

# CLASSIC DRIVER

## [The Poltu Quatu Classic in Sardinia is a party for the eyes](#)

### Lead

If you're fascinated by the glamorous Jet-Set era of the 1960s, when cars were as beautiful as the people who enjoyed them and the sun seemingly never stopped shining, then the Poltu Quatu Classic on the island of Sardinia is the event you probably had no idea you needed to attend this summer...

If you could concoct your dream concours d'elegance, how would it look? Naturally, the location is of paramount importance – we'd prefer somewhere sunny, obviously, but also a destination in which one wouldn't get bored spending a day or two either side of the main event. Cars are, of course, a must, but we'd settle for a smaller, higher quality and more diverse selection of, say, 25 that really reflect the event's location.



And there should be scenic driving. Lots of it. If anything, the owners should be just as interesting as their four-wheeled treasures – because what good is there in conversing in a post-pandemic world if the conversation isn't up to scratch? Finally, the atmosphere should not be stiff, fusty or wearing beige. Events such as Fuori Concorso and Luftgekühlt have shown that a laid-back, less rigidly structured approach is great fun.

If you were nodding your head while reading our above points, then you're in luck. Because we think the imaginary event we've described actually exists, in the form of the Poltu Quatu Classic on the stunning island of Sardinia. A three-day celebration of *la dolce vita*, organised by the Italian collector and dealer Simone Bertolero and staged at the Grand Hotel Poltu Quatu, the Poltu Quatu Classic is angled around a Concours d'Elegance featuring an intimate assembly of spectacular top-tier European classic cars. The 'Best of Show' for the pageant is awarded by design wunderkinds Giorgetto and Fabrizio Giugiaro. And what's more, at this year's event, our CEO JP Rathgen will be on the jury.



But while the cars might take centre stage, the onus here is very much on everybody having a good time and enjoying all the glamorous, quintessentially Italian island has to offer. This year's Poltu Quatu Classic is poised to take place on 10–12 July, making it among the first international automotive events to be taking place physically since the coronavirus pandemic swept across Europe, forcing widespread lockdowns. Participants have much to look forward to, including a scenic driving tour of the Costa Smeralda, a day spent lounging on Capriccioli's Vesper Beach, which was made famous by Roger Moore in the James Bond flick *The Spy Who Loved Me*, and a heart-stopping Offshore powerboat experience.



It's going to be a real party for the eyes, one that harks the Jet Set golden era of the 1960s, when playboys such as Gianni Agnelli, Aristotle Onassis and Herbert von Karajan were regular sights around the island. Much of the event is even hosted by Bertolero and well-known journalist Savina Confaloni from a Fiat 500 Spiaggina, that dinky symbol of *la dolce vita*. We hope to see some of you on Sardinia in July!

*Photos courtesy of the Poltu Quatu Classic © 2020*

#### **Gallery**

























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