

CLASSIC DRIVER

Lancia owners, don't even think about missing this alpine summit

Lead

While some may be counting down the days until the peaks of the Alps are drenched in powder snow, we and hundreds of Lancia owners are eager to check out Passione Engadina, who will turn St Moritz into the ultimate destination for Italian car lovers.



The staggering mountain peaks, the winding ribbons of tarmac, the flurry of designer boutiques. While the winter months make it one of the ultimate skiing destinations, St Moritz in the summertime is a true melting pot of fame, fortune, fashion, and fast cars. The latter is exactly what draws us back to this mystical place year on year, and Passione Engadina is the event to attend if you want to join in a celebration of our collective love of driving.



Passione Engadina 2023 will give Lancias and those who love them the chance in the limelight they so rightfully deserve. By purchasing an overnight stay in St Moritz, thanks to the Orgoglio Lancia package, participants will gain a spot in a local parking lot on the Sunday of the event, as well as the opportunity to enjoy a snack on the grounds of the Kulm Country Club also on the Sunday August 27, an area guaranteed to be bursting with some of Lancia's finest classics and youngtimers. What's more, purchasers will gain a special Orgoglio Lancia poster, as well as free use of the dedicated bus service on Sunday between Celerina and Kulm Country Club, from 9:00 a.m. to 4:30. p.m which runs every 20 minutes.



During Passione Engadina's jam-packed weekend of events, you will have the opportunity to participate in numerous activities to fully satisfy your passion for cars. The aforementioned 'Pavillion Lancia' is bound to be a highlight of the entire weekend, where visitors can expect to see icons from the Italian carmaker's history, including an Aurelia Vignale from 1952, Miki Biasion's personal Lancia Delta Integrale and even a Group B rally car or two! "How do you know so much already?" We hear you cry. [Well, we were lucky enough to take a sneak peek behind the curtain of the Pavillion before anyone else!](#) The Pavillion Lancia will be completely free to the public, and will open daily from 10 am to 6 pm from 12th to 25th of August.



After soaking up the history and importance of the brand in the pavilion, we'd be itching to see some Lancias in motion, and thankfully the Orgoglio Lancia package will grant visitors access to witness the arrival of the Julius Baer Passione Engadina Rally in downtown St. Moritz on the afternoon of Saturday, August 26. The sight of the owners and their machines rumbling through this iconic stretch of road will surely be an unforgettable one, even more so when you consider just how glorious those rally-spec Lancias will sound as they echo from wall to wall!

The Sunday of Passione Engadina will see the return of the highly anticipated St. Moritz Challenge Cup, a morning event which once again will place a fabulous array of classic Italian cars and a flurry of Lancias against some of the world's finest backdrops. After all that excitement, you'll also gain access to the Eleganza in Movimento grand finale at the Kulm Country Club on the Sunday, where you'll be able to witness some lucky owners take home coveted awards and prizes.



If that wasn't enough, it's impossible not to talk about St Moritz without mentioning a celebrity or two. Passione Engadina has gained a worthy reputation for bringing together famous names from the automotive world, and 2023's event will allow Orgoglio Lancia package holders the chance meet the greatest motorsport icons and true legends of Lancia's history for an autograph session!

Tickets for this incredibly sought-after event are being snapped up fast, [so be sure to head to Passione Engadina's website to secure your slot](#). We look forward to seeing you there!

[BOOK YOUR PLACE](#)

Photos: Elliot Newton

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