

Press Release 01/15

AUTOMOTIVE MASTERPIECES exhibitions lab: the ultimate census
www.automotivemasterpieces.com

Genoa, Italy (7 May, 2015). AUTOMOTIVE MASTERPIECES S.r.l. is proud to finally launch its project AUTOMOTIVE MASTERPIECES exhibitions lab (www.automotivemasterpieces.com) having already counted over 100 cars and having more than 300 in processing.

AUTOMOTIVE MASTERPIECES exhibitions lab is a cultural catalyst to promote the collective enjoyment of the heritage of the motor vehicle whether for pleasure, learning or work.

Its mission is to involve manufacturers, coachbuilders, museums, collections and collectors to tell the story of the heritage of the motor vehicle in a joint virtual display of genuine masterpieces.

The vision is to believe in making the motoring heritage openly accessible in a digital way, to promote the exchange of ideas and knowledge as well as through exhibitions.

The objectives is to create virtual exhibitions to celebrate anniversaries and specific themes, with the aim to eventually turn them - at least in part - into real exhibitions and/or illustrated catalogues.

It is a task no one had ever thought of taking on before and which has never been done previously: a project able to make a real change to the motoring heritage as we know it today. Until now nobody has tried to digitize and bring together the AUTOMOTIVE MASTERPIECES outside the specific registers, model books, specialist research: this is an all-embracing archive, based on in-depth analysis and cross-referencing.

What are AUTOMOTIVE MASTERPIECES? Objects that teach us to look in a new way and with a renewed language, made history, or simply have been part of it. The eligible categories are: concept and show cars, prototypes, one-off models, the remaining cars from extremely limited productions, historic event cars, cars owned by the famous, team cars, works cars, press cars, movie cars, famous chassis' cars, limited edition cars (less than 300 units built or remained).

What are the virtual exhibitions? The virtual exhibitions will showcase the content available on AUTOMOTIVE MASTERPIECES exhibitions lab®. Created with extensive curatorial information, they will allow you to learn and discover even more about specific themes.

What information can be found on the websites of the cars and on the portal?

The websites contain detailed series information about the cars, full technical details, together with an accurate history, list of previous owners, photos - period, pre-restoration, restoration, present day - videos, press reviews and all the useful available data. There is also a useful list: all the events the car has attended, both past and present times, such as concourse, races, shows. Every owner can constantly update and improve the website dedicated to every single AUTOMOTIVE MASTERPIECE in his possession, submitting the modifications to the commission each time he does so. Of course every owner, if necessary, can preserve his anonymity or promote his museum or collection.

Why submit cars and support the exhibitions?

Everyone's contribution is important to promote the collective enjoyment of the motoring heritage.

You share the mission to tell the story of motoring heritage showing together virtually masterpieces.

You believe in making motoring heritage openly accessible in a digital way, to promote the exchange of ideas and knowledge as well as exhibitions.

This helps us all to understand our motoring heritage better and contributes to the development of the knowledge economy.

Participation in the project will soon be a necessary mark of excellence for every outstanding car, increasing its appeal and value.

You can make the virtual exhibitions sustainable by completing the form with all the necessary data together with your participation fee.

Why engage with the lab? The AUTOMOTIVE MASTERPIECES exhibitions lab® commission is united by a common cultural mission to 'work together to tell the story of the motoring heritage'. It unites all individuals who have a stake in the project to ensure an effective dialogue between the owners of cars (manufacturers, coachbuilders, museums, collections and collectors) and all contributors at both a strategic and practical level.

AUTOMOTIVE MASTERPIECES exhibitions lab® is a facilitator of innovation and a catalyst for change. The lab is the virtual place to be to share new ideas and important results through its exhibitions.

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Every individual who contributes data or knowledge to the lab is encouraged to join the project.

How to submit cars to the commission? To submit a car in the AUTOMOTIVE MASTERPIECES exhibitions lab® needs a little work but we are sure this can be a pleasure for a committed car owners. Have you gathered together a lot of material on your cherished rare car? Well... this is the right moment to retrieve it! The early stage is up to you: to collect and upload all the necessary info, data, material, pictures. Further on in the project portal you will see the exact process involved in allowing a car to be part of the AUTOMOTIVE MASTERPIECES exhibitions lab®. Here we want to summarize and highlight the main steps.

The first thing to do is to sign up and get a username and a password.

Then the real work will start. Of course if you have an employee or a secretary managing your car collection he/she could do the job for you. AUTOMOTIVE MASTERPIECES S.r.l. would be happy to do all the work, charging only for the effective time we would spend on it.

The first thing needed is all the basic information about the car: year, make, model, coachbuilder when present and chassis number. But that's just the beginning. The interesting part is to provide all the data and materials that make up the car's history and its uniqueness. You will see: the form is well structured and easy to navigate. Here it's up to you: data, pictures (period pics, pre-restoration, restoration, present day pics), videos, interesting history details, previous and any famous owners, participation in period and current events (from races to concourse). In short: the more detailed information you add, the richer the website dedicated to your car will be. The work needed will be rewarded: your car will be displayed in such a complete and entertaining way that it will become still more appreciated and desired...

The evaluation phase by an international commission will need an adequate amount of time in order for it to be done properly. After your car has been accepted, it can be part of AUTOMOTIVE MASTERPIECES exhibitions lab®.

Partners: support for the project has already arrived both from private sponsors to institutions: Stefano Ricci and Sixt are the Main Partners.

Among the partners: KIDSTON SA and RM Sotheby's.

Among the museums: Blackhawck Automotive Museum, Lopresto Collection, Collezione Umberto Panini, Cité de l'Automobile - National Motor Museum - Schlumpf Collection, Louwman Museum, MEF – Museo Enzo Ferrari, Museo Ferrari, Museo Ferruccio Lamborghini, Museo della Mille Miglia, Museo Nicolis, Museo dell'Automobile Bonfanti – VIMAR, Museu do Caramulo.

To follow all the updates of the project:

www.automotivemasterpieces.com

Facebook page <https://www.facebook.com/automotivemasterpieces>

Twitter account <https://twitter.com/masterpieceslab>

AUTOMOTIVE MASTERPIECES exhibitions lab

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Among the cars already counted among the AUTOMOTIVE MASTERPIECES:

1929 Bugatti Type 41 Coupé Napoleon - Chassis n. 41100. If there was a motorcar that deserved to be referred to as a Automotive Masterpiece, that car is the Bugatti Royale.

1933 Alfa Romeo 6C 1500 Gran Sport Testa Fissa Zagato - Chassis no. 10814406. One of the just 18 "Testa Fissa" that raced the Mille Miglia in 1934 and 1936.

1933 Alfa Romeo 8C 2300 Monza - Chassis no. 2211137. First owner Tazio Nuvolari. It ran three times the Mille Miglia and several races and GP.

1933 Lancia Astura Torpedo Grand Sport - Chassis no. 302056 - Castagna - It is the only car in the world to win the Coppa D'Oro Villa Este twice. It was bought by tobacco heiress Doris Duke aka "the richest girl in the world".

1938 Lancia Astura IV Serie Mille Miglia Sport Carrozzeria Colli - Chassis no. 413207. The car was prepared in 1939 by Carrozzeria Colli, by order of the Milanese Scuderia Ambrosiana, for one of the Scuderia top drivers: Luigi Villorosi.

1940 Auto Avio Costruzioni 815 Carrozzeria Touring - Chassis no. 815/021. Enzo Ferrari's first car. Alberto Ascari's car. 1940, 1947 and 1948 Mille Miglia entrant.

1946 Cisitalia D46/48 Motto - Chassis no. 0031. Cisitalia and Abarth competition car. It was driven by Felice Bonetto, Achille Varzi, Giuseppe Farina, Piero Dusio and Piero Taruffi.

1950 Abarth 204A/205A Berlinetta Vignale - Chassis no. 205-101. It was one of three built and survive. The car run several historical races and was driven by Scagliarini and Cortese.

1952 Ferrari 212 Export Carrozzeria Touring - Chassis no. 2250158ED. The last Touring-bodied 212 Export, Targa Florio competitor in 1952 and 1953. Entrant in the 1956 Mille Miglia.

1952 Ferrari 225 Sport Spider Vignale - Chassis no. 0198ET. One of the 14 Ferrari 225 Sport Spider bodied by Vignale. Historic races in Portugal.

1953 Alfa Romeo B.A.T. 5 Bertone - Chassis no. 01396. The first Berlinetta Aerodinamica Tecnica, an aerodynamic masterpiece of Franco Scaglione for Bertone

1953 Fiat 8V Zagato - Chassis no. 106.000026. One of only six 8V Zagato bodied with double-bubble roof that ran the Rally del Sestriere in 1957.

1954 Ferrari 500 Mondial Spider Pinin Farina/Scaglietti - Chassis no. 0410MD. A Mondial with a unique design. This chassis ran the Coppa d'Oro delle Dolomiti in 1955 and the Mille Miglia in 1956.

1955 Alfa Romeo Giulietta Spider Bertone - Chassis no. AR1495*0004. This is one of the two prototypes built by Bertone and designed by Franco Scaglione.

1955 Lancia Florida Pinin Farina - Chassis no. B56S-1006. One of three prototypes built by Pinin Farina in 1955 and the only left-hand drive.

1958 Maserati 420/M/58 Eldorado - Chassis no. 4203. Built for Monzanapolis in which the great Stirling Moss fought for the top positions. The very first European competition car finished in the colours of its sponsors.

1962 Ferrari 400 Superamerica Series I SWB Coupé Aerodinamico Pininfarina - Chassis no. 3361/SA. The ex-Geneva Motor Show - It was displayed, along with Pininfarina's design exercise 'Superfast III' and a 400 Superamerica Pininfarina Cabriolet.

1967 Lancia Fulvia Sport Zagato - Chassis no. 818332.001289. One of the rarest models competition that ran the Monte Carlo Rally and the Targa Florio.

1968 Alfa Romeo Tipo 33/2 - Chassis no. 750.33.014. Originally bodied as a classic 'Daytona' coupé for the Autodelta works team, chassis '014' placing 3rd overall at the eponymous Florida enduro and 3rd at the gruelling Targa Florio.

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1974 Lancia Stratos HF Marlboro GR. 4 - Chassis no. 829AR0*001512. This Stratos ex-Works has participated and won the World Rally Championship 1974 with the Lancia-Marlboro team.

1985 Porsche 962 Sports-Racing Prototype - Chassis no. 106. The ex-BF Goodrich double 24 Hours of Daytona podium finishing.