

# A CAR WEEK FOR EUROPE

*Something for everyone – that's the motto of the International St. Moritz Automobile week*



UP UNTIL 1925 cars were not permitted on the Upper Engadin's dusty roads, the boss of oil company Shell at that time being unimpressed with the dust raised by passing drivers while he was playing golf in St. Moritz. To combat the problem he had the road paved between Samedan and Pontresina and gave it the moniker Shellstraße (Shell Road). Soon after that, in 1929, the International St. Moritz Automobile Week was born, not only to celebrate the excitement of motoring and the mobility it offered, but also as a means of attracting tourists. The nascent St. Moritz Automobile Week consisted of a number of events such as the Kilomètre Lancé (a 1km sprint), a Concours d'Elegance in front of the Kurhaus (now the Kempinski Grand Hotel des Bains), a number of driving tests and a rally. The crowning glory, though, was the Bernina race. The first, in 1929, was won by racing great Hans Stuck in an Austro-Daimler, followed in 1930 by another A-lister, Louis Chiron in a Bugatti.

The plan was a success with more and more tourists seeking recreation in St. Moritz and the rest, as they say, is history. The town also managed to benefit from the 1928 Winter Olympics, but it wasn't until 2015, when a small group of passionate enthusiasts led by collector, patron and motorsport enthusiast Kurt Alexander Engelhorn went about reviving the Bernina race, that St. Moritz became a classic motoring shrine.

## 'Imagine if the Mille Miglia and the Goodwood Festival of Speed had a baby – in the Swiss Alps'

The new event, limited to 80 vehicles and called Bernina Gran Turismo, soon acquired cult status with devotees around the world. A wide variety of media such as *Petrolicious* praised the event: 'The Bernina Gran Turismo is the best event I've been to all year,' and 'Imagine if the Mille Miglia and Goodwood's Festival of Speed had a baby in the Swiss Alps.' *Forbes* magazine called it the 'World's Most Beautiful Vintage Racing Competition,' only adding to the event's formidable reputation.

After that it was the close co-operation with the town of St. Moritz that allowed the event to grow and evolve. And it was such a success that the organisers' thoughts soon moved to not just reviving the Bernina, but the entire Automobile Week. During the pandemic year 2020, when most events were cancelled or moved to a different date, the BGT continued unflustered. In the second corona year, two more events were added: Kilomètre Lancé – Alpine 1000 and Motorsport Rendezvous.

The new International St. Moritz Automobile Week was born!



# The reborn International St. Moritz Automobile Week

AS IN THE EARLY YEARS, the kilometre sprint opens the series of events, while the Motorsport Rendezvous is held outside the former Kurhaus and the Bernina Gran Turismo remains the crowning glory.

Today the Kilomètre Lancé – Alpine 1000 sprint race is no longer run on the historic Shell Road but on the runway at the nearby Engadin Airport. Incredibly, all international flights are suspended for a few hours as planes make way for the wonderful sight and sound of classic cars and motorcycles. Instead of private jets, spectators can see a 1919 Blitzen Benz thunder down the runway followed by the fabulous Wisconsin Special, another prehistoric behemoth. An old Benelli motorcycle dices with a Maserati 250F while an Abarth record car tries to keep up with legendary Norman Dewis' world record 'Jabbeke' Jaguar XK120. This new kilometre race is a wild and spectacular thing.

Rather less wild is The Motorsport Rendezvous, which takes its cues from a luxurious garden party. Held in front of the Kempinski Grand Hotel des Bains just as it was almost a century ago, it exudes a relaxed yet dignified atmosphere and is, in essence, a sublime Concours d'Elegance... but without actually being one. In the afternoon, the cars go on display at the Paradiso Mountain Club, surrounded by magnificent Alpine scenery and creating a timeless vista that could only exist in St. Moritz.

For many, however, the highlight of 2021 was RM Sotheby's first-ever Swiss auction, in which 18 of the 24 cars were sold, amassing 18 million Swiss Francs. Naturally, the revived International St. Moritz Automobile Week was topped off by the wonderful Bernina Gran Turismo.

Such was the success of 2021 that it was decided to add a further three events to the burgeoning festival for 2022. The Targa Poschiavo Engiadina is a two-day rally for pre-war cars from 1905 to 1926 – those too young for the London to Brighton Veteran Car Run yet too old for the Mille Miglia – but is open to all pre-war cars. The challenges of crossing Alpine passes were rather more daunting when these cars were new, but this wonderful event has been meticulously tailored to acknowledge the age

of these cars, while still being demanding on them and their crews. Just as a hundred years ago, many old cars could tackle the steep uphill sections with relative ease as a lack of outright performance is more than made up for with oodles of torque and enthusiasm.

Also new for 2022 is Super Stick Shift, a rally for 'analogue' high-performance cars dating from 1974 to 1995. Anything from a Porsche 2.7 RS to Ferrari F40 is welcome, as long as it has two doors, a manual transmission and no electronic assistance. Two days criss-crossing the Alpine passes include the Stelvio and will leave a lasting impression on participants. Plus, of course, there will be evening events St. Moritz-style!

In addition, the innovative Mobility Forum St. Moritz will focus on topics of historic and current mobility, while there will again be a showstopping RM Sotheby's auction.

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**'Despite a limited amount of participant spaces, it's not too late to register!'**

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In the tradition of the Bernin Gran Turismo, all drive events are limited to 80 participants, guaranteeing an informal atmosphere along with exclusivity and a safe environment. It is testament to these events that so many participants keep coming back, including big names in the classic cars scene, plus racers such as Strietzel Stuck, Arthurio Merzario, Stefan Johansson or Andy Wallace. Yet it's the hardcore enthusiasts from all corners of the globe that make this experiential event so unique, so why not become a part of it while entries for 2022 are still open?



**Clockwise**  
Bernina Gran Turismo attracts the world's finest cars, such as the iconic 'Breadvan' Ferrari; the former Kurhaus hosts Motorsports Rendezvous; the hospitality is legendary providing new friends for life; while rallies offer a lifetime of memories





## You can all join in...

THE INTERNATIONAL St. Moritz Automobile Week has all the ingredients to help it become the European Monterey Car Week. All you really have to do to be part of it is to jump in your classic car, motorcycle or sports car and drive over one of the wonderful roads crossing the Alps to St. Moritz. Spectators, after all, are as important a part of this multi-faceted hobby as the active participants and all visitors, whether they are racing or not, will enjoy the many amenities of this world-renowned resort during the highlight of its summer season.

St. Moritz welcomes you: you will be a guest among friends, and you can enjoy your historic motoring with like-minded souls, celebrating this vital cultural asset. Some may participate in the events, others may only look on, but everyone is a part of the whole.



This picture and above Targa Poschiavo Engiadina aims to challenge pre-war cars; airport sprint is the wildest part of the week



## Seven unique events, one common goal

### KILOMÈTRE LANCÉ – ALPINE 1000

The kilometre race at Engadin Airport is the only 1000m sprint of its kind for classic cars in Europe. It is open to both motorcycles and cars, with 2022's focus being on 'Design in Motion and Record Cars'. There is very limited parking close to the event, so it is essential to follow the signage.

### TARGA POSCHIAVO ENGIADINA

The Targa is a rally for pre-war classic cars, ostensibly for vehicles from between 1905 and 1926 – those too young for London to Brighton, yet too old for the Mille Miglia – though other pre-war years are eligible, too. The route, while strenuous, is tailored to the age and capability of these cars and the accompanying evening events promise to provide a lifetime of memories. Route details will be available online, allowing spectators to position themselves for some wonderful car-spotting opportunities.

### SUPER STICK SHIFT

'When supercars were superstars' is the motto for this rally for 'analogue' two-door cars built between 1974 and 1995. There will be challenging roads and driving fun aplenty because these cars were created to be driven, and driven hard! No matter if it's a Lamborghini Diablo or a Monteverdi Hai, a Bugatti EB110 or a DeTomaso Pantera, a Ferrari F40 or an Alfa Romeo SZ, this tour with like-minded petrolheads over the Alpine passes near St. Moritz will make every enthusiast's heart beat a little faster! This route will also be available online, allowing spectators plentiful opportunities to tick off their Top Trumps favourites.

### MOBILITY FORUM

A new forum for lectures and discussions about transport and mobility yesterday, today and tomorrow. One of the most important topics on the agenda will be eFuels, because it looks likely that without them, the 1.3 billion internal combustion engine cars ight struggle to survive. Further topics will be the future for large vehicle collections; risk assessment and collection management. A detailed agenda will be published closer to the event and participation is limited but free.

### MOTORSPORT RENDEZVOUS

What is Motorsport Rendezvous? It is a luxurious yet relaxed garden party featuring race and sports cars as well as vehicles from many other different areas, such as movie cars, or collection highlights. There will be two days of car talk, one of them including a tour which is also open to participants' modern cars if the car they brought to display is not road-registered. Although it is not a conventional Concours d'Elegance, there will still be a jury judging the entrants and, thanks to the generous support of the municipality of St. Moritz, admission for spectators is free.

### RM SOTHEBY'S AUCTION

Following the success of last year's sale, where 18 out of 24 cars were sold raising 18 million SFR, RM Sotheby's will again hold an auction for classic and modern collector cars.

### BERNINA GRAN TURISMO

The world-famous hillclimb over the Bernina Pass. The 3.5-mile, closed-road track with over 50 corners has FIA approval and meets the highest safety standards. Board the Rhaetian Railway in St. Moritz, Pontresina, or Diavolezza and you can find yourself right by the finish line. From there just a short walk offers wonderful spectating opportunities along the course and, remarkably, watching even this blue ribbon event is free.





This picture  
A Maserati tackles the  
3.5-mile closed road  
Bernina Gran Turismo  
course with its 50  
challenging corners



## More than just a patron: a visionary and an inspiration

KURT A ENGELHORN wears many hats: patron, investor, collector. He's especially interested in classic cars and art, so it doesn't come as any surprise that his collection comprises many cars that combine the two. The Jabbeke World Land Speed Record Jaguar XK120, for example, with its unique, streamlined body is just one of them. But Engelhorn and his private equity firm KUSANA don't do 'static' – excellence and the desire to keep moving are more his thing – and at last year's Kilomètre Lancé the Jaguar was allowed to prove its mettle. Because his four daughters share his passion, the future of automotive enthusiasm is in safe hands.

When Engelhorn asked his collection manager Florian Seidl if he could help him revive the Bernina race, Seidl didn't think twice. The activities are supported by the KUSANA family holding as part of their strive for excellence. Together with a small team of international professionals (you can imagine you need real pros to get approval in Switzerland for a timed race event on a public road!) in just a few years the group managed to put the Bernina Gran Turismo back on the map, and then breathe new life into the St. Moritz Automobile Week with a number of additional events.

## eClassic racing at its best, plus a round table discussion

IMAGINE A VIRTUAL SPACE populated by a dynamic and international community of enthusiasts who are passionate about classic cars. Imagine a whole new dimension of classic car experience.

There are just a few hillclimbs giving drivers an excellent view, and in this regard the Bernina Gran Turismo is one of the best: a striking experience which has now been scanned and recreated with modern technology for use in eClassic simulators. Quality and breathtaking realism of this new innovation were on show during last year's event.

eClassic allows participants to familiarise themselves with the track from behind the wheel of a simulator in 100% accurate detail without taking any unnecessary risks for themselves, their cars, the track or nature. A world first of which we will hear a lot more.

The groundbreaking TCCT needs no introduction. The publication *The Key* has become industry standard with regards to collections. As last year, TCCT mastermind Fritz Kaiser will hold his round table during Automobile Week, with a who's who of the classic car scene participating.

## It's not just an event, it's a mobility platform

WHEN YOU TALK to Florian Seidl, it soon becomes clear what he and Kurt Engelhorn's KUSANA are after: 'Together with the municipality of St. Moritz and our partners TCCT and RM Sotheby's we are building a platform to secure ICE (internal combustion engine) mobility for the years ahead during this week as a location for historic mobility and culture. Let's be honest, pressure is growing and the collector car community needs new future-proof venues in order to allow the continued use of their cars and to solidify their investment into collector cars. Maybe there will be just a handful of venues in the annual circus where the action and the art form automobile will manifest themselves. That's what drives my work and that of KUSANA. We are thinking ten years ahead. Every participant and every spectator supports this hobby loved by millions. Welcome to the St. Moritz Automobile Week!'

