



TOURING SUPERLEGGERA CELEBRATES ITS 90th ANNIVERSARY WITH A NEW *FUORISERIE*

- **In 2016 Touring Superleggera celebrates its 90th anniversary with a new car, to be launched at the Geneva Motor Show in March**
- **It will be a daring open sports car - the first with this body style since the company resumed production in 2007**
- **Touring has revived the traditional coachbuilding industry, bringing together under one roof a talented design team and skilled craftsmen, who preserve and maintain the art of the panel beater, whilst integrating the most advanced engineering tools**

MILAN, 20 January 2016.

The new car will make a bold design statement, of how Touring interprets the concept of an open sports car.

Production was resumed by Touring in 2007, because it was believed that the market demanded beautiful, hand-crafted coach-built motor cars, built in small numbers to an extraordinarily high standard. These criteria (*haute couture* rather than *prêt à porter*) had traditionally been the driving force for Touring's production, where the customer's own preferences and taste would be accommodated.

As one of the most respected names in automobile design, it is important to respect the traditional virtues that have provided such a rich heritage. *"... to resume the DNA of a company like Touring in the design of new projects; nothing is better than history"* – so Louis de Fabribeckers, Head of Design at Touring.

Traditional skills need to be integrated with the latest standards in terms of quality, precision and compliance with safety regulations. Extensive use is made of state of the art computer technology during design, development, testing and manufacture.

A team of expert craftsmen has been assembled, more like bespoke tailors than simple engineers. Their ability to hone their rare panel beating skills whilst incorporating the latest composite materials is second to none.

Touring's bold move in this direction has been vindicated, as proven by the enthusiastic reception of the company's products, and the acceptance by serious collectors.

Manufacturers have discovered that Touring's ability to provide a complete start-to-finish production process for new design proposals and limited production runs is peerless, evidenced by such exciting models as the MINI Superleggera™ Vision.

This 90th anniversary year will see Touring honoured at various events, including a special class at the Windsor Castle Concours of Elegance, a presentation at the Royal Automobile Club and the publication of a new book on the history of Touring Superleggera.

Embargo: immediate

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The History of Touring Superleggera

Touring Superleggera is recognized worldwide as one of the iconic names in Italian car design and coachbuilding. Founded by Felice Bianchi Anderloni and Gaetano Ponzoni in 1926, the company started to produce custom built automotive bodywork with two distinctive features from the very beginning: sporting elegance and lightness.

Early customers were reputed car makers as Isotta Fraschini and Alfa Romeo. It was the start of a flamboyant period, culminating in the “Flying Star” era that gave birth to several spectacular spider coachworks.

Touring Superleggera also gradually researched the streamlining science. The marriage between aerodynamic study and their Superleggera construction system, using aluminium body panels over a light but rigid tubular steel frame, resulted in masterpieces such as the 1938 Alfa Romeo 8C2900 Touring, which today have become icons of automotive design.

In 1945 the excellent Carlo Felice Bianchi Anderloni joined his father at the company, which soon started to receive its first orders from Enzo Ferrari. The Ferrari 166 MM Touring Barchetta of 1948 was a new milestone for light, elegant and effective design on a competition chassis.

Under Carlo Felice, Touring saw its industrial customer basis grow in the mainstream of the expanding automotive industry in Europe and overseas. A number of specialty models were designed and built on Alfa Romeo 1900, Lancia Flaminia and Maserati 3500. Another new inspired car manufacturer from the Bologna area relied on Touring's skills: Lamborghini, that commissioned its first GT, the 350. In the same period Touring created another iconic automobile: the Aston Martin DB4, followed by the DB5 and 6, manufactured in Newport Pagnell under license for the Superleggera bodywork system.

Since 2008, Carrozzeria Touring is an all-round supplier of automotive design, engineering and body manufacturing.

Services range from style research and digital design to body engineering, CAD feasibility studies, FEM/FES analysis, CFD/aerodynamic analysis, virtual crash test.

The manufacturing department provides style models, show cars, rolling concepts, street legal one-offs and limited production series. Recent models include the Bellagio Fastback based on Maserati Quattroporte and the concept two-seater A8GCS Berlinetta winner of the “Best Supercar of the Year” award in 2009.

They were followed by the acclaimed Bentley Continental Flying Star (2010), manufactured in limited run with the endorsement of Bentley Motors, and the Gumpert Tornante by Touring (2011), a superfast Grand Tourer commissioned by the German sports car manufacturer.

In 2012 Touring celebrated a masterpiece from its rich heritage, taking inspiration from the Alfa C52 Disco Volante of sixty years before. The innovative, breathtaking Alfa Romeo Disco Volante, built by hand in a limited run of up to eight units, won the coveted Design Award at Concorso d'Eleganza Villa d'Este 2013.

In 2014 in collaboration with MINI, Touring Superleggera designed and built an elaborately crafted, unique concept car to explore new design languages for the iconic British brand. Exhibited at Villa d'Este as the BMW Group's annual design statement, the MINI Superleggera™ Vision blends the tradition of classic coachwork construction with MINI's authentic British styling™ to create timeless aesthetic appeal.

The company aims at perpetuating the core values of Touring design: purity, integrity, proportions, simplicity, resulting in timeless sporty elegance.

Design, manufacturing and restoration activities are run in the company premises nearby Milan.