



## At Alassio the Concours d'Elégance in homage to Sergio Pininfarina

*From 2 to 5 June the Ligurian city hosts the most beautiful creations of Pininfarina*

*A jury of experts will award the most beautiful and the most elegant car*

*H2 Speed, Sergio and BMW Pininfarina Gran Lusso on display in Piazza Partigiani*



Turin, May 31 2016 – The Ligurian Sea and the beautiful views of **Alassio** will frame, **from 2 to 5 June**, the **Concours d'Elégance Pininfarina ad Alassio**, created to celebrate Senator **Sergio Pininfarina**, who in 2016 would have turned 90 years old. Thanks to the participation of collectors lovers of the Pininfarina brand and coming from all over the world, the finest masterpieces of the past and present will be on display on the waterfront, **in Piazza Partigiani**, and will parade through the streets of the City.

One-off models such as **Lancia Flaminia Coupé Speciale** of 1963, rarities like the **Bristol 400** of 1947 (one of only three surviving units), dream Ferraris like the **500 Superfast** and the **410 Superamerica Superfast**, both of 1965, or the **400 Superamerica** of 1968, myths celebrated by Hollywood as the **Nash Healey** (star of the movie "Sabrina" with Audrey Hepburn), milestones like the **Cisitalia** and the **Lancia Aurelia B24**, will be admired for four days together with the latest concept cars born in the studio of Cambiano: **Sergio** and **BMW Pininfarina Gran Lusso Coupe** of 2013 and **H2 Speed** of 2016, next to which the special edition of the **De Rosa SK Pininfarina** bike, inspired to the hydrogen supercar, will be displayed.

In two different moments the Pininfarina masterpieces will parade through the streets of **Alassio**. Friday, **June 3, at h. 18, celebratory parade** of cars through the streets of the City; Saturday, **June 4 at h. 16:30, parade and presentation of the cars** to the Jury and to the public in front of the historic Muretto (Wall) of Alassio.

Saturday will also be the day of the **awards ceremony**. Cars in competition will be judged by an **international Jury** chaired by **Paolo Pininfarina** and composed of eminent car experts: Motor Editor of La Stampa Piero Bianco, Editor in Chief of Octane France Yan-Alexandre Damasiewicz, Chief Creative Officer of Pininfarina Fabio Filippini, Editor in Chief of Ruoteclassiche David Giudici, Car Design News correspondent Drew Meehan. The team of experts will award the prize "**Best in Show**" to the car that expresses at best the beauty typical of the Pininfarina signature, and the "**Robert M. Lee Award**" to the most elegant car. In addition to the Jury's awards, a special recognition, the "**Chairman's Award**", will be awarded personally by **Paolo Pininfarina**, while the City of Alassio will assign the "**Città di Alassio Award**" to the best convertible. The Pininfarina Family, who will attend the event, will award the **Special Prize Sergio Pininfarina**.

*"In the year that my Father would have turned 90 years - says **Paolo Pininfarina** - I thought the most beautiful homage could be a gathering of the cars he has loved most in the city that, together with Torino, has always occupied a special place in his heart, Alassio. We are grateful, therefore, to the City for hosting us and to collectors because of their passionate participation".*

*"Pininfarina is a famous name in the world - said the Mayor of Alassio **Enzo Canepa**, - a mark of excellence representing since decades a pride for Italy and all Italians. For our City it is a great honor and an extraordinary opportunity to host this highly awaited event, which will add luster to the area and will make Alassio visible on*



*pininfarina*

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*a national and international scale. We thank the company and Eng. Paolo Pininfarina for the availability, the spirit of cooperation and for choosing Alassio for their Concours d'Elégance. We extend our thanks to all those who made possible this event, starting with the Ambassador of Belize, HE Nunzio Alfred d'Angieri that, with the help of HE Stefan d'Angieri, once again demonstrated his attachment to the territory and has been personally committed for the good of Alassio and its community, as well as to chef Gianpiero Colli, cooking teacher and true excellence of Alassio, who always supports the initiatives of our city".*

The program of the Concours is available on: <http://www.pininfarinaconcoursalassio.com/en/programme/>

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**Contacts Pininfarina:** Francesco Fiordelisi, Head of Communications, tel. 011.9438105 e-mail [f.fiordelisi@pininfarina.it](mailto:f.fiordelisi@pininfarina.it)