

CLASSIC DRIVER

You'll want to pray at this Italian temple for Fiat, Lancia and Abarth

Lead

Diehard Fiat, Lancia, and Abarth enthusiasts will soon be able to make a pilgrimage to FCA Heritage’s new Heritage Hub in Turin, essentially a vast and beautifully restored industrial complex filled with over 250 of the brands’ most famous and historically significant cars...

Located in the former Officina 81 manufacturing plant in Turin’s vast industrial area of Mirafiori, the Heritage Hub by FCA Heritage has been established as a multi-purpose space that aims to preserve and promote the heritage of the Fiat, Lancia, and Abarth brands. Restored in a sympathetic manner akin to how the former RAF airbase at Bicester Heritage was transformed, the 15,000-square-metre factory now plays host to over 250 Fiats, Lancias, and Abarths from the FCA Heritage Collection, including rare design studies, outlandish concepts, race and rally cars, and personalised one-offs.



Space has been divided into thematic areas ranging from ‘Records and Races’ and ‘Small and Safe’ to ‘Epic Journeys’ and ‘The Rally Era’. We suspect it will probably be the latter, which features all the usual Lancia-badged suspects – Fulvia, Stratos, 037, Delta S4, etc. – that sends pilgrims’ pulses racing the most. There will also be an area dedicated to the group’s ‘Reloaded by Creators’ project, a restoration and certification service for its classic cars. The Heritage Hub will open to the public in the coming weeks.

Photos: FCA Heritage

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