

# CLASSIC DRIVER

## ICONS Mallorca promises an unforgettable rally and concours experience

### Lead

Sunny coasts, wild mountain worlds, endless dream roads - from 2 to 5 October 2024, ICONS Mallorca will attract motorists to the famous Balearic Island. There are still places available!



What do you take with you for an autumn short holiday on a dream island in the Mediterranean? In the case of the ICONS Mallorca, you should plan for an automotive classic – or reserve a nice one on the island. With an international concours, exciting rallies and a charity programme, the autumn summit meeting of the upscale European classic car scene will attract visitors to Mallorca at the beginning of October. Invited are enthusiasts who have already fallen in love with the largest and most beautiful of the Balearic island - and those who are sure to become so during the four-day event.

Mallorca is so eclectic and fascinating that the island is known to its many friends and admirers as the California of Europe. Manager Magazine recently raved about the "life raft" – how apt! In fact, Mallorca has long been a place of longing for the beautiful, rich, and stylish of Europe. Queen Elisabeth "Sissi" of Austria enjoyed the excellent climate, and in the 1950s and 1960s the international jet set gathered on the island's beautiful beaches and picturesque villages. The term "Summer Hollywood" was born. Mallorca is also the island of short distances, the island of friendships, of relaxed and uncomplicated interaction with each other. The word "chilled mood" – it applies here.





The island impresses with the more than 1,000 km² Tramuntana Mountains on the west coast, which are now a UNESCO World Heritage Site. Meanwhile, the Llevant region on the east side of the island enchants with picturesque harbours, long beaches, beach clubs and the large classic sailing yachts. And then, of course, there's the fabulous atmosphere of Palma's old town, with international offerings in renowned art galleries and bodegas. Depending on your taste, you can spend your time in old fincas, modern dream villas or world-class golf resorts. Or awaken the racing driver in you on the "Circuit Mallorca" - less than 30 minutes from Palma Airport.



Aficionados, collectors, and motorists can experience all these wonderful places and aspects of the island at ICONS Mallorca - and deliberately in pleasant seclusion. The event will take place from October 2 to 5, 2024 - a wonderful time away from the hustle and bustle of the high season, with average temperatures around 23 to 26 degrees. The feedback from the scene is so positive that the organizers are already thinking about a Mallorca Car Week - because those who come to the island usually stay longer than a few days. Side events are therefore very welcome in the future.

So now to the program of ICONS Mallorca: The two-day ladies rally "La Vitesse" on the east and west coasts including the Tramuntana mountains, the tie-knot curve Sa Calobra and the award ceremony in the chic harbour of Puerto Portals promises automotive elegance in motion. A maximum of 20 teams will start here. Meanwhile, teams in every composition and cars built between 1925 and 1984 will compete in the Classic Rally "On Tour". Up to 30 teams will embark on a rally with a classic roadbook, but with a tourist appeal.





Modern performance will be celebrated at the Supersportscar and Hypercar Drive over two days with a conclusion at the specially exclusively rented "Circuit Mallorca" track in Lluçmajor with an open pit lane. No more than 10 exclusive sports cars are allowed – from the Ferrari F50 to the Lamborghini Diablo to the Porsche Carrera GT. Meanwhile, at the Beachcar meeting, iconic beach racers such as Fiat Jolly, Mini Moke, Renault R4 Plein Air and Méhari gather in their natural habitat: on the sandy beaches and harbours of the island as well as in a beach club with panoramic views of Palma Cathedral. On 3 October, the "Lareus & ICONS – Charity Night" will be held high above Palma in the Castell de Bellver for owners, collectors, jurors, connoisseurs and guests of honour. At the Mallorcan dinner, donations for charitable island projects are collected through auctions.

On Friday, October 4th, the Concours d'Elegance "The Grand" will be the highlight of ICONS Mallorca at the renowned Son Vida golf course - right next to the Castillo Hotel Son Vida, the grandiose, legendary grand hotel of the upper class. The jury for the Concours is international, including Winston Goodfellow, Lorenzo Ramaciotti and Andrea Zagato. A second "Next Generation" jury evaluates in parallel according to its own criteria. On Friday, the event is reserved for participants, and on Saturday, the public can also marvel at the numerous concours and rally classics on the harbour promenade under palm trees at Port d'Andratx. See you in Mallorca.

All information about Icons Mallorca can be found at [www.iconsmallorca.com](http://www.iconsmallorca.com). The registration deadline is September 15, 2024.

**Gallery**















































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