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ROVER AMERICA



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11 March 2010

Dear Rover Collector, Enthusiast and Friends,

From our humble beginnings 4 years ago to our record-breaking event last year, RoveAmerica has truly taken on a life of its own - receiving international recognition. It gives me great pleasure to invite you to attend the *now* 2010 INTERNATIONAL Edition of RoveAmerica, to be hosted in Fitchburg on Friday, June 18 – Sunday, June 20, 2010. RoveAmerica10 (“RA10”) will focus on the love we all share for *"One of Britain's Fine Cars."*

As in the past, RA10 will be an informal and fun get-together for Rover collectors, enthusiasts, and friends alike. There will be more time to meet Roverphiles from 3 continents with similar interests, share knowledge, gain technical and restoration tips, and a special treat - see *The Sayre Centennial 1910 Rover 8*. We have even added a cultural tour for spouses and friends on Saturday. BUT most of all RA10 is designed for you to have a GREAT time! The attached Event Overview provides a summary of the 2010 event plans. An extra special treat this year will be the addition of Sunday’s Rover caravan to Boston. Dr. Phil Budden, HM Consul-General of the British Consulate General for New England, will preside over our festivities at our Rover gathering on the cobblestones at the historic Faneuil Hall Marketplace in downtown Boston.

We would like to make the RA10 event as memorable as possible for you. Please help us by registering for RoveAmerica10 as soon as possible. You can complete the brief Registration on the next page and mail, fax or email it to us. You can also register online at the updated www.roveramerica.com website. As always, if there is anything we can do to meet any special needs you may have, please do not hesitate to ask.

While we would love to have you arrive in a Rover to RA10, it is not necessary (however, bring photos of your Rover to share with others). The most important thing for you to do is to COME with your family and friends. If you plan to fly in to Boston, please let us know your itinerary and we will be happy to assist you with airport transportation. .

Thanks so much for your participation. If you have any questions please feel free to ask me or Joe Allan for assistance. You can reach us at the listed telephone numbers and emails in the Overview.

I look forward to seeing you, and as always,
Warm Rover Regards,

Dirk Burrowes
RoveAmerica Host



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RoveAmerica 2010 Events Overview

Rover motorcar collectors and enthusiasts from the U.S., Canada, UK and international guests are set to convene at RoveAmerica10, THE LARGEST GATHERING of classic British Rover Saloon cars in North America. The 4th annual RoveAmerica10 event will take place June 18 through June 20, 2010 in Fitchburg and Boston, MA with classic Rover motorcars dated as far back as 1910 and up to the 1990's.

Friday, 18 June 2010: RoveAmerica10 starts at 12:00 PM noon with a welcome registration & reception at Vytex, 195 Industrial Road, Fitchburg, owned by host and Rover collector Dirk Burrowes. Friday afternoon features peer interaction sessions at the RA Garage on collecting, restoration, repair and parts with knowledgeable Rover owners. Tea is at 16:00. The day ends with a 18:00 PM Rover run to The Old Mill, a nearby pub-restaurant famous for its waterfalls, rustic ambience and good food (www.1761oldmill.com).



Saturday, 19 June 2010: RoveAmerica10 continues at Vytex with an 8:30 AM line-up and review of collectors' motorcars and photographs, and interviews. At 9:30 AM Spouses and friends depart for the Russian



Icon Museum. Collectors and Spouses/friends meet up at 12:00 PM noon at City Hall, Fitchburg for a Rover Day welcome and review by Mayor Lisa Wong and a gourmet pizza lunch. The afternoon features a rally trip to the Camp Collier lakeside retreat in Gardner, MA for socializing, swimming, boating, horseshoes and our grand assembly of motorcars photo-op followed by our famous Bastey Boys championship BBQ dinner. The evening concludes with the annual RoveAmerica awards ceremony.

Sunday, 20 June 2010: RoveAmerica10 continues with a 7:30 am Rover caravan departure from Vytex to Boston's famed Faneuil Hall Marketplace (www.faneuilhallmarketplace.com). Her Majesty's Consul-General, Dr. Phil Budden, will preside over opening ceremonies and a Rover Review. A 13:00 PM lunch will be served at the famous Salty Dog Pub overlooking the Rover line-up at Faneuil Hall, followed by a return caravan to your hotel or home.



Sunday will be a once- in-a-lifetime special day for RA10 Collectors and should not be missed!



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RoveAmerica 10 is open to all who appreciate classic Rover motorcars and is held rain or shine. You do not need to own or bring a Rover car.

Friday's Old Mill dinner and Sunday's Salty Dog lunch in Boston are self-pay. Pick up and drop off at Boston's Logan Airport will be available with pre-arrangement, and special lodging arrangements have also been made at host rates. There is no cost to attend RoveAmerica10, although donations are graciously accepted. See event details online at www.RoverAmerica.com.

For special requirements please call Dirk Burrowes or Joe Allan at 1-978-342-9800, or send an email to: cars@roveramerica.com.

Press Media inquiries can be directed to Joe Allan at 585-208-9560 or via email at: cars@roveramerica.com.



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RoveAmerica 2010 Registration

18-20 June 2010

Contact Information:

Name: _____

Guest Name: _____

Address: _____

Address (if different): _____

City, State/Province: _____

City, State/Province: _____

Postal Code/Country: _____

Postal Code/Country: _____

Email: _____

Email: _____

Telephone: _____

Telephone: _____

Mobile Phone: _____

Mobile Phone: _____

Rover car Information (if you are planning to bring one):

Model: _____ Year: _____ License #: _____

Travel Information (if you need assistance with ground transport):

Arriving Airport: _____ Airline: _____ Flight #: _____

Arrival Time: _____ Notes: _____

Hotel: Yes No (circle one) Hotel to confirm reservation with you

Special Needs:

Please mail, fax or email this form to: Dirk Burrowes, Vytek, 195 Industrial Rd, Fitchburg, MA 01420, Fax: 1-978-342-0606



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Local Hotels:

- 1 **Courtyard Marriott Royal Plaza.** Rte 2, Exit 28, 150 Royal Plaza Drive, Fitchburg 01420. (978) 342-7100. *Vytek Preferred Rate \$79.00/night For Vytek rate please contact: Allyson Chalapatas
- 2 **Motel 6.** Rte 2, Exit 32, 48 Commercial Road, Leominster, MA 01453. (978) 537-8161. (www.motel6.com)
- 3 **Sheraton 4-Points Hotel.** Rte 2, Exit 31B, 99 Erdman Way, Leominster, 01453. (978) 534-9000. (www.starwoodhotels.com/fourpoints) Most \$\$\$
- 4 **Super 8 Motel.** Rte 2, Exit 31B, Just off Exit ramp next to Friendlys Restaurant, Leominster 01453. (978) 537-2800. (www.super8.leominster.com)
- 5 **Westminster Village Inn.** Rte 2, Exit 27, Narrows Road, to 9 Village Inn Road, Westminster, MA 01487. (978) 874-2000 (www.wachusettvillageinn.com)
- 6 **Colonial Hotel.** Rte 2, Exit 24, 625 Betty Springs Road. Gardner, MA 01440 (978) 630-2500 (www.colonial-hotel.com)
- 7 **Rodeway Inn/Town Crier.** Rte 2, Exit 25, 183 Main St, Westminster, MA 01473 (978) 874-1048 (www.RodewayInn.com) LEAST \$

Local Services:

1. **UMass HealthAlliance Hospital.** Open 24 Hours
Rte 2, Exit 31A, Leominster - 911 or local (978) 466-2000. www.healthalliance.com
2. **CVS Pharmacy.** Open 24 Hours
Rte 2, Exit 31B, 9 Nelson Street Leominster, MA 01453. (978) 840-8343.

Local Restaurants:

1. **The Old Mill.** Rte 2, Exit 25, Rte 2A N, Westminster, MA (978) 874-5941
2. **SS Lobster.** Rte 2, Exit 25, Rte 2A Fitchburg, MA (978) 342-6135
3. **Angler.** Rte 2, Exit 25, Rte 2A, Westminster, MA. Rte 140S to 1st Light, Rte 2A West (978) 874-2202
4. **Joseph's Bistro.** Rte 2, Exit 25, Rte 2A, Westminster, MA (978) 874-9918
5. **50/50 Diner.** Rte 2A, 440 River St., Fitchburg, MA (978) 345-8030
6. **Little Anthony's Fish House.** Rte 2, Exit 24, Rte 140N to Rte 12, Right on Spring Street, Winchendon, MA (978) 297-1880
7. **Fast Food:** Off Rte 2 Exits: McDonald's (32,31.30), Burger King (32,30), Boston Market (30), KFC/Taco Bell (32), Wendy's (32, 23)



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