

Two design icons by Pininfarina protagonists of the "Dolce Vita Summer" tour

Paolo Pininfarina has kicked off the tribute-trip that will bring the Alfa Romeo Giulietta Spider and the Lancia Aurelia B24 from the Pininfarina headquarters in Cambiano to Rome

Turin, June 25, 2015 - It started this morning from Pininfarina's Design and Engineering Centre in Cambiano the "Dolce Vita Summer" tour, a tribute-trip organized by Ruoteclassiche on the occasion of the 60th anniversary of the **Alfa Romeo Giulietta Spider** and **Lancia Aurelia B24**. Welcome to the crew at the departure was given by Chairman **Paolo Pininfarina**.



"We are very pleased that the tour started at Pininfarina, who penned these two masterpieces - commented **Paolo Pininfarina**. - They both have become timeless icons and ultimate expression of Pininfarina design and Italian style. We are so happy to celebrate today the anniversary of two milestones in our history, and the history of the automobile".

At the 1954 Brussels Motor Show made its debut the **Lancia Aurelia B24 S**: the mass-produced special, the queen of desires. One of the best-looking cars ever, it was eminently suitable for speeding along the Californian highways: many of the 761 units produced were sold in the United States, opening up a significant export flow. In 1955, the **Alfa Romeo Giulietta Spider**, the so-called by Pinin "fair girl", marked the decisive passage of Pininfarina to the industrial dimension (more than 27,000 units manufactured). Exhibited as a world premiere at the Turin Motor Show, the Giulietta Spider achieved world-wide success. This small masterpiece, originally conceived solely with the idea of exporting it to U.S.A., was in fact swept throughout the length and breadth of Europe by popular demand.

The tour is made possible thanks to the collaboration of Alfa Romeo, Lancia, Car Shoe, Eberhard and Bosch. During the route, about 670 km, there will be many opportunities to meet the public and events dedicated to fans. The crew will visit the landmarks of the cult movies by Federico Fellini (La Dolce Vita) and Dino Risi (The Easy Life – Il Sorpasso) driving two splendid models: a Lancia Aurelia B24 from the Lancia collection and a Giulietta Spider of the Quattroruote Collection.

The first stop in the morning in Santa Margherita Ligure at Piazza Vittorio Veneto, where the cars will be exhibited and the editorial staff will meet the public until 15.00. Then they will drive to Versilia, Forte dei Marmi, at the Costes club. Here the original Aurelia B24 star of the film "The Easy Life" (Il Sorpasso) will be displayed. After a journey along the Argentario coast the "Dolce Vita Summer" tour will arrive in Rome on Saturday, June 27: from 11 to 13 at the Stadio dei Marmi for a meeting with collectors and from 16 to 19 in Via Veneto in front of the Rome Marriott Grand Hotel Flora for photos and meetings between Ruoteclassiche staff and the public.

"We wanted to organize something special for the 60th anniversary of two symbols of Italian style as the Alfa Romeo Giulietta Spider and the Lancia Aurelia B24, authentic masterpieces by Pininfarina, that the world has always envied" said editor in chief **David Giudici**. "Dolce Vita Summer' is a light-hearted tour that, through the places of the 'swinging sixties' and on the streets of two cult films of that time, wants to rekindle the passion and a bit of light-heartedness of that time."

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