MILLE MIGLIA 2024 I #7

LA GAZZETTA DI CHOPARD



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CHOPARD RT

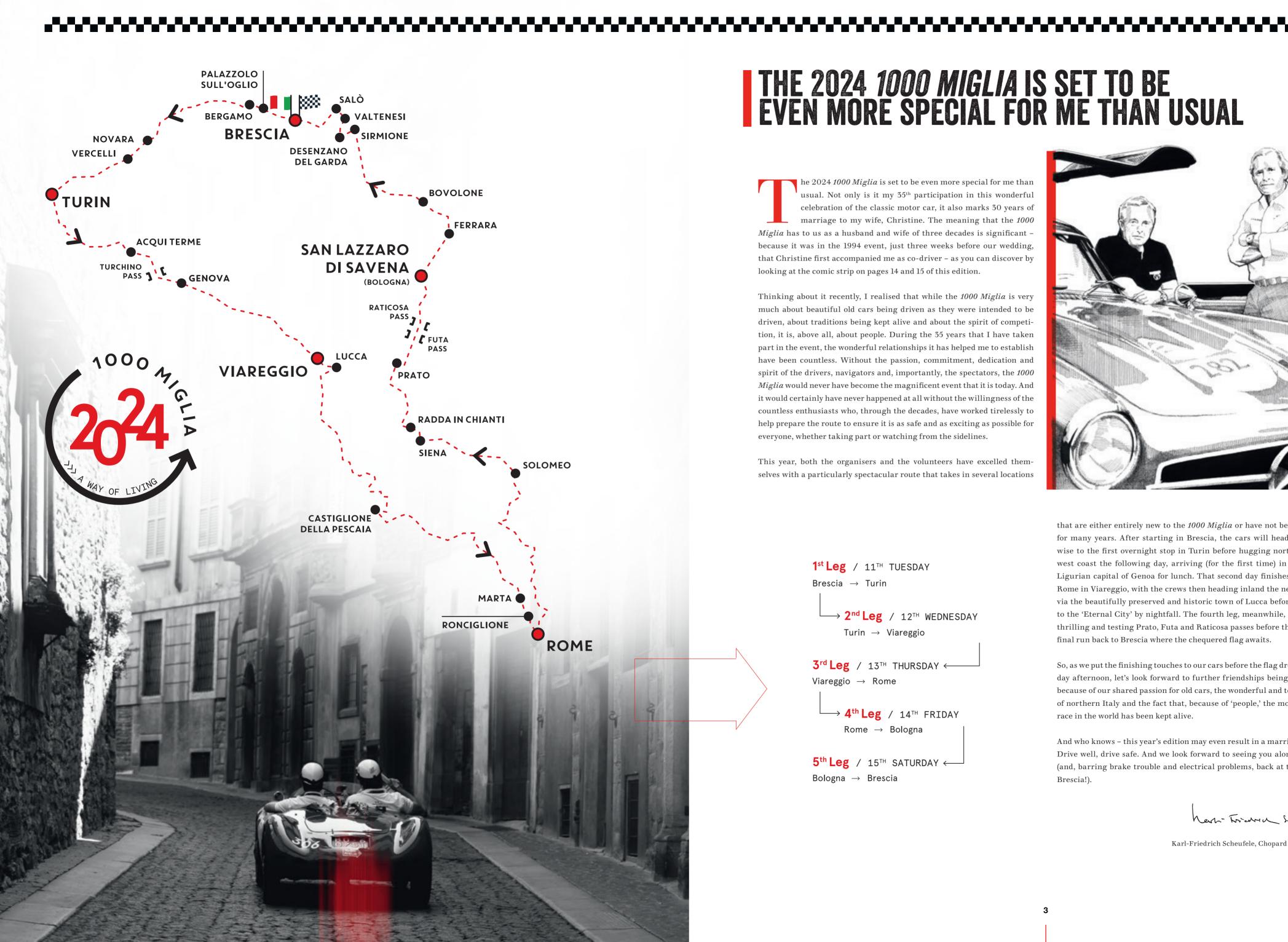
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THE ARTISAN OF EMOTIONS - SINCE 1860

MILLE MIGLIA 2024



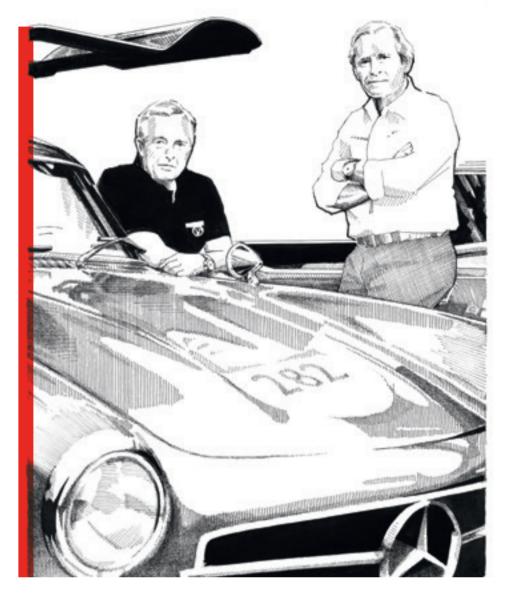
THE 2024 *1000 Miglia* is set to be even more special for me than usual

he 2024 1000 Miglia is set to be even more special for me than usual. Not only is it my 35th participation in this wonderful celebration of the classic motor car, it also marks 30 years of marriage to my wife, Christine. The meaning that the 1000 Miglia has to us as a husband and wife of three decades is significant because it was in the 1994 event, just three weeks before our wedding, that Christine first accompanied me as co-driver - as you can discover by looking at the comic strip on pages 14 and 15 of this edition.

Thinking about it recently, I realised that while the 1000 Miglia is very much about beautiful old cars being driven as they were intended to be driven, about traditions being kept alive and about the spirit of competition, it is, above all, about people. During the 35 years that I have taken part in the event, the wonderful relationships it has helped me to establish have been countless. Without the passion, commitment, dedication and spirit of the drivers, navigators and, importantly, the spectators, the 1000 Miglia would never have become the magnificent event that it is today. And it would certainly have never happened at all without the willingness of the countless enthusiasts who, through the decades, have worked tirelessly to help prepare the route to ensure it is as safe and as exciting as possible for everyone, whether taking part or watching from the sidelines.

This year, both the organisers and the volunteers have excelled themselves with a particularly spectacular route that takes in several locations

1st Leg / 11[™] TUESDAY



that are either entirely new to the 1000 Miglia or have not been part of it for many years. After starting in Brescia, the cars will head anti-clockwise to the first overnight stop in Turin before hugging northern Italy's west coast the following day, arriving (for the first time) in the vibrant Ligurian capital of Genoa for lunch. That second day finishes halfway to Rome in Viareggio, with the crews then heading inland the next morning via the beautifully preserved and historic town of Lucca before making it to the 'Eternal City' by nightfall. The fourth leg, meanwhile, takes in the thrilling and testing Prato, Futa and Raticosa passes before the next day's final run back to Brescia where the chequered flag awaits.

So, as we put the finishing touches to our cars before the flag drops on Tuesday afternoon, let's look forward to further friendships being established because of our shared passion for old cars, the wonderful and testing roads of northern Italy and the fact that, because of 'people,' the most beautiful race in the world has been kept alive.

And who knows - this year's edition may even result in a marriage or two! Drive well, drive safe. And we look forward to seeing you along the route (and, barring brake trouble and electrical problems, back at the finish in Brescia!).

harn- Trichrich Smenfele

Karl-Friedrich Scheufele, Chopard Co-President

Brescia \rightarrow Turin
2nd Leg / 12 [™] WEDNESDAY Turin → Viareggio
3rd Leg / 13 TH THURSDAY ←
Viareggio \rightarrow Rome
→ 4th Leg / 14 TH FRIDAY Rome → Bologna
5 th Leg / 15 [™] SATURDAY ←
Bologna -> Brescia

Bologna \rightarrow Brescia



THE CHOPARD 1000 MIGLIA COLLECTION

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

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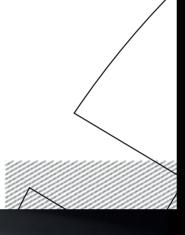




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A BLACK AND WHITE 'LA GARA' DIAL, TIMELESS SYMBOL OF THE COMPETITIVE SPIRIT MILLE MIGLIA CLASSIC CHRONOGRAPH IN LUCENT STEEL™

hopard's Mille Miglia collection welcomes a new design for the Mille Miglia Classic Chronograph model. Its 40.5 mm case in Chopard's exclusive Lucent Steel[™], made with a recycling rate of at least 80%, frames a dial inspired by the black and white chequered flag marking the arrival of a motor-race winner. Symbolising the competitive spirit, this dial is called 'La Gara', the Italian word for race. It is topped by a superb 'glass box' crystal ensuring optimal opening onto the dial and hence maximum legibility. Competitive spirit and sense of camaraderie; energy and dynamism; speed and style: such are the attributes epitomising Italy's celebrated 1000 Miglia Italian classic car race that Chopard has been annually expressing for the past 36 years through the watches of the Mille Miglia collection. The new 2024 model is no exception to this philosophy.







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MILLE MIGLIA CLASSIC CHRONOGRAPH IN LUCENT STEEL™ WITH LA "GARA" DIAL REF. 168619-3005

BLACK "LA GARA" DIAL | AUTOMATIC CHRONOGRAPH MOVEMENT | 54-HOUR POWER RESERVE | CHRONOMETER CERTIFIED (COSC) | HOURS, MINUTES AND SMALL SECONDS COUNTERS AT 6, 9, 3 O'CLOCK RESPECTIVELY | DATE BETWEEN 4 AND 5 O'CLOCK | CASE-BACK EMBOSSED WITH THE 1000 MIGLIA LOGO | WATER RESISTANT TO 50 M | BLACK PERFORATED CALSKIN STRAP

A "LA GARA" DIAL INSPIRED BY A SYMBOL OF MOTOR-RACING VICTORY AND OFFERING PERFECT READABILITY APPRECIATED BY ATHLETES

Karl-Friedrich Scheufele envisioned a two-tone dial with a circular satin-finish silver-toned base, punctuated by snailed black counters. Named 'La Gara' (the red-tipped both for practical and aesthetic purposes - as well as to complement Italian term for the race or the competition), this dial picks up the colours of the chequered flag waved at the end of a motor race to salute the first car crossing the finishing line. The three black counters, as well as the shape of the hands and Arabic numerals are also nods to the characteristic design of collector's car dashboards.

The minutes track and tachymeter scale - essential elements in m king speed and distance calculations – are both prominent, while the dial markings along

Preserving strong cues from the automotive world, and inspired by race cars, with the hours and minutes hands are coated with white Grade XI Super-Luminova® to ensure a high degree of legibility. The central sweep-seconds hand is the famous red '1000 Miglia' logo applied to each dial.

> A true exercise in 'practical beauty', the dial is protected by a deep, glass-box sapphire crystal secured by a slim bezel. Watch glasses of this type procure an obvious aesthetic advantage by giving the dial a sense of perspective. They serve to maximise the depth of the dial opening, as light pours in from above as well as from the sides, creating exquisite shimmering effects.



MILLE MIGLIA 2024

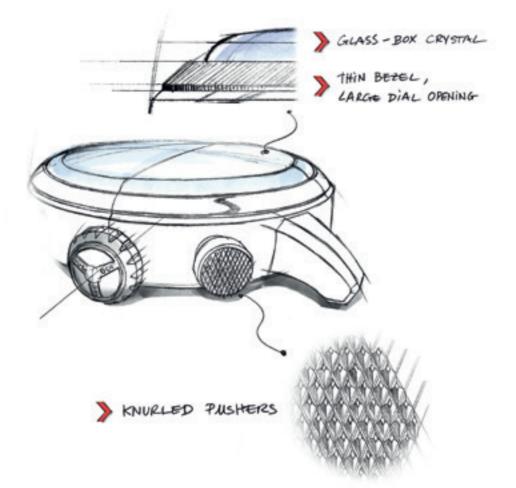
A WATCH 'ENGINE' WITH CERTIFIED PRECISION

The back of the watch is fitted with a sapphire crystal affording a view of the self-winding chronograph movement certified by the Official Swiss Chronometer Testing Institute and endowed with a 54-hour power reserve.

A competitive driver himself, Karl-Friedrich Scheufele recognises the importance of being equipped with an accurate chronograph while taking part in events such as the *1000 Miglia*, where a few fractions of a second can mean the difference between success or failure in a timed stage.

During the heat of competition, racers will appreciate the 4 Hz frequency of the movement, the stop-second function, a tachymeter scale as well as the layout of the three 12-hour, 30-minute and small seconds subdials.

This model is clearly intended for drivers seeking to surpass themselves – much in the spirit of the Maison's legendary ambassadors Jacky Ickx and Romain Dumas.

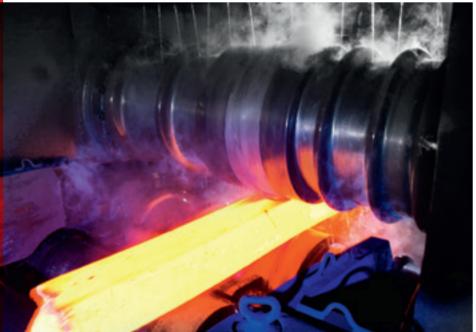


MADE FROM LUCENT STEEL™

Made from Lucent Steel[™], this 'bodywork' features all the characteristics associated with Chopard's exclusive alloy that took a full four years to develop. Named after its luminous, gently reflective appearance that gives it an almost incandescent shimmer, Lucent Steel[™] is not only of surgical quality and naturally anti-allergenic –



ensuring it is dermo-compatible and pleasant to wear – as well as 50% harder than conventional steel – making it more than capable of handling the knocks, bumps and scrapes of competitive driving. Lucent Steel[™] is responsibly made with a recycling rate of at least 80%.





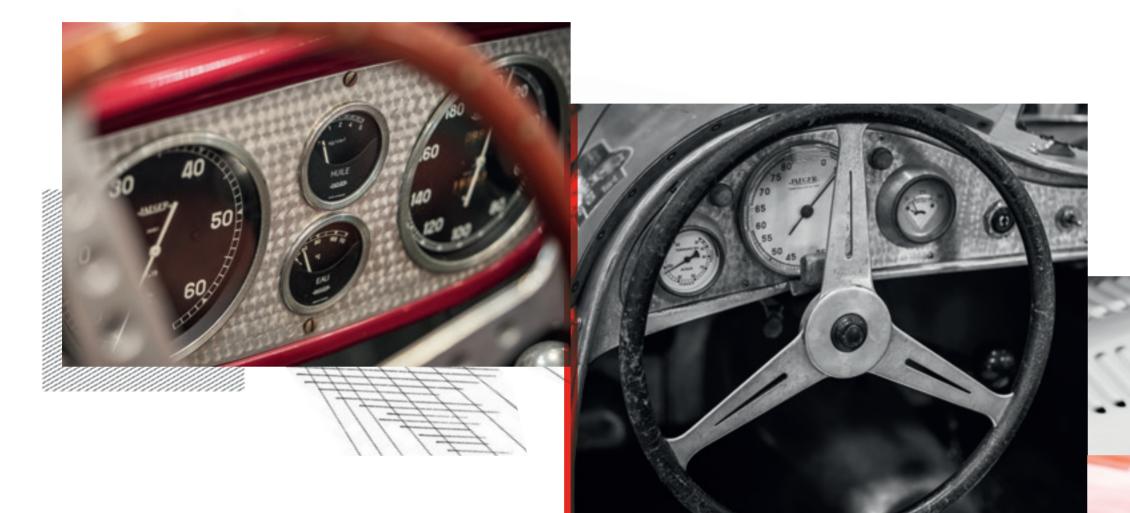
MILLE MIGLIA CHOPARD WEBSITE





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THE PART OF A CAR THAT A DRIVER LOOKS At more than any other?



classic car, the bodywork its clothing and the sound of the a car that a driver looks at more than any other?

Throughout the 1000 Miglia, competitors rely on the dashboard and its array of gauges to ensure their car's engine is in a healthy state - i.e., running at the right temperature, with its oil pressure at the correct level, its electrical system charging as it should and its fuel supply plentiful.

The speedometer is vital both for ensuring a driver is 'on the pace' and also for maintaining the optimum rate during 'special stages'. For its part, the rev counter or 'tachometer', gives a visual indication to dashboards of old seem all the more attractive with their arrays of at one with their car knows whether or not it is 'happy' simply by the 'Fuel', 'Temp', 'Oil Press' and so on. way it sounds...).

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992

But where did the word 'dashboard' come from, and how did it evolve?

In fact, the term 'dash-board' dates back to the mid-19th century, more than 40 years before the first motor car. At the time, it was used to describe the wooden panel at the front of a horse-drawn sleigh that stopped mud and slush being flicked up onto the driver by horses' trimmed in leather, those of the functional 1000 Miglia racers were hooves.

The name also described a similar component fitted to horse-drawn carriages, with the same type of 'dash-boards' being used to keep oil and road dirt off the occupants of the very first motor cars when they had open bodywork and exposed engines.

ost people would agree that the engine is the heart of a As car design rapidly progressed, the area in front of the steering wheel grew taller as it became integral to the bodywork and came to be known L exhaust its voice. But what about the dashboard, the part of 🛛 as the 'bulkhead', with the by then un-hyphenated 'dashboard' coming to serve as the logical place to mount instruments.

> Inevitably, form followed function and designers began to make dashboards a focal point, with the shape, style and layout of the various instruments often reflecting the prevailing styles of the era, from the art deco of the 1920s to the jet age of the '50s and the more funky looks of the '60s and '70s, when sports car rev counters and speedos were often highlighted with striking red, yellow or orange details.

In today's touch-screen age, the often aesthetically beautiful prevent over-revving or straining the engine (although anyone who is toggle switches and graphics-rich instruments with titles such as

> This is an aspect of beauty that has not been lost on Chopard, which has drawn inspiration for its Mille Miglia watches both from the look and detail of such instruments and from the dashboards of the types of cars that typically compete in the legendary event.

> While many cars had dashboards adorned with elaborate veneers or often made simply from metal, painted in the same colour as the bodywork - colours that Chopard has adopted for the dials of some of its Mille Miglia Classic Chronographs.

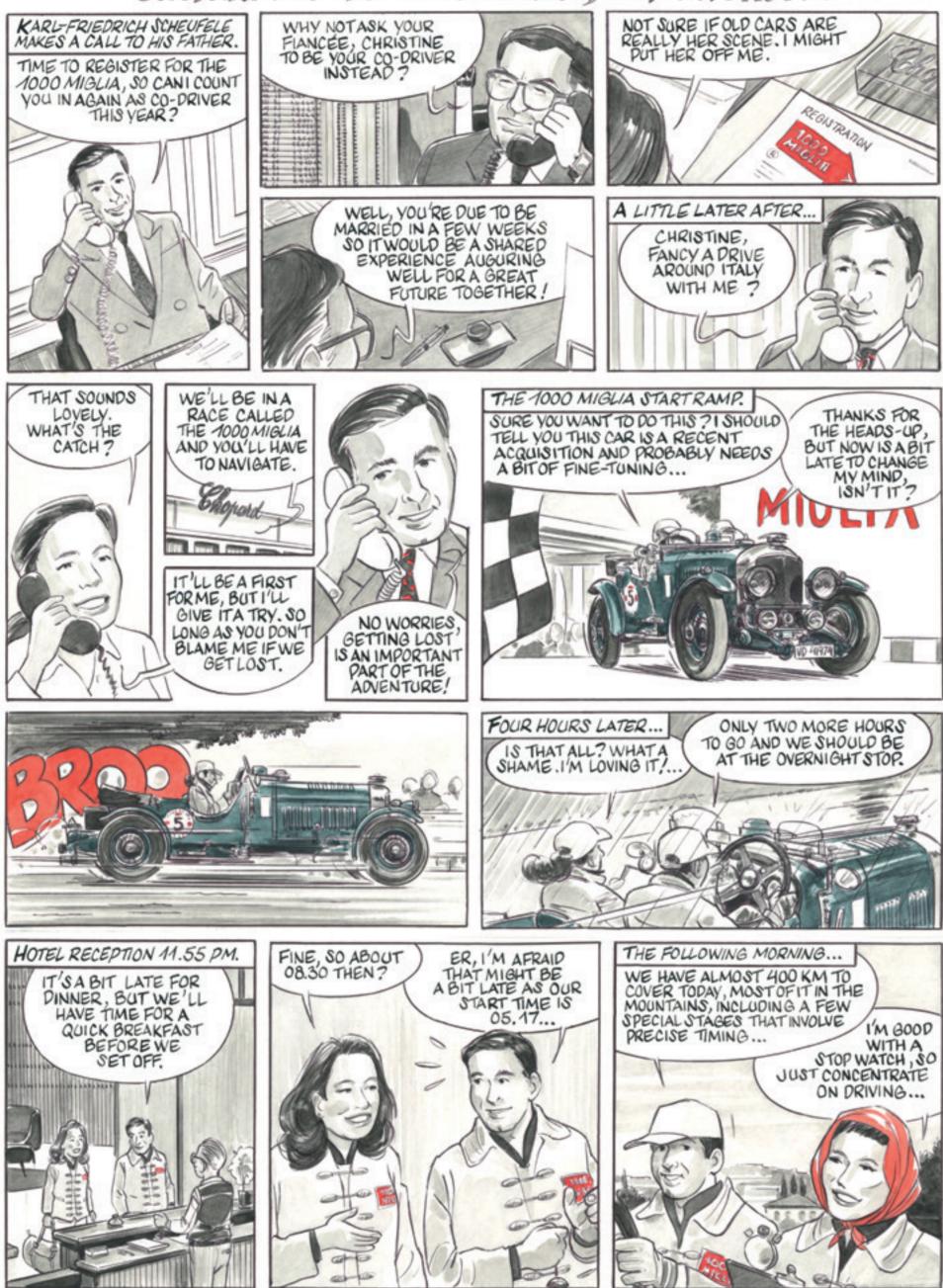
Is there one to match your car?

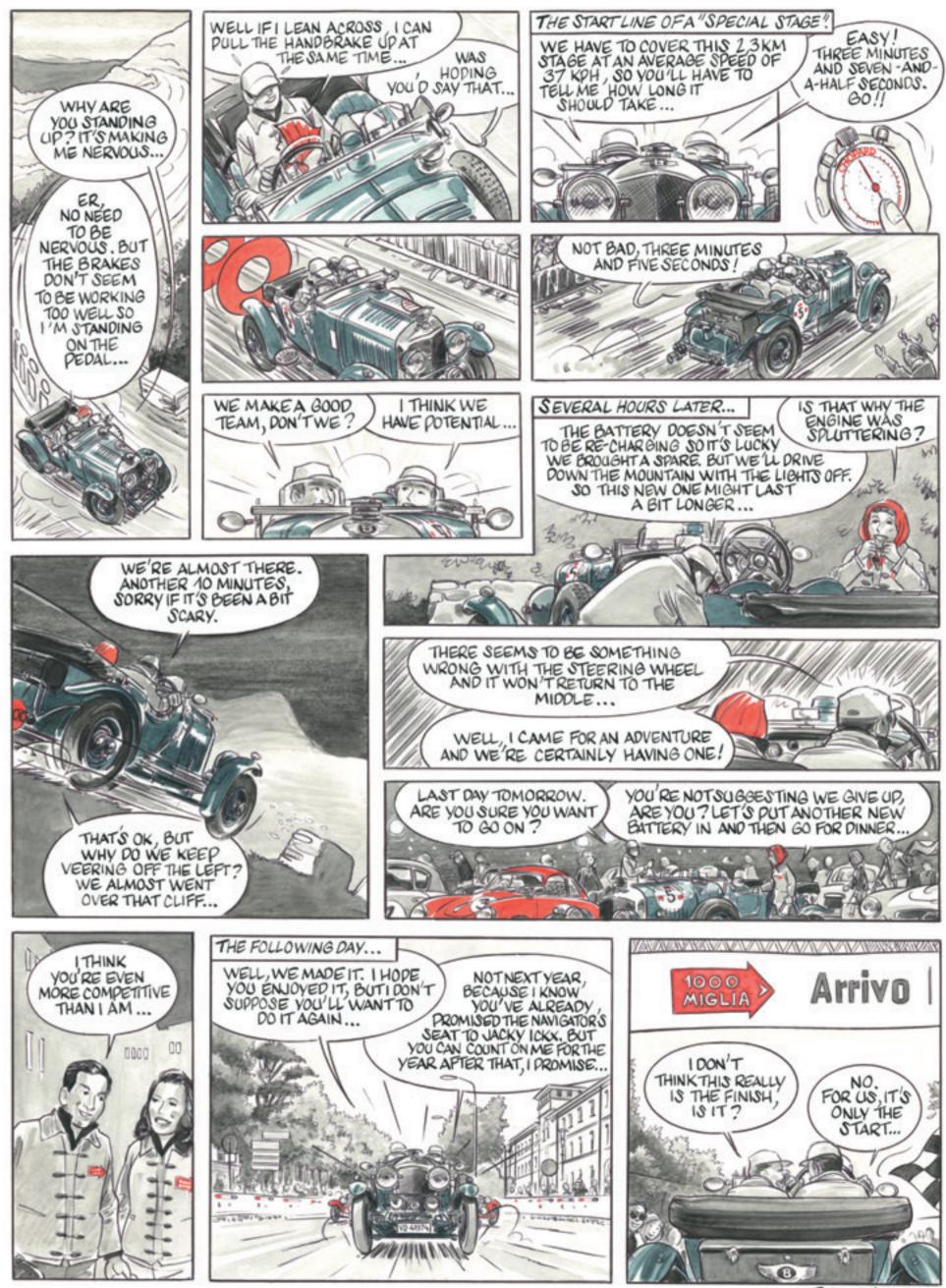










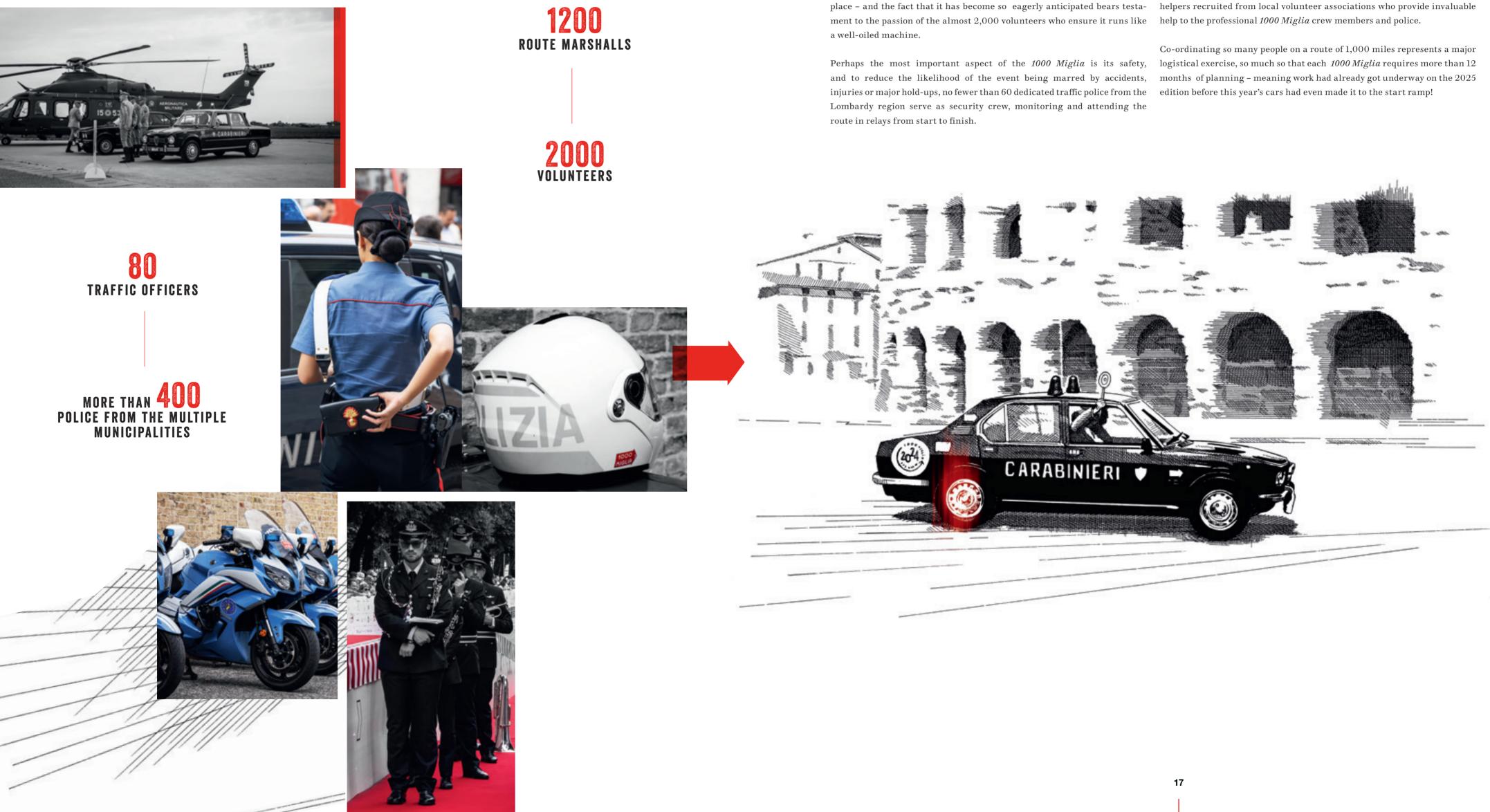


7-DELVAUX -





THE 1000 MIGLIA. IT'S A PEOPLE THING...



that compete.

It goes without saying that without people, this key happening in the annual classic motoring calendar would never have got off the start line in the first

s Karl-Friedrich Scheufele highlights in his introductory In addition, a further 20 traffic officers from Lazio marshal the always letter to this year's Gazzetta di Chopard, the 1000 Miglia is hectic entry into Rome in advance of the cars being displayed for the public, as much about the people involved in it as it is about the cars while more than 300 police from the multiple municipalities through which 1000 Miglia passes work tirelessly to ensure a smooth passage for the cars more than 400 of which have been accepted for this year's edition.

On top of that, we need to add around 1,200 route marshalls and a further 200



EVERY MILE HAS ITS CHALLENGES

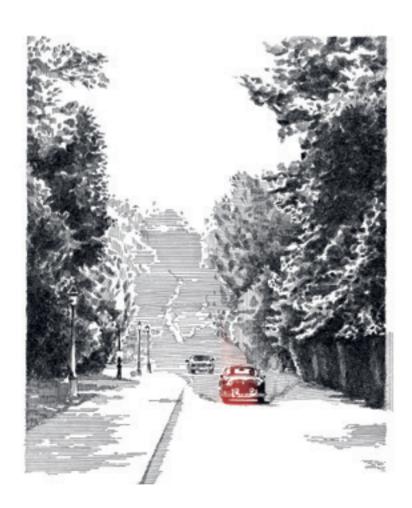
mile event demands total concentration and physical resilience on behalf of the crews and - as far as the cars are concerned - sufficient mechanical durability to be driven hard for hours on end while remaining reliable.

here is no part of the *1000 Miglia* that could be But while every mile has its challenges, some stretches described as 'easy', not least because the 1,000- of the course have proved to be exceptionally demanding over the years.

Here are five historic sections that will be remembered for being famously testing.



THE BRESCIA START. Setting off from the start ramp was one of the tensest moments of the original 1000 Miglia for many drivers. The more highly-tuned cars needed substantial revs to pull away cleanly, and a stall could instantly lose valuable seconds - but while the aim was always to get away as fast as possible, progress was often hindered by the vast crowds swarming around the Viale Venezia.



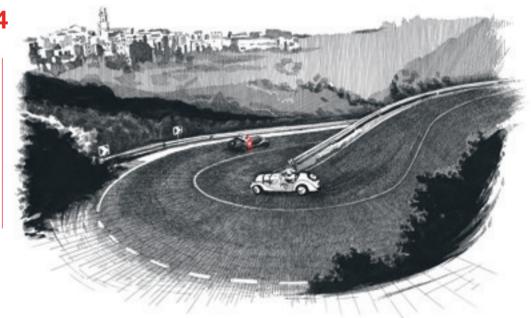
VERONA TO VICENZA. Not far out from Brescia, crews would quickly reach what was one of the fastest and most terrifying sections of the course, that from Verona to Vicenza. Although covering a distance of little more than 50 kilometres/30 miles, it was taken more or less flat-out all the way – which, in the case of the most powerful cars, meant speeds of up to 270 kph /170 mph.

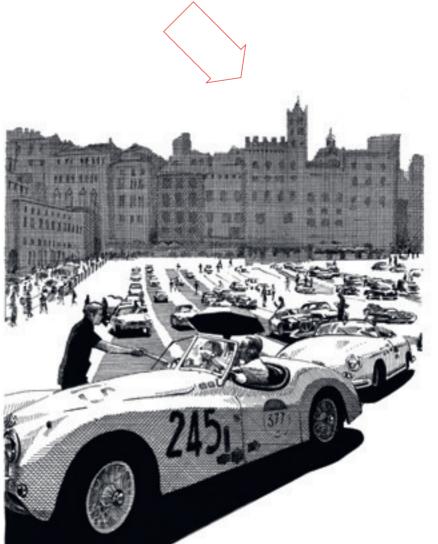


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ROME TO FLORENCE. Part of the 1950s route often took cars from Rome to Florence, a section that proved especially arduous because the roads used had barely any straights - but drivers of the faster cars needed to be able to maintain an average speed of around 100 mph in order to be in with any chance of success.

FLORENCE TO BOLOGNA. No sooner had crews recovered from the challenge of negotiating the fast roads to Bologna than they were faced with crossing the heart of the Appenine mountains by way of two of Italy's most notorious passes - the Futa and the Raticosa (which was celebrated in 2021 with a limited edition Chopard Mille Miglia watch). The Futa runs for an exhausting 58 km/36 miles and rises to a height of more than 900 metres. The Raticosa is shorter at 12.9 km/8 miles, but reaches a height of 968 metres.





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LA CITTA ALTA, BERGAMO. In the days of the original 1000 Miglia, crews had to stop at points along the circuit to have their time cards stamped in order to prove they had followed the correct route without taking short-cuts. The modern event incorporates a series of difficult time trials, in which drivers must pass between two control points within a strict time and precise frame. One of the most challenging of such trials at this year's event will be staged at La Città Alta – making it a good spot for spectators.

MILLE MIGLIA 2024

THE *1000 MIGLIA* - IT CAN BE A LONG AND WINE-DING ROAD...



mong the many delights of competing in the 1000 Miglia is the one of the true delights of taking part in the 1000 Miglia lies in discovering the often stunning countryside through which it passes. Indeed, all but the most victory-focused crews might find it difficult not to become distracted from the job in hand by the sights, sounds Just don't forget to make those checkpoints on time..... and smells encountered en route.

So, if you happen to be a *1000 Miglia* competitor who is not so much 'in it to win it' as to enjoy a truly epic drive with time set aside for a spot of shopping, here are a few of the truly spectacular wines you might be able pick-up along the way - as selected by lifelong oenophile Karl-Friedrich Scheufele.

And for any wine lover, among the greatest distractions of all are the numerous, often historic vineyards which are to be seen regularly along the way.



"Always remember, - don't drink and drive!"

KARL-FRIEDRICH SCHEUFELE'S 1000 MIGLIA WINE SELECTION

LE ROCCHETTE 2019 TENUTA OLIM BAUDA D.O.C.G. BARBERA D'ASTI SUPERIORE

The nose is fine, complex and intense. Notes of ripe fruit, plum, cocoa and spices. Dense and well-balanced on the palate. Fine tannins provide an elegant structure.



CASE DI TERRA 2022 CANTINE POLITI I.G.T. MARCHE ROSSO

The nose is characterised by notes of wild berries, evolving into a subtle spicy bouquet. Pleasantly round on the palate, with well-balanced, mellow tannins and a spicy, aromatic character.



AMARONE DELLA VALPOLICELLA 2018 VIVIANI D.O.C.G. AMARONE DELLA VALPOLICELLA

An opulent, full-bodied, intense and elegant wine. It offers typical aromas of ripe grapes, with hints of aromatic herbs and wild flowers, underpinned with a lovely thrust.



PERSIERA 2018 AZIENDA AGRICOLA SARA VEZZA D.O.C.G. BAROLO

An intense, elegant bouquet, with notes of red berries, spice and chocolate enhanced with a hint of balsamic. Red berry aromas mingle with spicy and tobacco notes on the palate. Refined tannins offering an elegant finish with excellent depth.



DON VINCENZO 2016 FATTORIA CASALOSTE I.G.T. TOSCANA

A wine with great personality, featuring a bouquet expressing deep notes of berries, plum, balsamic spice, sweet tobacco, cocoa and roasted coffee. Complex on the palate, with a dense, lingering tannic texture.



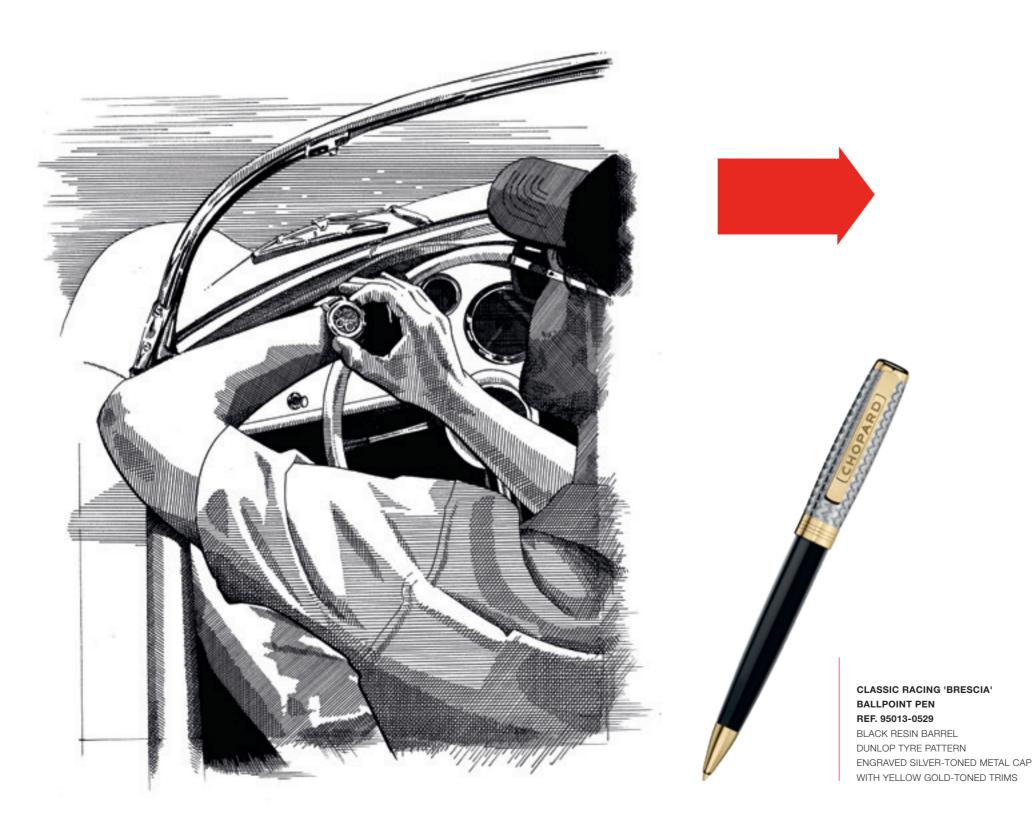


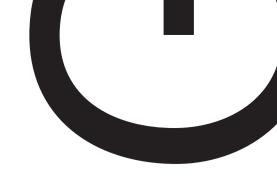
CLASSIC RACING ACCESSORIES



CLASSIC RACING BRACELET REF. @95016-0315 NAVY BLUE LAMBSKIN SILVER-TONED METAL WITH TYRE PATTERN ENGRAVED CLOSURE S: 19 CM / M: 21 CM

CLASSIC RACING BRACELET REF. @95016-0317 BLACK LAMBSKIN ANTIQUE GOLD-TONED METAL WITH TYRE PATTERN ENGRAVED CLOSURE S: 19 CM / M: 21 CM



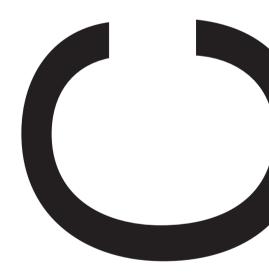




CLASSIC RACING SUNGLASSES REF. 95217-0755 SHINY BACHELITE FRAME SMOKE POLARISED LENSES WITH DARK CARBON FIBRE INSERT LENSES: 65 MM / TEMPLE: 145 MM



CLASSIC RACING TABLE CLOCK REF. 95020-0140 QUARTZ MOVEMENT SILVER & YELLOW GOLD-TONED CASE 'GRIGIO-BLU' DIAL GMT COMPLICATION Ø 8,4 CM







CLASSIC RACING **ROTATING STEERING** SILVER & YELLOW GOLD-TONED WITH 'GRIGIO-BLU' INLAY







Since 1988, Chopard has been world partner and official timekeeper of the legendary 1000 Miglia, the world's most beautiful car race. As the ultimate embodiment of our passion

for endurance rallies and the competitive spirit, this 40,5-mm diameter model combines a sporty design with chronometer-certified precision. Proudly developed and handcrafted by our Artisans, this exceptional timepiece showcases the finest expertise and innovation cultivated within our Manufacture.



THE ARTISAN OF EMOTIONS - SINCE 1860