

#BADRUTT'S MOMENTS

Driven by elegance

St. Moritz, 6 March 2019. For many decades, the iconic frozen lake in St. Moritz has been a popular and unique location for spectacular, jaw-dropping events – and therefore the only possible venue for the «Edition Zero» of *The I.C.E. St. Moritz - The International Concours of Elegance* - which took place on the 2nd of March. The spring sun honoured its premiere, shining warmly on a beautiful display of top vintage, classic and racing cars.

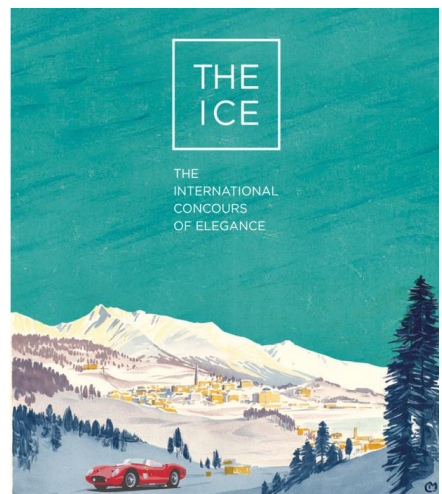
When four high-class partners decide to join forces to create a day full of timeless elegance, sleek beauty and simple joy, you are in for an amazing ride. *The I.C.E. St. Moritz* was launched by Lisippa SAGL in partnership with Badrutt's Palace Hotel, St. Moritz and sponsored by Pirelli. The “2019 Edition Zero” of *The I.C.E. St. Moritz* saw over 2'500 spectators admiring 50 elegant cars by signature brands such as Ferrari, Bentley, Bugatti, Aston Martin, Jaguar, Lancia, Porsche and others.

The success of Saturday's pilot project of *The I.C.E. St. Moritz* strengthened the decision to establish *The International Concours of Elegance* from February 2020 as an annual occasion - but on a grander and more elaborate scale. Created as a «preview» for future events, *The I.C.E. St. Moritz 2019* invited a small, but highly exclusive group of participants with the show proving to be a truly magical teaser for what car lovers and fans of elegant joy can look forward to in coming years.

The I.C.E. St. Moritz -organisation committee selected only two prizes to be awarded to cars of excellence this year, instead of disclosing the full range of classes that will be honoured at the *Concours* from 2020 onwards. The first prize, the popular-on-site-vote «Spirit of St. Moritz», was awarded to the *Bentley 4.5L 1929*, while the second honour, «Instalake», was awarded to the *Lamborghini Countach 25° - MC 9111* by a Social Media Jury featuring experts and influencers within its ranks.

The frozen lake not only turned into an exhibition ground of vintage and classic cars, but also witnessed a world premiere: Fabrizio Giugiaro chose to officially unveil his new prototype *GFG Kangaroo* to the public - two days before the Geneva International Motor Show 2019. Fabrizio's father, Giorgetto Giugiaro, was also present. Doyen of the car styling world and «Car Designer of the century», Giugiaro is the mastermind behind unforgettable designs like the VW Golf, the Lotus Esprit, the Audi 80, the first-generation Fiat Panda and many other iconic cars.

Flanking the brand new *GFG Kangaroo* and parading on the icy circuit were iconic pre-war racing cars as well as those from the '50s and '60s such as the *Aston Martin DB5 Volante*, a very rare open version of the “James Bond's model”, owned first by David Brown of Aston Martin or the *Lamborghini Countach 25° - MC 9111*, an amazing model, star of a million posters.





It was a spectacle for the senses, as was the unlikely pair of very rare special versions of the *Ferrari 365 GTB/4 Daytona*, the elegant *Spider* and - by comparison – the *brutal Group 4 racing car*. Furthermore, an impressive collection of *Pagani* motor cars paid tribute to 20 years of that revered and unique manufacturer of top hyper-cars.

Another highlight was the “homecoming” of the *Lamborghini MIURA SVJ*, one of the most beautiful cars ever built, originally owned by the Shah of Persia and delivered to him at his villa in St. Moritz, where he drove it for

the first time. It was a very special moment to see this jewel parked again – almost 50 years later - in front of *Badrutt's Palace Hotel*.

The new Mayor of St. Moritz, Christian Jott Jenny, welcomed guests and emphasized the partnership with *The I.C.E.* making it a fixed appointment in the local events calendar. Glamorous moments and exclusive culinary experiences organized by *Badrutt's Palace Hotel* made the 5-star-hotel the perfect partner that generously shared its legendary service and luxurious style with this new celebration of elegance.

ABOUT THE I.C.E. – THE INTERNATIONAL CONCOURS OF ELEGANCE

Marco Makaus, expert of the classic cars world, judge of some of the most famous Concours of Elegance, whose hands-on experience comprises running the Mille Miglia, co-starring Bernina Gran Turismo and Villa d'Este Style, and now launching The I.C.E., aims to create an event never seen before. A mix of elegance and sport, static and dynamic activities in a completely new context: the snow and ice of St. Moritz' frozen lake. The I.C.E. is an exhibition of the beauty of classic and vintage cars, dedicated to iconic racing cars. Here, collectors can live a unique experience: a drive on the snow track with their own vintage cars, and the public will enjoy a show like no other.

ABOUT BADRUTT'S PALACE HOTEL

Experience legendary service and an enchanting atmosphere in the heart of St Moritz. Unrivalled and unexpected eating and drinking meet a unique sense of belonging in a historic and iconic mountain resort. A celebration of style, sports, culinary and wellness adventures 6,000 feet up in the Swiss Alps. In winter, the Badrutt's Palace Hotel is the perfect starting point to explore one of the world's most exciting ski regions. In summer, alpine and spa activities abound in the sun-soaked Engadine Valley. The Badrutt's Palace Hotel opens its doors for the winter season 2018/19 from 1st of December 2018 until 31st of March 2019.

ABOUT ST. MORITZ

St. Moritz is thoroughly cosmopolitan. The Alpine resort's blend of glamour, tradition, sport and pristine nature outshines even the world's greatest cities. Breathtaking landscapes meet culinary extravagance, one of a kind events, luxury and design to create a uniquely lifestyle that can only be found in St. Moritz. It is exactly this mixture between urban flair and alpine charm what makes St. Moritz so special.

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