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TUTTO BENE announces their return with Sega Rally-style teaser!

Lead
Fresh off the roaring success of its 2024 debut, Tutto Bene is returning to Mottarone Mountain, near Lago Maggiore this September - and it's already making noise with a pixel-perfect promo video straight out of Sega Rally.



TUTTO BENE, the wildly exclusive hillclimb-meets-culturefest, created by Milanese design house BorromeodeSilva together with LA's Race Service, has carved out a lane of its own in the automotive calendar, with their first edition last year being met with immediate success. If you read about our escapades last year, when [we wrestled a €500,000 Rolls-Royce Cullinan](#) up the Mottarone mountain - you'll know this isn't your average motoring event. It's a carefully curated vibe.



For 2025, Tutto Bene is doubling down. Set once again on the sinuous Strada Borromea between Lakes Maggiore and Orta, the event will return on September 10, bringing together an invite-only cast of drivers and machinery. But for the first time, a few curated experiences will be open to the public. Think of it as a hillclimb for those who care as much about an aperitivo in the baroque gardens of Isola Bella as apex speed on one of the longest and most challenging hillclimb courses out there.



The ethos? “For Drivers, By Drivers.” The result? Two days of sun-soaked ascents on perfect tarmac, rare car sounds, and cultural reverence, where driving is less about lap times and more about connection - with the machine, the landscape, and each other.



If last year’s intimate gathering felt like discovering a secret society, this year promises to open the doors just enough to share the magic without letting it get crowded. And until you’re on the mountain yourself? [Fire up their Sega-inspired teaser and get in the zone.](#) More details and ticket info will drop soon via Tutto Bene’s official channels. Ciao for now.

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