

CLASSIC DRIVER

[Prepare yourself for a Scandinavian spectacle coming this summer](#)

Lead

It's rare that we talk of supercars and Scandinavia in the same sentence, but 'The Aurora' is set to change all of that, and cement this wonderful location's role in the international arena for collector cars. Here's all you need to know...



Regarded by its founders as holding the keys to 'a vast collection of hidden automotive treasures, iconic classics and modern hypercars', the ears and eyebrows of the Classic Driver office collectively raised skywards, as this is exactly what we look for in an event. Using Scandinavia's breath-taking landscapes as the ultimate backdrop for style and elegance, The Aurora promises to be a treat to classic and collector car connoisseurs alike.

A key initiator in The Aurora is Filip Larsson, [a friend of Classic Driver and owner of MOTIKON](#), who will be the event's classic car partner, with the event also boasting sponsorship from BMW, and Koenigsegg as the hypercar partner. This trio of partnerships sets a tantalising scene for every kind of car lover, where the cars of yesteryear will meet the future classics of the modern era. Guests can look forward to the finest pre-war veteran and vintage cars, post-war classics from the booming 1950s and beyond, and the latest adrenalin-pumping super and hypercars.



Nested in the heart of Båstad, Sweden, Norrviken provides the perfect canvas for The Aurora, with three days of activities from July 5th to 7th, and will feature a dynamic program allowing different automotive eras to take centre stage each day under the gloriously maintained gardens and historical surroundings. The Aurora features two key components for the event, the first being The Aurora Showfield, a carefully curated show field with up to 300 unique cars set to be on display. Designed for visitors to exhibit their own cars and enjoy the full event, the cars will be curated by The Aurora team, who are guaranteeing a captivating and enlightening experience. We just know many hours will be spent wandering this area!



The second element is something truly special: The Aurora Concours d'Elegance. 2024 is set to be a huge year for milestones, which have naturally played a part in the themes for this year's event. 110 Years of Maserati will be celebrated "Buon Compleanno, Maserati", likely to play host to some of the brand's finest sports cars from its vast history. Alongside this theme, 2024 will also mark 120 Years of Rolls-Royce and The Aurora's "Spirit of Ecstasy" concours will welcome the finest models, adding class and charisma to the meticulously manicured gardens. These two fantastic sub-events won't just be all that is taking place over the three days, either, and will co-exist with two future-focused programs, known as Aurora Hypercar and Aurora Talks. Together with Hypercar partner Koenigsegg, guests are invited to showcase the best in automotive innovation and the fastest of road-going machines out on the brand's test track, making this a true once-in-a-lifetime experience!



Set to be a wonderful three days of automotive goodness, set amongst the charming town of Båstad, an area renowned for its picturesque landscapes, bustling nightlife, rich history, and vibrant culture, The Aurora has just about everything a car lover would need to create unforgettable memories. A limited number of tickets are still available for the event, but are being snapped up quickly, so to avoid delay, ensure you secure yours promptly! If you're intrigued to breathe in that crisp Scandinavian air and immerse yourself in a mouth-watering array of cars, we'll see you there!

[BOOK YOUR PLACE](#)

Source URL: <https://www.classicdriver.com/en/article/sponsored-content/prepare-yourself-a-scandinavian-spectacle-coming-summer>
© Classic Driver. All rights reserved.