



EXHIBITION “75:1 – 75 Years, 1 Seat” (CENTRO SERVIZI)

One of Ferrari’s Most Successful Cars – and the Last to Bring the Drivers’ Title Back to Maranello

Stand: F1 – Centro Servizi Hall

Two Ferraris that marked distinct eras in Formula 1 history.

The **Ferrari 500 F2 (1952)**, with its simple yet highly effective engineering—tubular chassis, De Dion rear axle and a twin-ignition engine fed by two twin-choke carburetors—is among the most successful racing Ferraris ever built. With this car, **Alberto Ascari** secured back-to-back Drivers’ World Championships in 1952 and 1953.

Alongside it stands the **Ferrari F2007**, chassis no. 262, the car in which **Kimi Räikkönen** clinched victory in the final race of the 2007 season in Brazil, sealing the World Drivers’ Championship. The first Ferrari of the post-Schumacher era—and the last to return the Drivers’ crown to Maranello—it remains a symbol of a truly historic triumph.

The most valuable car on the planet

Stand: F1 Show - Service Center Hall

It's the Mercedes W-196 single-seater. One of 15 ever built and the only one left entirely original. It's the model driven by Fangio in the historic 1954/55 seasons. Its coupe version was recently sold for over €130 million. And the model on display at Auto e Moto d'Epoca is even more special: donated to the Turin Automobile Museum by the manufacturer immediately after its retirement from racing, it has remained intact and in excellent condition ever since.

Riviera — A Dream Suspended Since the 1980s

Stand: F1 – Centro Servizi Hall

This is the story of the **Riviera F1**, a car that was meant to make its Formula 1 debut in 1980 with **Alberto Colombo** behind the wheel, backed by a group of Lombard entrepreneurs and designed by engineer **Giorgio Valentini**. The project was shelved before it could take off, but today—nearly fifty years later—the Riviera F1 is reborn. Faithfully completed using the original blueprints, it makes its **first-ever appearance in fully running condition at Auto e Moto d’Epoca 2025**, bringing back to life a dream that had remained frozen since 1980.

CAR DEALERS AND RESTORERS PATH

Pre-War Wonders

Stand: Antiche Meraviglie – Hall 21

Four versions of the **Fiat 1500 6C**, a milestone of pre-war automotive evolution and a bridge to post-war production thanks to its advanced technical and stylistic solutions. On display: the **production saloon**, designed by **Mario Revelli de Beaumont** and preserved in the **Lamborghini Collection**; the one-off **Turolla sports version**; the elegant **Viotti four-seater cabriolet**, a captivating “barn find”; and the **Stella Alpina by Monviso**, featuring bodywork signed by **Giovanni Michelotti**, already pointing towards the design language of the post-war years.

From the Dolce Vita to the Track – Two Italian Souls Reunited

Stand: Auto Classic – Hall 26

The **Fiat 500 Jolly Ghia (1959)** is one of the very first “Spiaggine” ever built on the Fiat 500 N platform, sporting its original **Rome plates** and elegant **Ghia** coachwork. A symbol of carefree summer freedom, it was the quintessential seaside car—driven around Capri and Portofino. Beside it stands the **Ducati Panigale R ex Andrea Iannone**, a purebred limited-edition Superbike raced by the Italian rider during the 2015 MotoGP season. Two icons of different worlds, united by the same Italian passion for beauty and performance.

Del Piero's Number 10

Stand: BIAUTO – Hall 26

Two legends embodied in one car: the **Mercedes SLR McLaren Roadster (2008)**—born from the collaboration between **Mercedes-Benz** and **McLaren**—and the unmistakable style of **Alessandro Del Piero**, its famous first owner. Bearing the personalised plate “010”, this 626-hp sports car is built in carbon fibre and powered by a mighty **V8 Kompressor**, capable of exceeding 330 km/h. The final creation of the Mercedes–McLaren partnership, the SLR is a tribute to the legendary *Silver Arrows* and mirrors the same mix of elegance, precision, and passion that made its owner an icon—the ultimate Number 10.

WHERE CULTURE MEETS PASSION PATH

Where Air Meets Light

Stand: Registro Internazionale Touring Superleggera – Hall 25

The **Alfa Romeo 6C Aerlux prototype** was the first experimental car built by Touring for this model, of which only 14 examples were produced—fewer than half survive today. The name *Aerlux* derives from Latin, *aria* and *luce*—air and light. Its plexiglass roof opened via a clever scissor mechanism, allowing both fresh air and sunlight to enter simultaneously. The car's first owner was **Count Gaetano Marzotto**, father of the gentleman driver **Giannino Marzotto**, twice winner of the Mille Miglia (1950 and 1953).

A family anecdote tells that young Giannino learned to drive in secret by stealing the keys to this very car.

The unrepeatable story of the Lancia that raced for Ferrari

Stand: Lancia Club Stand – Hall 25

Side fuel tanks to reduce refueling and a powerful V8 engine positioned diagonally to the driver's side and allow for a lower cockpit. This is the technology of the 1954 Lancia D50. Ascari drove it and won. In 1955, the great driver failed to brake and crashed directly into the port of Monte Carlo. It was a week before his death at Monza. That year, Lancia withdrew from racing and sold its cars to Ferrari. The D50 raced again and won under the name Ferrari Lancia. Fangio was at the wheel.

From Italy's First Engine to the Benetton F1 Era

Stand: ASI Automotoclub Storico Italiano – Hall 25

Among the 30 single-seaters showcased in the widespread exhibition *"75:1 – 75 Years 1 Seat"* stands the **Alfa Romeo 184T F1**, a strikingly liveried car that competed in the **1984 Formula 1 World Championship** under the **Benetton** colours. Chassis no. 3 was driven by **Eddie Cheever**, partnered with **Riccardo Patrese** under **Scuderia Euroracing** management.

Also on display at the ASI stand is the **Barsanti & Matteucci engine**—the world's first internal combustion engine—designed and built in Tuscany in 1853. This all-Italian achievement was rediscovered thanks to original documents preserved in Florence at the **Museo Galileo**, the **Accademia dei Georgofili**, and the **Osservatorio Ximeniano**.

The Road-Going Race Car

Stand: THE LOH COLLECTION – Centro Servizi Hall

This pre-production prototype of the **Mercedes-Benz CLK-GTR** served as both the official press car and development vehicle. Originally created for GT1 racing, it was later converted into a road-legal version under special dispensation. Built between 1998 and 1999 after the championship's end, just **25 examples** were made—**20 coupés** and **5 roadsters**—making it one of the rarest and most extreme street-legal machines ever produced.

A Prince's Gift to a Diva

Stand: C.A.M.E.P. (Club Auto Moto d'Epoca Perugino) – Hall 25

This car is not only a masterpiece of design and engineering but also the protagonist of a captivating love story. The **Alfa Romeo 6C 2500 SS Cabriolet Pininfarina (1949)** on display was a wedding gift from **Prince Aly Khan** to the actress **Rita Hayworth**. At the time, it epitomised distinction and exclusivity, coveted by illustrious figures such as **King Farouk of Egypt**, **Tyrone Power**, **Prince Rainier III of Monaco**, **Argentine President Juan Perón**, and the great Italian actor **Totò**.

The Very First Dino 246 GTS Ever Built

Stand: Club Auto e Moto d'Epoca F. Sartarelli, Trapani – Hall 25

Presented in its original factory **Rosso Dino 20-R-350** paint, this car—**chassis no. 02174**—is officially certified as the **first Dino 246 GTS ever produced**. It was unveiled at the **1971 Geneva Motor Show** and later displayed at Ferrari's Milan branch before being sold that same year to a young gentleman driver from Trapani, who has lovingly preserved it to this day.

The Symbol of Alfa Romeo's Engineering Boldness

Stand: Heritage Hub Torino – Hall 25

A visionary concept born of Alfa Romeo engineering, the **Scarabeo 1600** featured a rear-mounted engine and an entirely new chassis layout. Though it never entered production, it became a **symbol of the Milanese marque's fearless innovation**, representing a conceptual revolution in the design of compact sports cars.

The Queen of le Mans

Stand: Ferrari Museums – Hall 29 (Mall)**

The **Ferrari 499P** is the Le Mans Hypercar that returned the Prancing Horse to the pinnacle of world endurance racing. With a carbon-fibre monocoque, hybrid V6 power unit and Formula 1–derived technology, the 499P embodies the ultimate expression of Ferrari's innovation and racing spirit.

The example on display is the very car that triumphed at the **2024 24 Hours of Le Mans**, driven by **Miguel Molina, Nicklas Nielsen and Antonio Fuoco**—a fusion of power, technology, and legend.

SPARE PARTS, MODELS AND AUTOMOBILIA PATH

Stand: Tranchina Carlo Luigi – Hall 28

This toy car, built between 1949 and 1950, is crafted with remarkable attention to detail—including ball bearings and working suspension—because back then, children could actually race them. The model, named *Millemiglia*, was inspired by the legendary **Cisitalia** driven by **Tazio Nuvolari**, who famously competed—and won—the legendary Mille Miglia.

It was produced by **Sirir Algat**, a Turin-based company still active today, which, before supplying body panels to the automotive industry, specialised in metal toys. These pieces are now true collector's rarities.

Next to it, a **Polistil Lambretta** miniature motorcycle catches the eye with a charming detail: its speedometer reads "1970", the very year it was made—an homage to the **Lambretta Lui**, the Bertone-designed moped that became a symbol of youthful freedom. That same year, the *Lui* starred in an iconic advertising campaign featuring a young **Raffaella Carrà**.

From Barrel to Art

Stand: General Comfort di Puntoni Valentina – Hall 21

A simple 208-litre industrial barrel becomes a design object. Sheet metal, colour and craftsmanship merge to create unique furniture pieces that celebrate the beauty of reuse and the strength of Italian artisanal creativity. Each item tells its own story—born from an industrial past, reimagined to live beautifully in the present.

Dreams in Scale

Stand: B.B.R. Exclusive Car Models Srl – Hall 26

Not just model cars, but true works of art in miniature. Every detail is faithfully reproduced to celebrate the great tradition of Italian automotive design.

Previewing at the show: the **Ferrari SF25 F1** in four different liveries, along with the **Ferrari F80** and **296 Speciale A** in 1:18 scale—fully opening models that encapsulate, in miniature, all the passion and perfection of the real thing.

MOTORBIKE PATH

600 Square Metres of Two-Wheeled Legend

Stand: Honda Motor Europe Ltd. Italia – Hall 32

An extraordinary 600 m² display featuring **38 iconic motorcycles** celebrates the heritage of **Honda Classic**, tracing the brand's technical and racing evolution through four themed areas: from the Atessa-built two-strokes, including the **NS 125 R Adriatico**, to **Grand Prix racers** like the **RS 125 GP** of **Lucio Cecchinello** and **Zarco's RC213V**; from off-road legends such as the **CR250M** and **CR500**, to production models that made history, including the **CB750 Four**, **VFR750R (RC30)** and the revolutionary **NR750** with its oval pistons.

Lawrence of Arabia's "Rolls-Royce of Motorcycles"

Stand: Club Auto e Moto d'Epoca F. Sartarelli, Trapani – Hall 25

This **Brough Superior** is one of the legendary eight owned by **T. E. Lawrence**—better known as *Lawrence of Arabia*—which adds an extra layer of fascination to a motorcycle already regarded as one of the finest ever built. Its reputation at the time earned it the enduring nickname: *"The Rolls-Royce of Motorcycles."*

A Futuristic Motorcycle Makes Its World Premiere

Stand: Vyrus – Hall 32

Making its official debut, the **Vyrus Alyen 988** is a masterpiece of engineering that redefines the limits of luxury motorcycling. Powered by the **Superquadro 1299**, the world's most powerful V-twin engine, it combines cutting-edge materials such as Ergal, magnesium and carbon fibre in a lightweight yet rigid structure. A creation where art, technology and performance converge in breathtaking harmony.