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Sun, sea and Sergio's finest at the Pininfarina Concours

Lead

From the second to fifth of June, a Concours d'Elégance dedicated to the beautiful and flamboyant creations of Pininfarina will be held in the picturesque Italian coastal town of Alassio, in honour of the late Sergio Pininfarina's 40 years at the helm of the illustrious coachbuilder...

This is not the first concours competition we've seen held exclusively for cars designed by Pininfarina – last year's [inaugural event at the Parco Valentino Salone & Grand Premio](#) in Turin proved a success, prompting a second event to be organised for next weekend. The Concours d'Elégance Pininfarina ad Alassio kicks off on Thursday evening, with a welcome cocktail dinner in the Piazza Partigiani in Alassio, where the concours entrants will be exhibited throughout the weekend. Friday sees the jurors cast their eye over the cars, while on Saturday all entrants will be presented to the judges and the public in front of the 'Muretto' of Alassio, after a parade through the streets of the quaint seaside town. Cars set to take centre-stage range from the 458 Italia-based [Sergio concept](#) to the impossibly preety Alfa Romeo Giulietta Spider. If you happen to be in the vicinity, we'd heartily recommend making the trip to Alassio.

Photos: Pininfarina

Gallery

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