

Wheels | Watches | Whiskey® Returns to The Stella Hotel on September 26

Annual Bryan event will feature Aston Martin, a special Shelby American display, fine watches, whiskey tastings, and an evening of automotive culture

BRYAN, TX, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [Wheels | Watches | Whiskey®](#) will return to The Stella Hotel and Lake Walk in Bryan, Texas, on Saturday, September 26, 2026, bringing together exceptional automobiles, fine timepieces, premium whiskey, art, and hospitality for one of the region's most distinctive automotive lifestyle events.

Presented by The Stella Hotel and [The Gentleman Racer®](#), the annual event transforms The Stella Hotel and the surrounding Lake Walk grounds into an evening centered on craftsmanship, design, and the enduring appeal of machines made with purpose.

Aston Martin will serve as the featured marque for 2026, with a curated selection of classic and modern vehicles showcasing the British automaker's celebrated combination of performance, elegance, and grand-touring tradition.

The event will also include a special section dedicated to vehicles from Shelby American. The display will celebrate Carroll Shelby's Texas roots and the lasting influence of the drivers,



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designers, mechanics, and machines that helped establish American performance on the international stage.

"Each year, Wheels | Watches | Whiskey brings together people who appreciate great design, authentic stories, and the details that make an automobile or timepiece memorable," said Michael Satterfield, founder of The Gentleman Racer. "With Aston Martin as our featured marque and a dedicated Shelby American display, this year's event will connect two remarkable performance traditions in a setting that allows guests to experience the cars up close."

The connection to Shelby history extends to the 2026 event badges, which draw inspiration from the Shelby American and Ford GT race cars that swept the podium at the 24 Hours of Le Mans in 1966. The design recognizes one of the defining moments in American motorsports history while giving guests a collectible keepsake from the evening.



WHEELS | WATCHES | WHISKEY®
Featuring Aston Martin

Beyond the automotive displays, attendees will be able to explore watches from participating brands and retailers, enjoy curated whiskey tastings and light bites, and view work from featured automotive artists. The event is designed to encourage conversation among collectors, enthusiasts, designers, brand representatives, and guests who simply appreciate an excellent car and a well-made drink.

A portion of the event's proceeds will benefit OnRamp, a Texas-based nonprofit organization that helps individuals and families in need of reliable transportation.

Wheels | Watches | Whiskey® will take place Saturday, September 26, 2026, at The Stella Hotel and Lake Walk in Bryan. General admission tickets are \$100, and advance purchase is required due to limited capacity.

The Stella Hotel is also offering [special event room rates starting at \\$179 per night](#), allowing attendees to make a full weekend of their visit to Bryan and College Station.

Event Details

Wheels | Watches | Whiskey®
Saturday, September 26, 2026
The Stella Hotel and Lake Walk

Bryan, Texas

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