

# LA GAZZETTA DI CHOPARD



## RACING TOGETHER!

*Chopard*

THE ARTISAN OF EMOTIONS – SINCE 1860



30

PARTICIPATING  
COUNTRIES

375

COMPETING CARS

1,608

KM  
DISTANCE OF MILLE  
MIGLIA ROUTE

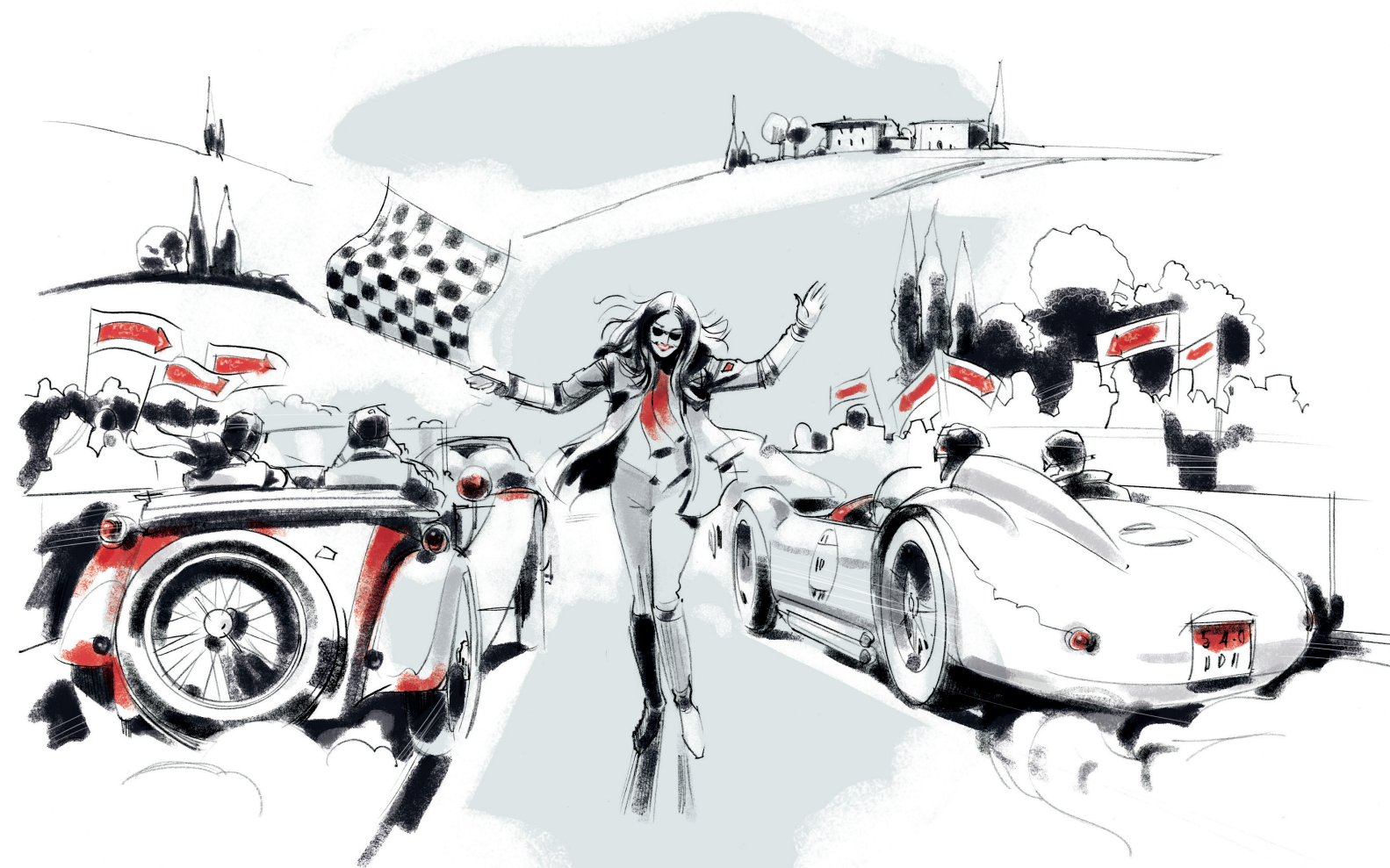
77

NUMBER OF PARTICIPANTS  
IN THE FIRST MILLE MIGLIA IN 1927

21 HOURS 5 MINS

DRIVING TIME OF  
GIUSEPPE MORANDI,  
FIRST MILLE MIGLIA WINNER

34

MILLE MIGLIA  
RACE EDITIONS

1927

FIRST EDITION  
OF THE MILLE MIGLIA

1988

CHOPARD AND  
MILLE MIGLIA'S PARTNERSHIP39<sup>TH</sup>

RE-ENACTMENT OF THE MILLE MIGLIA

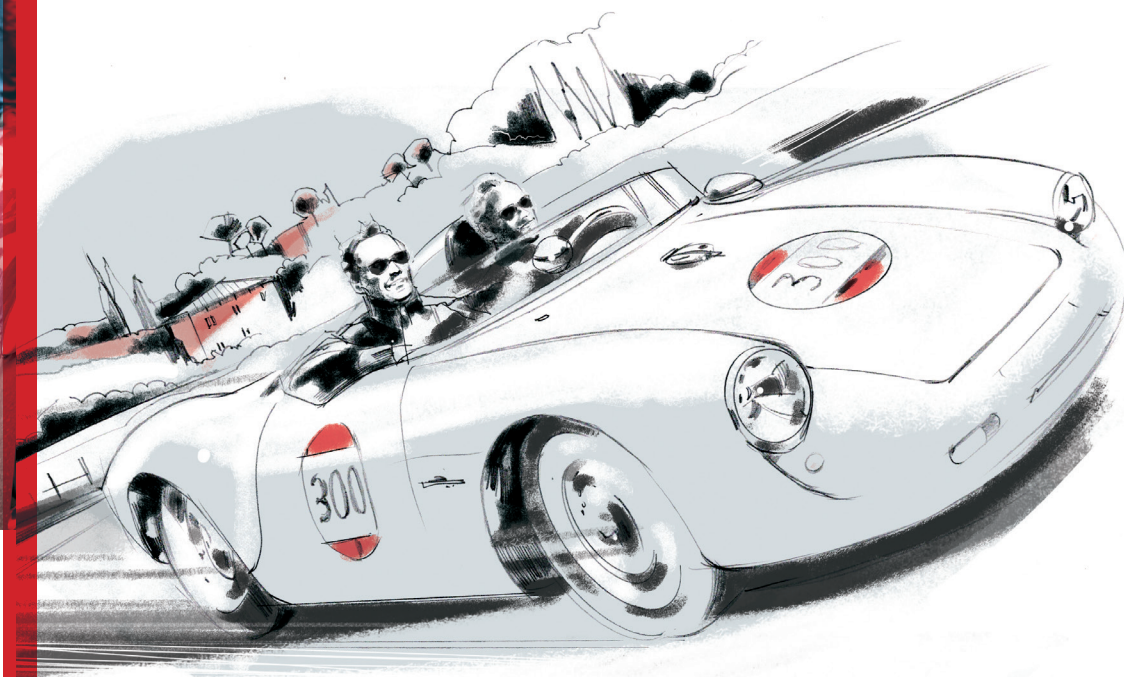
54

CAR MANUFACTURERS ON  
THE STARTING LINE IN 2021

48

HOURS  
IS THE POWER RESERVE  
OF THE MM 2021 RACE EDITION

## CELEBRATING 31,000 MAGICAL MILLE MIGLIA MILES



Looking at the Mille Miglia statistics in the spring of 2020, I was drawn to the fact that I had covered 31,000 miles purely as a result of participating in the event every year since 1989 — a greater distance than the entire circumference of the world. The Mille Miglia has thus become an annual constant for me, and something that immediately comes to mind whenever I think about the month of May.

But last year, of course, all that we had thought 'normal' in our lives was abruptly put on hold - not least for the people of Northern Italy who, in the early stages of the pandemic's arrival in Europe, were among the hardest hit by its devastating effects. It was with great pain and sorrow that we watched the situation unfold in the region, knowing that Chopard's many friends in Brescia and in the towns and villages along the Mille Miglia route were suffering to a terrible degree and that the lives of those we had become close to were endangered or, worse still, being lost. Rightly, any possibility of the event going ahead in May was quickly dismissed as attention was turned to tackling the health crisis. Remarkably, however, the organisers and the hundreds of others behind the scenes who make the Mille Miglia happen were able to re-schedule the 2020 edition to October. It attracted the support of 400 crews and went ahead smoothly, with all the relevant sanitary and social distancing rules being carefully observed. The atmosphere was perhaps muted, but the camaraderie and spirit of competition prevailed as strongly as ever.

With this year's Mille Miglia being run only a little later than usual, there is a definite feeling that some sort of normality is returning — and I can truly say that I feel the same level of excitement, anticipation and apprehension that I experienced the very first time I took part alongside the great Jacky Ickx, driving my family's distinctive 'metallic straw-

berry' 1955 Mercedes-Benz 300 SL Gullwing that we still own today. It really is a rally like no other, and one which is never the same twice thanks to subtle alterations in the route (which this year runs 'anti-clockwise', just as the original did) the unpredictable nature of the weather and, of course, the equally unpredictable nature of the old cars that lie at its heart.

There are certainties, however, and these include the fact that the Mille Miglia will always live up to its reputation as 'the most beautiful race in the world' and that, by the end of this year's 1,000 miles of hard driving, everyone will feel a huge sense of achievement and will leave Brescia with a head full of wonderful memories and a long list of new friends.

Another thing each team will leave with, of course, is an example of this year's Chopard Mille Miglia Race Edition watch engraved with their personal entry number. Chopard has been the official timekeeper of the event every year since 1988. Since then we have produced 31 Mille Miglia Race Editions, the full line-up of which can be seen on page 7. As with the rally itself, the opportunity to create a new Race Edition watch never loses its appeal and I am always delighted to see that Chopard's design team remains as enthusiastic about the project as I do. There is never a shortage of new ideas or suggestions for interesting details that make the latest model stand out, while maintaining the classic aesthetic and practical functionality that are the key ingredients of a true driver's tool watch.

With another glorious 1,000 miles up ahead, I wish all the best to my fellow competitors and to the crowds that turn out to cheer us along — whatever the weather may throw at us. Drive safely, drive well. And I look forward to seeing you back in Brescia!

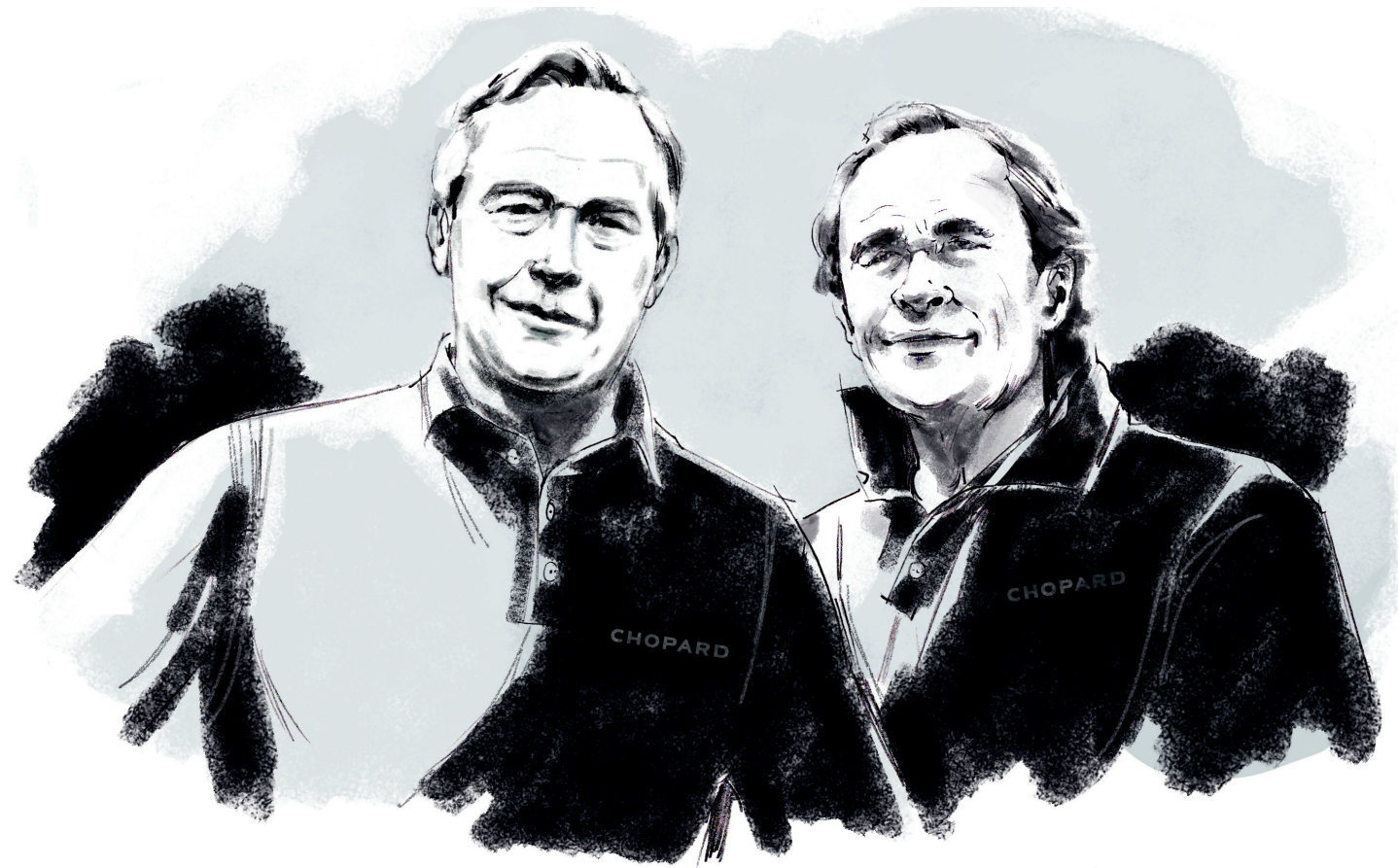
Karl-Friedrich Scheufele

Karl-Friedrich Scheufele, Chopard Co-President



# RACING TOGETHER

IT TAKES TWO TO TANGO...AND TO MAKE IT THROUGH THE MILLE MIGLIA



As Marvin Gaye and Kim Weston so rightly observed in their 1965 duet 'It Takes Two', there are many things in life that are simply better when done alongside someone else, be that a spouse, a lover or a special friend — and driving in the Mille Miglia certainly counts as one of them.

With long stages, night drives, complex routes and special sections to consider, the Mille Miglia demands a team effort that enables the driver to fully focus on negotiating the road ahead while his or her navigator keeps track of the multitude of twists, turns, switchbacks and junctions along the way.

It's a situation that requires the utmost concentration by both parties, not to mention a high level of trust and understanding. There is, after all, little time for the driver to wonder whether or not the navigator has chosen the right route, and no opportunity at all for the navigator to doubt the skill of the person behind the wheel.

The importance of this teamwork was best demonstrated during the 1955 event when the pairing of legendary British driver Stirling Moss and acclaimed motoring journalist Denis Jenkinson won the race in the scarcely believable time of 10 hours, 7 minutes and 48 seconds — equating to an average speed of 157 kph (almost 98 mph).

Only the utmost faith can enable such a situation and, while today's Mille Miglia is not contested at those eye-watering speeds, it is definitely not an event to take part in alongside the 'wrong' person.

Chopard's Co-President Karl-Friedrich Scheufele knows the importance of teaming with the correct co-driver and, during his 31 participations in the Mille Miglia, he has often competed with former Formula One star and six-time Le Mans 24 Hours winner Jacky Ickx — with whom Mr Scheufele partnered for his first Mille Miglia in 1989.

The pair have become 'fast' friends, having accompanied one another in the event more than a dozen times in a variety of Mr Scheufele's cars, including his Aston Martin Ulster, 1929 Bentley and Ferrari Monza 750 Barchetta.

Every other year, however, Ickx's seat is occupied by Mr Scheufele's wife, Christine, who is an equally big fan of the Mille Miglia and an accomplished competitor — although 2019 saw the couple's daughter, Caroline-Marie, take part alongside her father for the first time.

*"It is something I have wanted to do for years, but I had to wait until the age of 23 before either my mother or Jacky were willing to give up their place on my behalf,"* says Caroline-Marie.

*"We used the Mercedes-Benz 300 SL Gullwing in which my father and Jacky competed in the Mille Miglia more than a decade before I was born, so it was quite poignant."*

*"The love of driving classic cars is definitely something that is in the blood - and to finally experience a motoring event that is so much part of Chopard's history was a dream come true, both for me and for my father. And we didn't have a single argument!"*

Indeed, a wrong turning, a misfiring engine, a badly-timed special stage or simply getting stuck in unexpected traffic while in the close confines of a classic car's cockpit can cause tempers to fray — but even if you feel you'll never speak to one another again, there's no escaping the fact that, when it comes to the Mille Miglia, *"It takes two, baby...."*



*"The love of driving classic cars is definitely something that is in the blood."*



# THE CHOPARD MILLE MIGLIA COLLECTION

THIRTY-FOUR YEARS OF PARTNERSHIP AS WORLD SPONSOR & OFFICIAL TIMEKEEPER



# THE WATCH YOU'VE BEEN WAITING FOR

THE CHOPARD MILLE MIGLIA 2021 RACE EDITION

Part of the build-up to each new edition of the Mille Miglia is the anticipation among entrants and watch enthusiasts regarding the latest Chopard Mille Miglia Race Editions: the strictly limited-production models designed specifically to complement the event. The question on everyone's lips is: "What will this year's look like?"


Each crew is supplied with one unique example engraved with their car's race number and, during the 34 years that Chopard has been the official Mille Miglia timekeeper, 34 different Race Editions have been produced. The latest is the 2021 model that epitomises the 'form and function' ethos, with every component ranging from its crystal clear dial to its rugged pushers and invaluable tachymeter scale offering the very best in 'tool watch' aesthetics.



  
**MILLE MIGLIA 2021 RACE EDITION**  
REF. 168571-3009  
1000-PIECE STAINLESS STEEL  
LIMITED EDITION

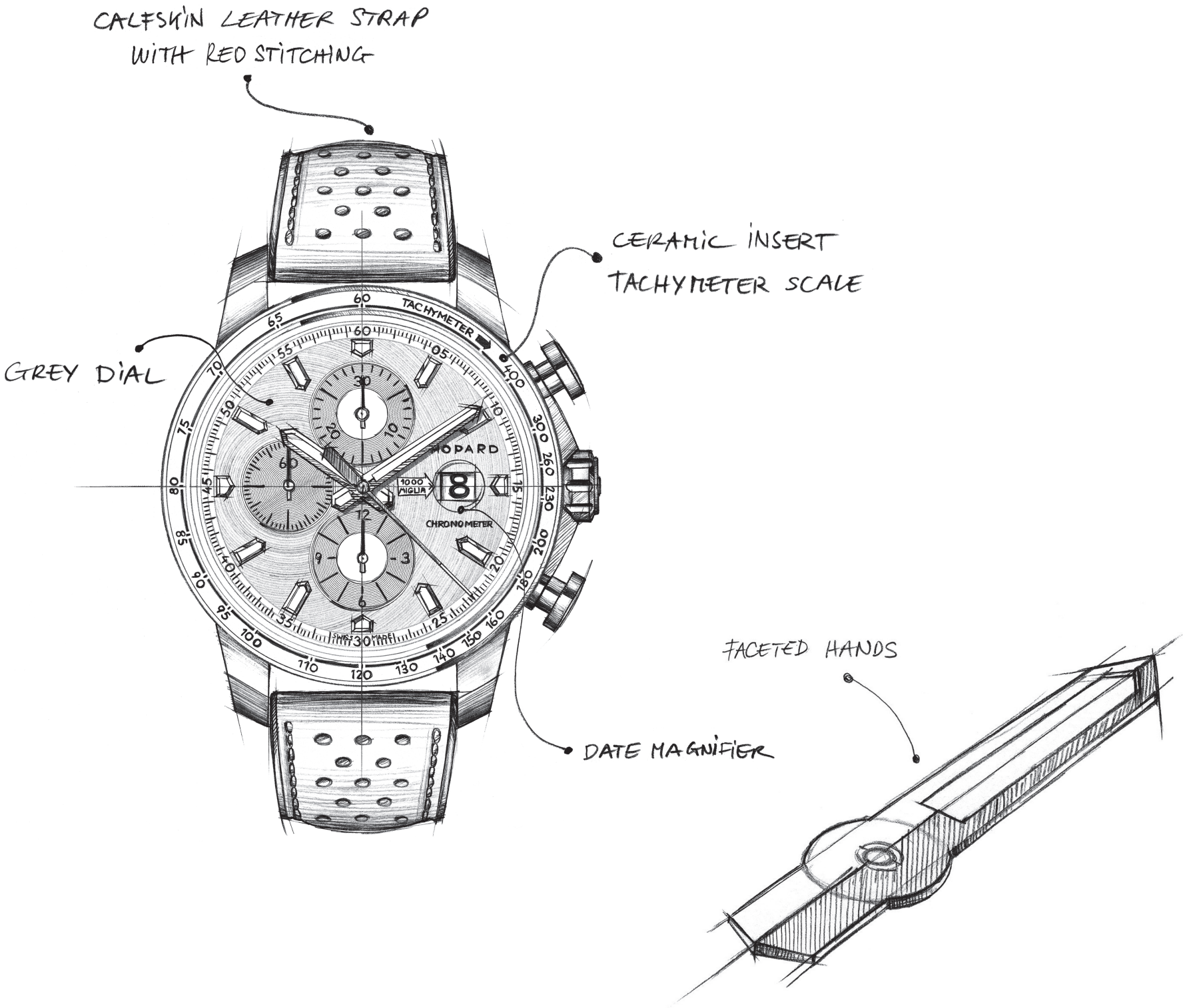
2021



  
**MILLE MIGLIA 2020 RACE EDITION**  
REF. 168571-6003  
250-PIECE STAINLESS STEEL AND ETHICAL 18K ROSE GOLD  
LIMITED EDITION

44 MM STAINLESS STEEL OR STAINLESS STEEL AND ETHICAL 18K ROSE GOLD WATCH | GREY CIRCULAR SATIN-BRUSHED DIAL CENTRED ON THE SMALL SECONDS | AUTOMATIC CHRONOGRAPH MOVEMENT | 48-HOUR POWER RESERVE | CHRONOMETER CERTIFIED (COSC) | HOURS, MINUTES AND SECONDS COUNTERS AT 6, 12 AND 9 O'CLOCK RESPECTIVELY | DATE AT 3 O'CLOCK | CASE-BACK EMBOSSED WITH MILLE MIGLIA LOGO AND CHEQUERED FLAG | WATER RESISTANT TO 100 M | BLACK CALFSKIN LEATHER STRAP WITH TONE-ON-TONE STITCHING | BLACK RUBBER LINING INSPIRED BY 1960S DUNLOP RACING TYRES





THE MILLE MIGLIA 2021 RACE EDITION

Highlighting the strength and durability of high-grade stainless steel, the Mille Miglia 2021 Race Editions are set to become 'heirloom' watches that are passed down through successive generations — doubtless alongside countless thrilling tales of the motoring exploits in which they were involved during the driving adventures of fathers, mothers, sons and daughters.

The bold, 44 mm, Mille Miglia 2021 Race Edition models are available in a 1,000-piece, all-steel version or in a 250-piece limited edition with bezels, pushers and hands made from ethical 18-carat rose gold. In either case, slate grey, satin-brushed galvanic dials complemented by sharply contrasting chapter rings and chronograph subdials with red-tipped pointers make for optimum legibility.

The three-counter set-up enables individual recording of 12-hour, 30-minute and 60-second elapsed times, while speed and distance calculations can quickly be made using the dashboard-inspired, white-lacquered markings on the black ceramic insert of the tachymeter bezel.

Comfort and a perfect fit are assured through the use of short strap lugs,

while the practical nature of the watch is further demonstrated by the fact that the self-winding movement has been independently chronometer-certified by the COSC (Official Swiss Chronometer Testing Institute) — meaning the Mille Miglia 2021 Race Edition can be depended on to provide ultra-accurate rally stage timekeeping.

Extreme legibility is further assured after dark thanks to the hands and hour-markers being generously filled with Super-LumiNova™, while the semi-instantaneous date display at the 3 o'clock position is viewed through a magnifier for enhanced readability.

As with all Chopard's Mille Miglia watches, the 2021 Race Edition's motoring pedigree is confirmed by the presence of the famous Mille Miglia red arrow on the dial, while the case back proudly bears a chequered flag design, the '1000 Miglia' logo and the inscription 'Brescia-Rome-Brescia' as a reminder of the event's celebrated, circular route.

A further automotive touch is provided by the calfskin leather strap that features a perforated design inspired by that seen on traditional driving gloves, while the lining carries the tread pattern of a 1960s Dunlop racing tyre.





# THE ORIGINS OF THE MILLE MIGLIA



For those unfamiliar with its history, the Mille Miglia race began in 1927 after the Italian Grand Prix was moved from Brescia to Monza. Incensed at the situation, a young count called Aymo Maggi and a fellow automobile enthusiast Franco Mazzotti decided to stage a road race from Brescia to Rome and back, a route which covered 1,500 kilometres — or 1,000 'Roman' miles.

That first event, which cost one lira to enter, fielded 77 cars and the winner was local Brescia driver Giuseppe Morandi, who completed the course in his OM 665S — at an average speed of less than 50 mph — in 21 hours and five minutes. The Mille Miglia subsequently became an annual event, which attracted millions of spectators at the roadsides in and around the towns and villages through which it roared.

Its most famous protagonist was Stirling Moss who, driving a Mercedes-Benz 300 SLR with the motoring journalist Denis Jenkinson as navigator, set an all-time record of 10 hours, 7 minutes and 48 seconds — equating to an

average speed of 97.96 mph. And all on often rough roads that were frequently lined with thousands of spectators leaning in for a closer look.

That was in 1957, which proved to be the last time the race was run in its original form due to fears over the safety of the event.

*In 1988, Chopard came on board as sponsor and official timekeeper.*

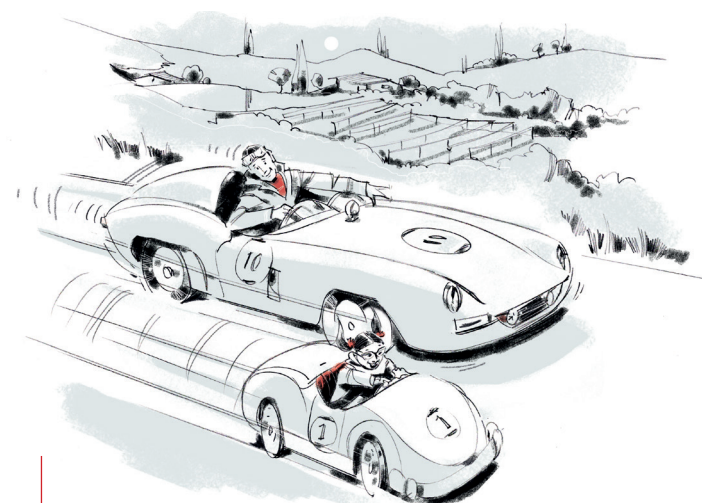
The Mille Miglia thus came to a halt until 1977 when it was revived as a historical time trial in which, rather than racing flat out, competitors were required to complete sections of the route within specific time frames.

The link with watches was obvious and, in 1988, two years after the Mille Miglia Istorica had become an annual event (and one year after Karl-Friedrich Scheufele first attended it as a spectator) Chopard came on board as sponsor and official timekeeper, a role it has retained ever since.

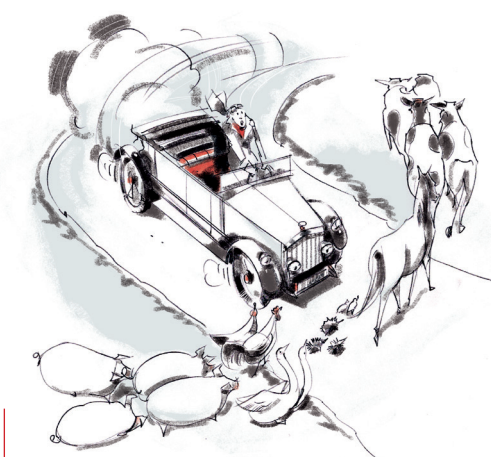
# WHAT MAKES A DRIVER NOT JUST A DRIVER BUT A GENTLEMAN DRIVER?

SIX GOLDEN RULES TO ENSURE GRACIOUS PROGRESS

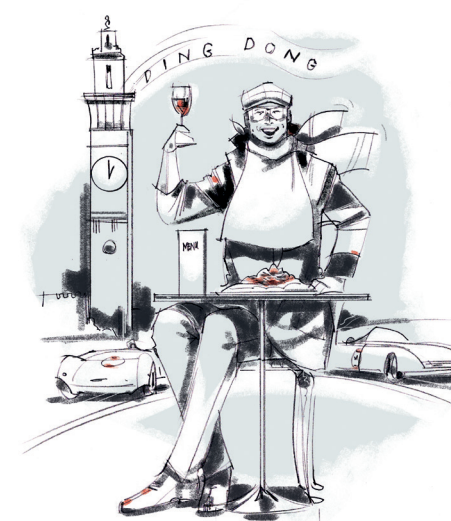
Anyone can get behind the wheel of a car and drive like hell — but the Mille Miglia requires rather more than that. This most glamorous yet gruelling of motoring events demands ingenuity, skill and stamina — but it is the competitors also exhibiting style, aplomb and good road manners who tend to excel. In other words, gentlemen drivers. Here are six ways in which to spot one.



1. **A GENTLEMAN DRIVER** never claims to be faster than anyone else (but usually is).



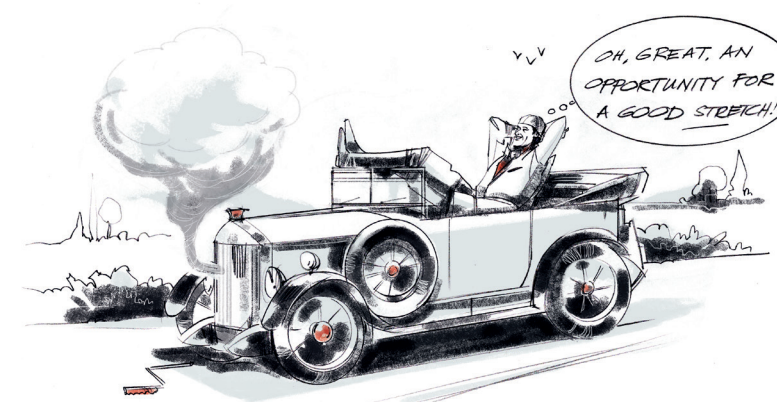
4. **A GENTLEMAN DRIVER** always slows down for horses, farm animals and hedgehogs crossing the road.



2. **A GENTLEMAN DRIVER** always aims to stop for lunch at precisely one pm. No sooner, no later.



5. **A GENTLEMAN DRIVER** can repair a fault and still keep his fingernails clean.



3. **A GENTLEMAN DRIVER** believes in the power of positive thinking to overcome imminent mechanical disaster.



6. **A GENTLEMAN DRIVER** never acts as a 'backseat driver' — even when the actual driver is plainly incompetent.



# BACK TO THE BEGINNING - THIS YEAR'S MILLE MIGLIA ROUTE

FOUR DAYS, 375 CARS, 1,000 MILES...



The original Mille Miglia in 1927 covered 1,618km, or 1,005 Roman miles. It started and finished in Brescia but took the form of a figure-of-eight circuit rather than the oval loop of today. While the route has been changed and adapted slightly over the decades, it remains remarkably close to the configuration conceived 93 years ago by the first organisers — and much of the exquisitely beautiful countryside through which the Mille Miglia still passes has changed little since the early 20<sup>th</sup> century..

As ever, this year's event will see the cars leave at one-minute intervals, oldest first, from the top of the ramp on the tree-lined Viale Venezia. With a 1.30 pm start and 375 entries, the last car will not leave until dusk is approaching, just as usual — but the 2021 Mille Miglia will feature one important difference from all previous editions of the modern day version: the route will go counter-clockwise — the opposite way from normal but exactly how the original road race was often run.

That means the cars will head off in the direction of the coastal city of Viareggio on the shores of the Tyrrhenian Sea, passing through the town of Cremona (birthplace and home of the celebrated violin maker Antonio Stradivari) before taking in Busseto and Parma en route to the challenging Cita Pass — a new addition to the Mille Miglia route. Those who successfully conquer the Cita will enjoy an easy run to Sarzana at the entrance to the Magra valley, and on to the overnight stop in Viareggio.

An early rise the following morning will see the start of the day's 350 km route to Rome, passing by Pisa (with its famous 'leaning tower) and on to the

tiny and historical hill town of Bibbona. From there, the ancient, low-lying walled city of Grosseto roughly marks the day's half-way point, after which the drivers must head further inland to find the small commune of Marta.

By now just 100 km from Rome, the cars pass through Viterbo (home of Italy's gold reserves), on through Ronciglione and finally down to the Eternal City. Day three will be the longest of all, covering around 400 km and passing right through the heart of the 'boot' of Italy with stops at the dramatic city of Orvieto — built high on a hill made from volcanic ash — and on through the Chianti wine-growing area towards the culturally-rich city of Prato.

After that, the greatest challenge and the most exciting sections of the day lie between the drivers and their overnight stop in Bologna: the narrow, twisty and demanding roads of the Futa and Raticosa passes.

A welcome rest in Emilia-Romagna's bustling and architecturally rewarding capital will set the crews up for the fourth and final day of driving that will lead them through towns including Modena — home of the great Italian car marques Ferrari and Maserati — up to the operatic centres of Mantova and Verona and on to Sirmione, where the late soprano Maria Callas kept a lakeside home.

After that, a final, 50 km blast will see the cars that survive the 2021 Mille Miglia arrive back in Brescia to receive an uproarious welcome from the crowds lining the Viale Venezia from where they set off three days — and 1,000 hard miles — earlier.





# RACE TO WIN - BUT DON'T MISS THE SIGHTS...

## THE MILLE MIGLIA FOR CULTURED GENTLEMEN



While the urge to win is undoubtedly what inspires most competitors to enter the Mille Miglia, the cultured gentleman driver is also drawn by the unrivalled opportunity to see some of Italy's most beautiful locations along the way.

Although the need to keep up with the pack and meet the event's strict timing criteria means there are few opportunities for dawdling, the well-organised crew can usually find a few moments respite in which to enjoy some of the beauty that the route has to offer.

Here are five places along the way that are worth taking a little (but not too much) time out for.

### 1. CREMONA

If you wanted to buy a stringed instrument during the 16<sup>th</sup> century, Cremona was the only place to go. Situated on the left bank of the River Po, it produced not just some but all of the era's greatest violin and cello makers, including Giuseppe Guarneri, Francesco and Vincenzo Rugeri and several members of the Amati family. Undoubtedly the city's most famous son, however, was Antonio Stradivari who is believed to have made around 960 violins (plus other instruments) before his death in 1737 at the age of 92. Such is Cremona's significance in the musical field that, in 2012, 'traditional violin craftsmanship' was declared an intangible cultural heritage by UNESCO. The town's 'Museo del Violino' can trace its roots back to 1893 and houses thousands of unique objects relating to instrument making — including original Stradivari family tools.



### 2. PARMA

The small city of Parma has so much going for it that it threatens to take distract even the most determined and competitive Mille Miglia competitor. From an opportunity to follow in the footsteps of Fabrice del Dongo, the protagonist of Stendhal's classic novel *'Charterhouse of Parma'* to the internationally acclaimed 'Parmigiano Reggiano' and 'Prosciutto di Parma' products' (both of which enjoy 'protected designation of origin' status) this delightful place is also awash with great art, beautiful architecture and fine music — all surrounded by the best the Emilia-Romagna countryside has to offer.



### 3. ROME

Italy's historic and breathtakingly beautiful capital requires little introduction, but it is often regarded as an extra special point on the Mille Miglia journey. Roughly corresponding to the half-way mark, it sees the cars arrive towards the end of the second day and, traditionally, take part in a popular parade that attracts thousands of spectators. It's a late finish for many of the crews, with a punishing early start the following morning — but thoughts of fatigue quickly slip away as the sun rises over the Eternal City, often accompanied by the site of the morning mist hovering gently across the River Tiber.



### 4. THE RATICOSA PASS

"I had just been flat-out for about six hours, and here was this wonderful little nutcase, wanting to see me go harder still!" So wrote Stirling Moss in his diary after his record-breaking Mille Miglia run in 1955, referring to the glee on co-driver Dennis Jenkinson's face as Moss pushed the mighty Mercedes-Benz 300SLR up the steep and twisting Raticosa pass. The road is legendary among those who love to drive — and not for nothing is it regularly used as the location for supercar tests, photo shoots and videos. So tight are the bends, however, that nimbleness often wins over power. But the real key is to maintain concentration. The views may be spectacular, but the road immediately ahead is what you need to watch.



### 5. MODENA

The city of Modena is so rich in heritage that it seems almost criminal to simply pass through it. As any car fan will tell you, Modena is the home of supercar brands such as Ferrari, Lamborghini, Maserati and Pagani and was, indeed, the birthplace of Enzo Ferrari himself. But aside from the engineering prowess of its people, Modena boasts a cultural past that dates back to the founding of its university in 1175, a remarkable diversity of cuisine (its balsamic vinegar is the most famous in the world) and so much exceptional architecture that its Cathedral, the Torre della Ghirlandina (its bell tower) and the Piazza Grande on which the building stands were collectively named a UNESCO World Heritage Site in 1997.



### 6. THE ALBERETA HOTEL, ERBUSCO

Those with spare time before or after the Mille Miglia could indulge themselves by heading 25 km north west of Brescia to find the exquisite 19<sup>th</sup> century Albereta hotel, an ivy-clad haven of peace and tranquility offering around a dozen luxurious rooms and suites and a range of culinary experiences to satisfy every type of foodie. No trip to the Albereta would be complete, however, without partaking of a delicious risotto in the Leonefelice Vista Lago terrace dining room that, as the name suggests, looks out over the magical and mysterious Lake Iseo — on the shores of which Pietro Riva founded his famous boat-building business at Sarnico in 1842.





# THE MILLE MIGLIA CLASSIC CHRONOGRAPH 'RATICOSA'

IT'S MORE THAN WORTH THE CLIMB

In addition to the Mille Miglia 2021 Race Edition watches, Chopard has also created a superb, vintage-look limited-edition chronograph that pays homage to one of the most celebrated driving roads not just in the Mille Miglia, not just in Italy, but in the whole of Europe: the legendary Raticosa pass.

When the late Enzo Ferrari was aiming to bring world-wide attention to his cars through competition success during the 1950s, he told his drivers: "You win the Mille Miglia at the Raticosa pass!"

The spectacularly serpentine stretch of road that snakes its way through the Apennines from Florence to Bologna and on to Tuscany and Emilia-Romagna reaches a height of almost 1,000 metres above sea level – and, being in the heart of Italy's 'supercar country', it has served as an unofficial proving ground for many of the country's greatest high-performance automobiles.

It was the record-breaking Mille Miglia run of 1955 that saw the late Sir Stirling Moss and his navigator Denis Jenkinson make arguably the most thrilling ascent of the 100 km Raticosa which, along with the Futa pass

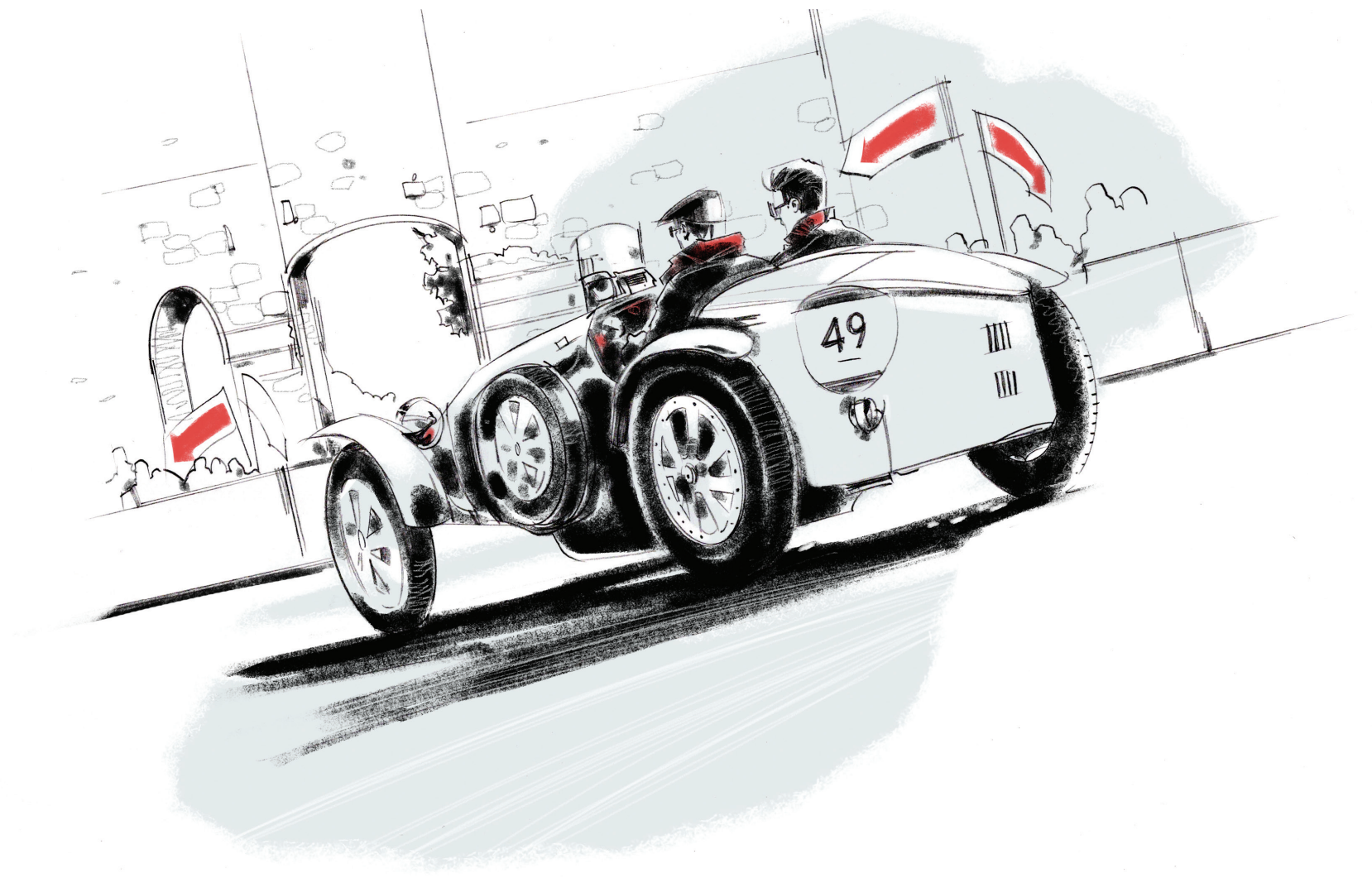


42 MM STAINLESS STEEL WATCH | VARNISHED BLACK OR OFF-WHITE MATT DIAL | AUTOMATIC CHRONOGRAPH MOVEMENT | 42-HOUR POWER RESERVE | CHRONOMETER CERTIFIED (COSC) | HOURS, MINUTES AND SECONDS COUNTERS AT 6, 9 AND 3 O'CLOCK RESPECTIVELY | DATE AT 4.30 | OPEN CASE-BACK WITH MILLE MIGLIA LOGO | WATER RESISTANT TO 50M | LIGHT BROWN CALFSKIN LEATHER STRAP WITH TONE-ON-TONE STITCHING | BLACK RUBBER LINING INSPIRED BY THE 1960S DUNLOP RACING TYRES



MILLE MIGLIA CLASSIC CHRONOGRAPH RATICOSA  
REF. 168589-3033  
500-PIECE STAINLESS STEEL LIMITED EDITION

MILLE MIGLIA CLASSIC CHRONOGRAPH RATICOSA  
REF. 168589-3034  
500-PIECE STAINLESS STEEL LIMITED EDITION



that it's connected to, remains one of the only sections of the modern-day event that can still be driven as it was all those years ago. Although trying to emulate Moss and Jenkinson's sub 60-minute time is not recommended...

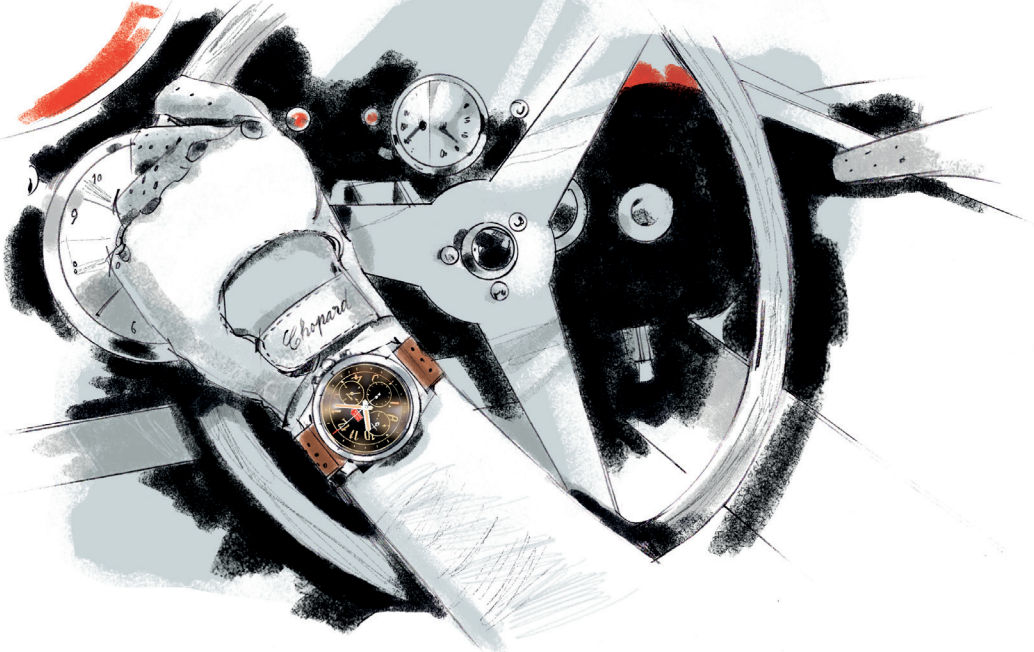
Such a special stretch of road needed to be honoured with an equally special watch – and the new Mille Miglia Classic Chronograph 'Raticosa' more than lives up to the job as the quintessential gentleman driver's timepiece.

Limited to two editions of 500 with either an off-white or varnished black dial, the 42 mm, stainless steel chronograph would not have looked out of place on Moss's wrist in 1955 thanks to the subtle, buff-coloured finish of its Arabic numerals and rhodium-plated hands which contrast perfectly with a chestnut brown calfskin strap that's perforated and lined with rubber in the pattern of a classic Dunlop tyre.

The chronometer-certified, self-winding movement drives a trio of 12-hour, 30-minute and 60-second totalisers, while a red-tipped central hand makes it easy to time starts and finishes with pinpoint accuracy.

A bold 'onion' crown and pump-style chronograph pushers complete the picture of vintage perfection from the front, while turning the watch over reveals an open caseback adorned with the '1000 Miglia' logo and bearing a 'Raticosa' inscription.

All the Mille Miglia Classic Chronograph 'Raticosa' wearer needs to add is a suitably elegant car to match it – and a deft touch on the controls in order to ensure a swift and smooth ascent...









# A VINOUS ADVENTURE

THE TWIN PASSIONS OF KARL-FRIEDRICH SCHEUEFELE



*The vines are grown in an eco-friendly, largely 'hands-off' way.*

In addition to his love of classic automobiles, Karl Friedrich-Scheufele is also passionate about fine wine and, for many years, has put his expertise in the subject to good use in the running of a retail business called Le Caveau de Bacchus with boutiques in Geneva, Gland and Gstaad.

In 2012, meanwhile, Mr Scheufele strengthened his ties with the wine world by purchasing the Château Monestier La Tour vineyard in the Dordogne region of France, carefully developing it both as a hobby and a thoughtfully-run commercial enterprise.

Like a number of historic vineyards, Monestier suffered from neglect between the wars and the label might well have sunk without trace had it not been for the efforts of the former Dutch owner, Philip de Haset-Moller, who undertook a wholesale renovation of the property and its 'terrain' in 1998, successfully re-launching wine production and returning it to a position as one of the Dordogne's leading growths.

Viticulture was first practiced on the site in 1792 and carried on under the stewardship of several noble French families until 1925, after which it passed through the hands of a series of owners before being acquired by Mr Scheufele, who quickly expanded the chateau's winemaking potential with a series of new buildings that have been attractively integrated into the existing structures built during the 17<sup>th</sup> and 19<sup>th</sup> centuries.

The vineyard is made up of 14 hectares of Merlot, Cabernet Franc, Cabernet Sauvignon and Malbec grapes for producing red wines, and 11 hectares of St Emilion, Sauvignon Blanc and Muscadelle for white.

The vines are grown in an eco-friendly, largely 'hands-off' way which has so far resulted in a combined production of around 150,000 bottles — most of which stays in France, with the bulk of the rest going to China (35 per cent), Switzerland (25 per cent) and the UK (currently around six per cent).

Naturally, the fact that the Mille Miglia runs alongside some of Italy's most renowned vineyards has not escaped Mr Scheufele and, while no one should be imbibing before they get behind the wheel, a glass of good wine after a hard day of driving challenges works wonders for relaxing the mind and body.

And to help you decide which wines to choose, Mr Scheufele has used his expertise to put together a suggested selection — some of which might just end up heading home with the Mille Miglia's more Bacchanalian competitors.

Assuming, that is, they have space in their cars to carry it...

## KARL FRIEDRICH'S MILLE MIGLIA WINE SELECTION



**BRUNELLO DI MONTALCINO 2015 RISERVA GEMINI LA SERENA DOCG BRUNELLO DI MONTALCINO**

This tiny, 8.5 hectare estate has been in the Mantengoli family for almost a century, but wine production only began in 1988. Made using 100 per cent Sangiovese grapes from vines of 20-plus years old, the wine is aged for 42 months, lending it exceptional smoothness.



**AMARONE DELLA VALPOLICELLA 2013 LA GIUVA DOCG AMARONE DELLA VALPOLICELLA**

Giulia and Valentina Malesani are sisters who built up the young La Giuva estate in Trezzolano with the help of their father, Albert. It produces wines under the Valpolicella and Amarone della Valpolicella appellations using a local method in which grapes are dried in crates before being vinified. New barrels are used for fermentation, with 24 months ageing.



**PROSECCO EXTRA DRY SETTOLE FRATELLI COLLAVO DOC TREVISO BIO**

Fratelli Collavo is run by brothers Massimo, Marco and Mauro whose father, Cesare, began cultivating five hectares of vines during the 1960s. These grapes are harvested the last week of September, only by hand in order to preserve the taste qualities of the grapes. It is a fruity Prosecco, with notes of green apples, peach and white flowers, contributing to a fairly fresh and pleasant character.



**BAROLO LA SERRA 2015 MAURO MOLINO DOCG BAROLO**

Mauro Molino returned home from military service in 1982 to work his terroir near La Morra in the heart of Barolo country. His vines produce that 'king of grapes', the Nebbiolo, and, together with his son Matteo and daughter Martina, he farms with an emphasis on sustainability to create fresh, delicate and fruity Barolo wines.



**LUGHERRA 2012 AZIENDA VITIVINICOLA CHESSA IGT ISOLA DEI NURAGHI**

The Chessa estate is located in Usini, a wine region considered the best Sardinia for its terroir and microclimate. Its wines are rich in aromas and have a very nuanced style. Made mainly from the Cagnulari grape variety, this wine is rich, with a bouquet oscillating between black and red fruits underlined by discreet woody notes and vanilla with a touch of tobacco.



**SAPAIIO 2015 PODERE SAPAIIO IGT TOSCANA**

Neighbouring Podere Sapaio in the heart of Tuscany are none other than the 'Super Tuscan' producers Tenuta San Guido and Tenuta dell'Ornellaia. Massimo Piccin began producing wine in 1999, with the Sapaio 2015 being made from a blend of Cabernet Sauvignon, Petit Verdot and Cabernet Franc grapes. Aged for 18 months in new oak barrels and further matured in the bottle, it offers a nose of vanilla and red fruits, a voluminous palate and silky tannins.





# CLASSIC RACING ACCESSORIES

FOR GENTLEMEN DRIVERS



**CLASSIC RACING BRACELET**  
**REF. 95016-0261**  
BLACK LEATHER,  
SILVER TONE & BLACK VARNISH  
WITH RUBBERISED EFFECT,  
19CM

**CLASSIC RACING BRACELET**  
**REF. 95016-0265**  
BLACK LEATHER,  
BLACK MATT PVD COATING &  
BLACK VARNISH WITH  
RUBBERISED EFFECT,  
19CM



**BRESCIA ROLLERBALL PEN**  
**REF. 95013-0392**  
BLACK CARBON FIBER BARREL,  
PALLADIUM PLATED CAP AND TRIMS

**CLASSIC RACING CUFFLINKS**  
**REF. 95014-0060**  
STAINLESS STEEL  
BLACK CARBON FIBER



**VINTAGE RACING TABLE CLOCK**  
**REF. 95020-0099**  
STAINLESS STEEL,  
PALLADIUM FINISH,  
QUARTZ MOVEMENT



**CLASSIC RACING BRACELET**  
**REF. 95016-0278**  
BLACK LEATHER,  
SILVER TONE & BLACK VARNISH  
WITH RUBBERISED EFFECT,  
38CM



**CLASSIC RACING SUNGLASSES**  
**REF. 95217-0621**  
SHINY ROSE  
GOLD METAL WITH BROWN/MIRROR  
SILVER LENSES WITH LEATHER & RUBBER



**RACING KEYRING**  
**REF. 95016-0267**  
BLACK RUBBER,  
SILVER-TONED METAL







# MILLE MIGLIA 2021 RACE EDITION

Since 1988, Chopard has been the historical partner and official timekeeper of the fabled 1000 Miglia, the world's most beautiful car race. Proudly developed and handcrafted by our Artisans, the Chronometer-certified 44 mm-diameter Mille Miglia 2021 Race Edition timepiece showcases the finest expertise and innovation cultivated within our Manufacture.

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