisements offered a fresh perspective on the brand's enduring legacy and design evolution.

The weekend brought together returning favorites and exciting newcomers from across the automotive, aviation, design, and lifestyle spaces. Among the standout exhibitors were Luminari Motor Company, Gunther Werks, FariCars, Expedition Motor Company, Roche Bobois, Morgan Motor Company, and Arcade Cars, each contributing to the weekend's diverse and visually striking landscape. Merrill, a Bank of America Company, returned with its refined on-site lounge, while Pivotal's Helix eVTOL aircraft and a restored 1969 Boston Whaler Eastport 17 from Barton & Gray drew enthusiastic crowds.

What began as a tribute to Bridgehampton's storied racing past has blossomed into one of the most anticipated gatherings of the season. This year's exhibition, awash in vibrant color palettes and artful sequencing, spanned decades and genres—from sculptural icons like the Ferrari 275

GTB and Mercedes-Benz 300 SL, to cutting-edge expressions from McLaren, Koenigsegg, and America's most storied muscle cars, some of which once raced on this very terrain.

A major highlight of the event was a groundbreaking panel conversation spotlighting the powerful intersection of motorsports, contemporary art, and female leadership. Featuring Julie Mehretu, BMW's 20th Art Car artist; Mickalene Thomas, creator of the first DART Car; Zoë Barry, co-founder of the female-led motorsports team DART; and Thomas Girst, BMW's Global Head of Cultural Engagement—the discussion, moderated by DART co-founder and art advisor Spring McManus, captivated guests with its exploration of art, performance, and culture. Attendees were especially moved by the East Coast debut of BMW Art Car No. 20, a striking statement piece by Mehretu, representing the 50th anniversary of BMW's Art Car legacy.

Sunday morning brought the popular Cars & Coffee event, which was open to the public. Bring a Trailer and Ryan Friedman Automotive joined as partners. More than 270 cars were on display as guests strolled the lawn at the Bridgehampton Museum, dining on food from Smorgasburg and listening to live jazz.

The weekend concluded in style on Sunday, September 14, with The Bridge at Topping Rose House—a ticketed garden gathering for 500 guests presented by Chopard. The elegant affair paired classic automobiles with seasonal cuisine by Chef Jean-Georges Vongerichten, set amid the lush gardens of the storied Hamptons property. Chopard showcased standout timepieces, including two Mille Miglia Classic Chronographs inspired by vintage racing. Mercedes-Maybach joined as a celebratory sponsor, rounding out the weekend with its signature fusion of innovation and refinement. Mojo Stumer returned to the event, showcasing its award-winning projects through a custom installation and VR station on-site. The Hangar Group also joined The Bridge at Topping Rose House for the first time as a partner, displaying plans for its new Hamptons location. Proceeds from the event benefited the Animal Rescue Fund of the Hamptons.

The Bridge is the collaborative vision of Robert Rubin, who has owned the Bridgehampton Race Circuit since 1981 and founded The Bridge golf club in 2002, along with event organizers Shamin Abas, President of Shamin Abas Communications & Experiential Marketing for the World's Finest Brands, and Jeffrey Einhorn, Manhattan-based attorney and longtime collector.

Now firmly established as a cultural moment as much as an automotive one, The Bridge remains free of competition or awards. Instead, it offers a singular atmosphere where design, engineering, and storytelling reign supreme.

Presenting sponsor for The Bridge IX is Mercedes-Maybach. Celebratory sponsor for The Bridge IX is Volvo. Partners of the event included: Luminari Motors, Merrill, Gunther Werks, FariCars, Expedition Motor Company, Topping Rose House, Barton & Gray, Pivotal, Arcade Cars, Morgan Motor Company, Roche Bobois, Palm Bay International, Royal Enfield, BonBon, Bespoke, Drumshanbo Gunpowder Irish Gin, Montaukila, and Nestle.

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