



J.P. Morgan Private Bank and The Aurora Announce Partnership

J.P. Morgan Private Bank, a global leader in Private Banking, is the exclusive Global Banking & Finance Partner to The Aurora, a one-of-a-kind automotive and lifestyle event, is set to captivate attendees with its unique focus on Scandinavia, merging the past, present, and future.

"At J.P. Morgan Private Bank, we always strive to be beside our clients and their passions - this event is the epitome of that. Aurora brings together knowledge, passion, and innovation, values we recognise ourselves," says Oscar Forsberg, Team Lead for the Nordics at J.P. Morgan Private Bank.

He continues: *"It is an honour to partner with Aurora, bringing the first Scandinavian Concours to the global stage. From collector cars to innovative hypercars, Aurora celebrates an unparalleled commitment to excellence - a mantra we hold dear here at J.P. Morgan Private Bank."*

From July 5th to 7th 2024, The Aurora is set to showcase some of the world's most unique cars. Classic icons, hypercars, and innovation converge in Sweden's most beautiful botanical gardens. The Aurora will cement Scandinavia's role in the international arena for collector cars.

"We are delighted to announce our partnership with J.P. Morgan Private Bank, a firm that shares our values and ambitions for the Nordics. This collaboration is about the automotive context and the broader impact we can make together. J.P. Morgan Private Bank's confidence in the Nordic markets aligns perfectly with ours," says Filip Larsson, CEO of the Aurora.

Filip continues: *"We are thrilled to partner with J. P. Morgan Private Bank, and are impressed by their enthusiasm, professionalism, and trust in the region."*

"Scandinavia has a vast collection of hidden automotive treasures, iconic classics, and modern hypercars that deserve to be exhibited in the international arena. We want to create a world-class lifestyle event that highlights the best Scandinavia has to offer, with entertainment both day and night."

