

CLASSIC DRIVER

Touring Superleggera to introduce Pure Italianità at The Quail

Lead

Famous for their artistry and innovative design, Touring Superleggera is set to debut a new coachbuilt grand tourer at the Quail on August 16th that promises unbridled performance and analogue driving pleasure in the spirit of Pure Italianità.



Throughout its near-100 year history, famed coachbuilders Touring Superleggera have crafted countless models that combine the elegance, sophistication and artistry of Italian design with performance and sheer analogue driving pleasure. Now Touring are preparing to imbue a new model with this spirit of Pure Italianità at The Quail on August 16th, where Classic Driver will help share this exciting dream machine with the world as the official media partners.

We had the privilege of speaking with the Milanese team ahead of the unveiling, and we're told that Touring's latest masterpiece will represent the antidote to the overload of electrification, celebrating the joy of driving and the connection between man and machine.



Designed to evoke memories of the greatest grand tourers in history, Touring's new creation promises the design competence and meticulous craftsmanship that the coachbuilder is famed for. Inspired by nature and the white shark, this new grand tourer's carbon fibre body masterfully blends organic forms with athletic and captivating lines, making for an unmistakable sight on the roads.

As with any automotive artwork from Touring, the sky is the limit in terms of customisation, offering unlimited colour combinations to suit any taste, while the cabin is said to be a driver's sanctuary that engages the senses with the finest materials from Italy.



In celebration of 98 years of design excellence, the new model will be adorned with the original Touring logo from the 1930s. This jewel-like crest harks back to Touring's golden age, when the company solidified its reputation as one of the world's premier coachbuilders through their innovative patented Superleggera construction method and mastery of aerodynamics. Since then, the Touring legend has only grown with an unprecedented 11 outright wins at the Mille Miglia alongside Grand Prix and Le Mans victories, with this latest model marking the beginning of a new chapter for the company. We're already counting down the days until the reveal on August 16th, so be sure to stay tuned for this exciting unveiling!

Gallery

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