



Cars and Coffee srl
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Press Release n° 10

Torino, 12th July 2016

Cars and Coffee Lugano Lake 10th July 2016: that's a wrap!

Outstanding results for the first Swiss event carried out by Cars and Coffee. More than 100 hyper and super cars enchanted enthusiasts and drivers coming from all over Switzerland.

A very memorable Cars and Coffee event has just ended with a bang, achieving as many memorable results for this first half of 2016. Although the challenge has not been easy at all, **Cars and Coffee have succeeded in a big way: exporting its winning event format abroad.**

The event took place in Lugano, a land representing a great mixture between the Swiss and the Italian essences, that also has been an important starting point for an ever-increasing network in Europe and worldwide.

More than 100 super, hyper and classic cars were present at the event, and enchanted everyone with their design and deafening roar of a V8 or V12 engines.

Indeed, Switzerland, apart from being a beautiful land, has ever been considered as the home of car collectors and many of them, coming from all different cantons, joined the event driving their super and vintage cars, leaving everyone fully gobsmacked.

The day was spent following the original Cars and Coffee format event: on the morning, drivers' cars were lined-up in the square underlying the "Casinò di Campione", designed by Swiss architect Mario Botta. After the classic welcome coffee, participants were moved to the "Salone delle feste", the rooftop restaurant on the 9th floor in the Casinò, characterised by a great panoramic lake view.

Here, Francesco Canta, president of Cars and Coffee, took the floor: *"We are really excited that so many people, coming from all Europe, are greeting Cars and Coffee with great enthusiasm, even in Switzerland today. This represents a very important purpose, and also a strong motivation to hold on working hard to increasingly spread and enhance our network"*.

Among the applause of guests, he then revealed **important news about the Cars and Coffee network that will be introduced in coming weeks.**

Next it was the turn of **Ronnie Kessel** taking the floor to thank drivers and co-driver for coming. In fact, for this occasion, Cars and Coffee has been supported by **an outstanding partner**, considered as the leader team in the international Motorsport world: Kessel, Ferrari Challenge Shell Cup world champion in 2015, in the category Gt Sport Club Championship.



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Once again all the most prestigious car brands were well represented: six Ferrari 458 Speciale were present, also including the Speciale Aperta, the **LaFerrari**, the **Pagani Huayra**, the Lamborghini Huracan, together with two Murcielago (Roadster and 40th Anniversary).

Also Porsche was present with the **918 Spyder**, two iconic **Carrera GT** and the 959. Worthy of mention are the McLaren 675LT, the Fisker Karma, the Bentley GT3-R, the Alfa Romeo TZ3 Stradale and the Fiat Torpedo 2.8 Ministeriale designed in 1939.

On Sunday afternoon, an “endless” lineup of supercars, was greeted by thousands of enthusiasts, standing in front of numerous elegant boutiques and romantic red benches which characterise this wonderful landscape.

It has been a very successful season, full of amazing events and great experiences that drivers and enthusiasts will never forget: C&C Brescia in April (attended by more than 250 cars), The Cars and Coffee Rally in May (a thrilling journey through the heart of Italy) and the winning combination of “Cars and Coffee-Salone dell’Auto Parco Valentino” of June.

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