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Ressort: Special interest

Salone Auto Torino 2026 Ready to launch

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Salone Auto Torino returns from September 11 to 13, transforming central Turin into an automotive showcase of product launches, innovation, design, and events for both the public and industry insiders. The third edition's program and featured models were presented this morning at OGR Torino.

From September 11 to 13, the show brings new carmaker models, test drives, previews, and special events to the heart of Turin.
Press conference speakers included Andrea Levy (President, Salone Auto Torino), Andrea Tronzano (Regional Minister for Budget, Finance, Economic Planning, Industrial Development, and Internationalization, Region of Piedmont), Rosanna Purchia (Culture Council Member, City of Turin), Massimiliano Cipolletta (President, Turin Chamber of Commerce), and Paola Casagrande (Vice President, Fondazione CRT). Federico Ferrero, Director of Autoappassionati, moderated the event.

47 car brands will participate in Salone Auto Torino 2026: Alfa Romeo, Automobili Lamborghini, BMW, Bontu, BYD, Changan, Chery, Citroën, Dongfeng, DS, EMC, FAWCAR, Fiat, GAC, Geely, GFG Style, GWM, Honda, Hongqi, ICAUR, Itala, Italdesign, Jeep, KGM, KIA, Lancia, Leapmotor, Lepas, Linktour, Lynk & Co, Lotus, Maserati, Mazda, Mercedes-Benz, M-Hero, OMODA JAECOO, Opel, Osca, Peugeot, Pininfarina, Porsche, RECARO Automotive, Renault, Suzuki, Tesla, X-Peng, and Zeekr.
Following two successful editions attracting over 500,000 visitors, Salone Auto Torino retains its open-air format, connecting industry, public, and region. The open-air exhibition route spans Piazza Castello, Piazzetta Reale, the Courtyard of Honor, and the Royal Museums Gardens.

Special Tributes & Exhibitions
• Automotive Excellence (Royal Museums Gardens): Showcases supercars, fine automobiles, and master-designed vehicles. Highlights include a tribute to Lancia's 120th anniversary, an homage to car design legend Marcello Gandini, a curated Ferrari display, and a tribute to the London to Brighton Veteran Car Run (organized by RACI, Historic Club Schio, and Club Saint Ambreus).
• Sergio Pininfarina Centenary (Courtyard of Honor): Pininfarina presents a special exhibition marking 100 years since Sergio Pininfarina's birth, celebrating Italian automotive design heritage.

• Lancia 120th Anniversary: Traces the brand's evolution from the Lancia Lambda to the Lancia Stratos. Highlights include the DeltONE group's Antologia Lancia Delta World Rally Champions and iconic

Redaktioneller Programmdienst:
European News Agency

Annette-Kolb-Str. 16
D-85055 Ingolstadt
Telefon: +49 (0) 841-951. 99.660
Telefax: +49 (0) 841-951. 99.661
Email: contact@european-news-agency.com
Internet: european-news-agency.com

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motorsport queens:
o Lancia Delta S4 Gr.B 1986 Martini (M. Biasion)
o Lancia 4WD Gr.A 1987 Martini (J. Kankkunen)
o Lancia 8V Gr.A 1988 Martini (M. Biasion)
o Lancia 16V Gr.A 1989 Martini (M. Biasion)
o Lancia 16V Gr.A 1990/91 Martini (M. Biasion)
o Lancia Evo Gr.A 1992 Martini (J. Kankkunen)
o Fondazione Gino Macaluso per l'Auto Storica contributes legendary Martini-liveried cars.

o Alex Fiorio Homage: Features key Lancia Deltas from his career, including Team Astra's Delta Evoluzione and Jolly Club's Delta 8V Totip, honoring the late Turin driver who won the 1987 Group N World Title and finished 2nd overall in the 1989 WRC.
o Lancia Gamma 50th Anniversary: Celebrates the 1976 Geneva Motor Show debut of the Aldo Brovarone-designed Gamma Coupé through Andrea Levy's 777 Collection, displaying all nine original color combinations.
• Marcello Gandini – A Legacy of Innovation: Curated alongside Marzia Gandini (Studio Marcello Gandini), this display marks the 60th anniversary of the Miura and 55th of the Countach. Private collectors present milestone models: Lamborghini Miura P400 SV (Fondazione Gino Macaluso).

• Ferrari Tribute (Ferrari Club Italia): Features track and road icons including 250 GT Coupé, Testarossa, 365 GT, 512 BB, 512 TR, 308 Vetroresina, F40, 400i, 550 Maranello, 599 GTO, 488 Pista Spider, SF90XX, 296 Piloti, alongside 488 Challenge and 296 Challenge race cars. Rally highlights feature two Ferrari 308 GTBs (1977 Olio Fiat and 1976 Marlboro liveries).
• London to Brighton Display: Highlights historic entrants including the 1892 Peugeot Type 3 (the first car driven in Italy), 1904 Oldsmobile Curved Dash 6C, 1902 Aster, and a 1903 single-cylinder 250 cc Peugeot Motorcycle set for the 2026 run. Additional historic vehicles include Count Emanuele Cacherano di Bricherasio's 1901 De Dion-Bouton "Vis-à-Vis".

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Redaktioneller Programmdienst:
European News Agency

Annette-Kolb-Str. 16
D-85055 Ingolstadt
Telefon: +49 (0) 841-951. 99.660
Telefax: +49 (0) 841-951. 99.661
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