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Elegance on parade at the 2016 Pininfarina ad Alassio concours

Lead

The late collector Bob Lee's fabulous 1956 Ferrari 410 Superamerica Superfast claimed 'Best in Show' at the inaugural Concours d'Élégance Pininfarina ad Alassio last weekend, which saw some of the flamboyant design house's greatest hits descend on the popular Italian coastal town...

Popularity parade



The four-day event – which was dedicated to Sergio Pininfarina's 40 years at the helm of the company – was the first of its type held in Alassio, and proved popular with the participants, locals and tourists alike. The concours competition featured various Pininfarina-penned delights, from a 1947 Bristol 400 (which incidentally won the Premio Città di Alassio award for the best convertible) to the more pedestrian Peugeot 406 of the early noughties. All the entrants were paraded through the streets of the historic Ligurian city, before being presented to the jury ahead of the 'Muretto' of Alassio. Other prizes included the 'Most Elegant Award', which went to Corrado Lopresto's Lancia Flaminia Speciale, and the 'Chairman's Award', which was personally given to Marco Utili and his white Ferrari 512 BB by Pininfarina's current manager Paolo Pininfarina.

Photos: Emerson Fortunato

Gallery

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