



HUNDREDS OF CLASSIC CARS ARRIVE IN GREATER VICTORIA FOR NORTHWEST DEUCE DAYS 2025

VICTORIA, B.C. (July 17, 2025) – Classic Car and Deuce enthusiasts from around the world are arriving today in Greater Victoria for Northwest Deuce Days. From July 17 to 20, this event will bring 1,300 pre-1952 vehicles and their owners to Greater Victoria, marking the largest gathering of Deuces worldwide with participants travelling from as far as Australia, New Zealand, Sweden and Finland.

"Northwest Deuce Days draws visitors from across North America and beyond," says Paul Nursey, CEO of Destination Greater Victoria. "Events like this not only support local businesses but demonstrate the broad appeal that makes our destination stand out on the world stage. We look forward to welcoming car enthusiasts back to our region and showcasing the hospitality that makes it special."

Everyone is invited to attend and participate in the festivities scheduled from Thursday to Sunday.

Event Schedule:

- Coho Blackball Ferry Welcome Ceremony: Thursday, July 17, 2:15 p.m. at Belleville Terminal
- So-Cal Speed Shop Poker Run: Saturday, July 19 on Dallas Road at Ross Bay. Staging starts at 7:00 a.m. and the event starts at 9:00 a.m.
- Northwest Deuce Day: Sunday, July 20 at Victoria's Inner Harbour
- Deuce Days Awards: Sunday, July 20, 3:00 p.m. at the lawns of the Legislature

Additional information, including special event road closures, can be found on the [Weekend Events](#) page on the [website](#).

Northwest Deuce Days 2025 follows the successful 2022 edition that generated \$2.5 million in economic impact, supported 600 local jobs, and boosted the visitor economy by filling hotels, restaurants, attractions. This community-driven event, led by Destination Greater Victoria, is brought to life by a passionate team of over 200 volunteers who work around the clock to ensure the event's success. Beginning their shifts before sunrise to park and stage the vehicles for viewing is just one example of the hospitality that makes Northwest Deuce Days a beloved festival for participants, locals and visitors alike.

Photos: Available for download [here](#).

About Destination Greater Victoria: Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing and management organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria. For more information, visit the Destination Greater Victoria [website](#).

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