



GINION GROUP

Press release
January 7th, 2020

Ginion Group appointed as exclusive importer for Touring Superleggera for Belgium and Luxembourg.

Touring Sciàdipersia Cabriolet to shine at the Heyssel's Dream Cars Show

Milano, Brussels – Touring Superleggera has appointed Ginion Group, the Belgian automotive group providing premium and luxury automobiles, as exclusive distributor for Belgium and Luxembourg. Established in 1926 and recognized worldwide as one of the top Italian car designers and coachwork manufacturers, Touring specializes in combining refined Italian styling with state-of-the-art engineering and craftsmanship to coach build one-offs or very limited edition supercars.

« Belgium and Luxembourg are home to a host of connoisseurs and passionate lovers of Italian design and luxury, and they deserve to be informed and assisted from near » states Piero Mancardi, CEO of Touring Superleggera. « With its stellar reputation and deep knowledge of the needs of the luxury and bespoke clientèle, Ginion Group is the ideal partner to deliver that unique Touring Superleggera experience we want. »

Stéphane Sertang, CEO of Ginion Group, is delighted with this new collaboration: « At Ginion Group, we are passionate about state-of-the-art engineering and traditional craftsmanship embodying pieces of art on wheels. These aspects are not coincidentally found at the luxury and sports brands we are representing. Therefore I am very delighted to announce that we are from now on the official importer for Touring Superleggera, an iconic Italian brand with a legendary history that we've always admired. We look forward representing these pieces of art in Belgium and Luxembourg. »

Ginion Group, the Belgian automotive group providing premium and luxury automobiles, is enlarging its focus for leisure and luxury vehicles. As official importer for luxury and sports brands like McLaren and Rolls-Royce, the mythical brand Touring Superleggera will be a genuine enrichment for the company's portfolio.

Vincent Vandenbroeck, Secretary General & Director at Ginion Group, will manage the activities of Touring Superleggera in Belgium and Luxembourg. Alexandra Camby, Operational Director of Rolls-Royce Motor Cars Brussels, and her team will be responsible for the sales and after sales activities of these Italian vehicles.



GINION GROUP

Touring Sciàdipersia Cabriolet at Dream Cars

The Touring Sciàdipersia Cabriolet will be presented to the Belgian audience at Dream Cars during the Brussels Motor Show. Visitors can enjoy the Italian design from January 10th until January 19th in Hall 1 of Brussels Expo.

Presented in Geneva in March 2019 for the very first time to a broad audience, the Touring Sciàdipersia Cabriolet is a modern manifestation of the romance of travel, combined with the namesake Coupé in a production run of fifteen unique examples. With the introduction of its latest *fuoriserie* – literally « out of series » -, Touring Superleggera underlines its status as a key player in the luxury market.

Touring Sciàdipersia Cabriolet is an open-top grand tourer, which recreates the luxury and elegance synonymous with the Golden Age of Motoring. Four full-sized seats allow all occupants to enjoy their journey in supreme comfort, while the driver has the pleasure of harnessing the immense and smoothly delivered power from one of the last great atmospheric V8 engines and revealing in its glorious soundtrack.

Company CEO, Piero Mancardi, had the following to say: "...by widening the series to fifteen units, irrespectively if coupé or cabriolet, we made the right decision. Our customers can opt for their preferred body type while production is restrained at the highest degree of exclusivity."

Touring Superleggera History

Carrozzeria Touring was established in 1926 by one of the world's foremost car designers, Felice Bianchi Anderloni, and the company immediately sealed its position as a creator of the finest designs of the time, winning the most prestigious concours d'elegance, at Villa d'Este, among many others. The wealthiest customers and the most exalted brands came to Touring to have their coachwork designed and built; brands like Alfa Romeo, Isotta Fraschini, Lancia and BMW. In the post war period just about all of Europe's top sports and luxury car makers went to Touring for their landmark cars. Ferrari (most of that firm's production up until 1952), Lamborghini, Maserati, Pegaso, Aston Martin and Bristol are just a few of the many great names whose cars were clothed by Italy's most distinguished couturier.

The patented "Superleggera" (or extra light) construction method allowed Touring's designs to excel on the race track, and an unprecedented 11 outright wins on the Mille Miglia, together with victories in grands prix, Le Mans and every other conceivable major series are testimony to that.

Some of the better-known masterpieces from Touring include the Isotta Fraschini Flying Star (1931), the Alfa Romeo 8C 2900s (1937), 2500 Villa d'Este (1949), and Disco Volante (1952), the Maserati 3500 GT (1957), the Ferrari 166MM Barchetta (1949), the Aston Martin DB4, 5 and 6 and the Lamborghini 350GT (1963), but the back catalogue is one of the noblest and most extensive of any coachbuilder.

More recently the historic name was purchased by a private European group specialising in luxury car brands. This led to the Maserati Bellagio (2008), the A8GCS Berlinetta, which won the "Best Supercar of the Year" award in 2009, and the Bentley Continental Flying Star (2010).

In 2011 Touring Superleggera created the Tornante, a supercar commissioned by Gumpert, and in 2012 a new Disco Volante was unveiled to celebrate the 60th anniversary of a true icon of automotive design, the Disco Volante C52. True to form, Touring used innovative shapes and volumes to create a stunning new design, which debuted in production form at the Geneva Salon in 2013. Based on the



GINION GROUP

Alfa Romeo 8C Competizione, the car went on to win the prestigious Design Award at the Concorso d'Eleganza Villa d'Este, before displaying at Pebble Beach and the St. James Palace Concours of Elegance and again winning at Chantilly.

In 2014 Touring was commissioned by MINI to produce a new concept, exploring new frontiers of automotive design. The MINI Superleggera™ Vision was displayed at Villa d'Este before winning the coveted "Best Concept Car of the Year" awards at Salon Privé and the Automobile International Festival in Paris. MINI Superleggera™ Vision displays Touring Superleggera's potential to offer manufacturers turn-key projects delivering creativity and flexibility as much as rigour in engineering and executing.

In 2016 The Alfa Romeo Disco Volante Spyder, based on the 8C Spider, was debuted at the Geneva Salon before going on to win the "Design Award for Concept Cars and Prototypes" at the Concorso d'Eleganza Villa d'Este and the "Spirit of Motoring" award at the Windsor Castle concours of elegance.

For 2017 Touring Superleggera collaborated with Artega on a new project using electric powertrain, and the new Artega Scalo Superelletra was debuted at the Geneva Motor Show. This car, with incredible performance, blends perfect styling from Italy's leading coachbuilder with technological efficiency from Germany. The Sciàdipersia Coupé was presented at the Geneva Motor Show in 2018 as an innovative vision of the Gran Turismo concept. Based on the Maserati Gran Turismo, this is a true four-seater in which to fully relish longer journeys.

All of Touring's products are designed and manufactured at the headquarters in Terrazzano di Rho, just outside Milan, Italy.

Ginion Group History

The history of Ginion Group is one of a Belgian family. In 1966 Freddy Ginion took over a Fina petrol station in Court-Saint-Etienne. Only one year later he became an official BMW agent. Two years later, he installed his BMW dealership at Chaussée de Namur 250 in Wavre, a site that is still used by Ginion Group today.

Stéphane Sertang has built up experience throughout various automotive functions and in 1998 he is taking over the dealership in Waver from his father in law. Only three years later, in 2001, he also takes over the Volvo dealership Malcorps Motors, located just across the street in Waver. 2003 signified the integration of the BMW dealership in Overijse into Ginion Group. Only three years later, in 2006, also the BMW, MINI and Ferrari dealership in Waterloo was added to the business. In addition to this, the company received the official import rights for Belgium and Luxembourg for the Rolls-Royce brand.

Since 2009, a MINI dealership was opened in Brussels and 2010 marked the start of the collaboration with McLaren as Ginion Group was chosen as official importer for Belgium and Luxembourg. Ginion Group started to sell BMW Motorrad motorcycles in Waterloo in 2012 and in that same year, the Ferrari dealership Francorchamps Motors Luxembourg was launched in Luxembourg.

In 2015, Ginion Wavre moved from the historical site at Chaussée de Namur 250 to a completely new building in the northern part of Wavre and the Ferrari dealership Francorchamps Motors Brussels installed itself in the completely renovated site at Chaussée de Namur 250.



GINION GROUP

Last year, Ginion Wavre became the very first Certified BMW Classic Partner of the Benelux. Also, Ginion Motorbikes was one of the first Certified BMW Motorrad Classic Partner in the country which completes the heritage certification after Ferrari Classiche for Francorchamps Motors Brussels.

2019 was also the year of the collaboration with Automobili Pininfarina. Ginion Group has been chosen to be the official importer for this Italian luxury brand for Belgium and Luxembourg.

- End -

Note for editors

More information about Touring Superleggera : <https://www.touringsuperleggera.eu/en/home.php>

More detailed information about the Touring Sciàdipersia Cabriolet:

https://www.touringsuperleggera.eu/gallery/news/pdf/2019_GenevaTouringSuperleggeraENG.pdf

Brussels Motor Show's Dream Cars exposition in hall 1 of Brussels Expo will welcome visitors from January 10th until January 19th. All information on opening hours or ticket prices can be find at the following website : <https://www.autosalon.be/en/dreamcars/>

About Ginion Group

Ginion Group is a Belgian company distributing BMW, MINI, BMW Motorrad and Volvo in the region near Brussels and Ferrari in Brussels and at the Grand Duchy of Luxembourg. The company is also the official importer for Rolls-Royce, McLaren Automotive, Automobili Pininfarina and Touring Superleggera for Belgium and the Grand Duchy of Luxembourg. In 2019 Ginion Group has sold near 5.000 vehicles and its consolidated turnover reaches a figure over 200 million euros. Ginion Group has currently more than 280 employees.

Press contact

Carrozzeria Touring Superleggera

Emanuele Bedetti

+39 346 122 0490

communications@touringsuperleggera.eu

Ginion Group

Sofie Verheyden

+32 470 59 11 11

sofie.verheyden@giniongroup.com