LA GAZZETTA DI CHOPARD

SURPASSING ONESSELF

Chopard

THE ARTISAN OF EMOTIONS – SINCE 1860
This year will mark my 34th consecutive participation in the 1000 Miglia, and the fact that I am looking forward to it with as much excitement and trepidation today as I did the very first time I took to the start ramp with Jacky Ickx by my side in 1989, speaks volumes for the enduring appeal of what they call ‘the most beautiful race in the world’.

These days, of course, the 1000 Miglia is not a ‘race’ as it originally was, but a rally that challenges drivers and navigators to complete the course within a very specific time frame – the crucial timing element being one of the things that makes the event such a perfect fit with Chopard.

But crews have a whole lot more to contend with than just getting from A to B punctually because, while the 1000 Miglia is no longer a contest of outright speed, it is still very much one of endurance, tactics, driving skill and determination.

Competitors must be able to handle their beautiful old cars with a degree of gusto tempered by a good deal of mechanical sympathy; to be prepared for the best and worst of weather; to be capable of carrying out roadside repairs – and to be willing to spend several long, hard days behind the wheel.

It is for all these reasons that, no matter how many times one takes part in the 1000 Miglia, no two editions are the same and there is never any guarantee of achieving a successful finish.

Adding to the uncertainty that makes the event so thrilling and addictive is the fact that the organisers never cease in their efforts to truly challenge the crews.

In 2021, for example, an anti-clockwise route which had been used in some of the original races was temporarily re-instated – and this year, for the first time, the 1000 Miglia will be run over five days rather than four and across a distance of 2,000 kilometres-plus (so a little more than the original ‘1,000 Roman miles’ from which the event gets its name).

As ever, it will require truly heroic efforts on behalf of both drivers and their trusty navigators – especially in the case of teams taking part in some of the oldest cars (such as the magnificent 1929 Itala) or those with the smallest engines, which this year includes a brace of 750cc Zagatos, a trio of tiny Topolinos and the Fiat 1100ES that will be part of ‘Team Chopard’.

My co-driver and I will meanwhile campaign with the Mercedes-Benz 300 SL ‘Gullwing’ that has been in my family for around 40 years and which I drove when I made my 1000 Miglia debut back in 1989. It has since taken me swiftly and faithfully around the course, and I feel I can truly count on it. But who knows…

So all the very best to everyone taking part – and here’s hoping we see you not just at the start, but at the finish, too!

Karl-Friedrich Scheufele, Chopard Co-President
THE CHOPARD MILLE MIGLIA COLLECTION
THIRTY-SIX YEARS OF PARTNERSHIP AS WORLD SPONSOR & OFFICIAL TIMEKEEPER
Chopard’s Mille Miglia collection welcomes a new design with the Mille Miglia Classic Chronograph model. It adopts a 40.5 mm case made from Chopard’s exclusive Lucent Steel™; an ultra-legible dial in a selection of colours inspired by automotive bodywork; and a superb ‘glass box’ crystal for a magnificently retro look. Competitive spirit and a sense of camaraderie; energy and dynamism; speed and style: such are the attributes epitomising Italy’s celebrated 1000 Miglia Italian classic car race and that Chopard has been annually expressing for the past 35 years through the watches of the Mille Miglia collection. The new 2023 model is no exception to this philosophy.

One especially significant change from previous editions can be seen in the construction of the case: smaller and thus more aligned with the aesthetic of the historical cars competing in the 1000 Miglia. With its 40.5 mm diameter, the watch is also less intrusive when driving, while looking just as good with evening wear as it does with a race suit.

The bezels, crowns and pushers of the three Lucent Steel™ models are in this same material, while those of the two-toned model are made from Ethical 18-carat yellow gold. Moreover, the pushers are knurled to create a motif recalling brake pedals, while the crown features more notches to enhance the grip. On either end of the case, the lugs are welded – a token of fine craftsmanship sure to be appreciated by devotees of meticulous watchmaking. Finally, the pin buckle has been redesigned compared with previous models, picking up the play on polished/satin-brushed finishes featured on the case.
The Mille Miglia Classic Chronograph model featuring a Nero Corsa dial is teamed with a rubber strap bearing a distinctive pattern based on the tread of 1960s Dunlop racing tyres, while its moisture-wicking lining recalls the black streaks typically left on road surfaces by cars being pushed to their limits.

The other three models are fitted with rich brown calf skin leather straps evoking traditional driving gloves. All four are secured by buckles made from Lucent Steel™.

In presenting these new creations, Karl-Friedrich Scheufele said: “For me, this new Classic Chronograph represents the most accomplished and definitive Mille Miglia timepiece we have made so far. Apart from its material and perfect size, all its features are the result of weeks spent detailing every aspect.”

Chopard is the first luxury Maison to roll out 80% recycled steel for all its steel watches, thus reducing its carbon footprint.

Chopard’s quest for sustainability is in no way detrimental to the exceptional quality or properties of the materials composing its timepieces. Chopard Lucent Steel™ is made using high quality industrial scraps from Swiss watchmakers, along with high grade steel from the medical, aerospace and automotive industries.

The unique re-melting process which creates Chopard Lucent Steel™ endows it with three unique characteristics:

• First, it is anti-allergenic; its similarity to surgical steel means it is highly dermo-compatible and suitable for even the most sensitive, delicate skin.
• Secondly, its hardness makes it 50% more resistant to abrasion than conventional steel, meaning that the watches are intrinsically more robust.
• Lastly, its superior homogenous crystal microstructure enables it to reflect the light in a truly unique way. Like diamond, whose brilliance depends on the lowest degree of impurities, this very high performance steel has far fewer flaws than conventional steel, guaranteeing a sheen, lustre and brightness comparable to that of gold.

Perfecting the composition and manufacture of a steel with these unique properties was the result of more than four years of research and development, which required sustained collaboration with suppliers to secure enough volume of high quality recycled steel to roll out Lucent Steel™ across all Chopard collections.
Preserving strong cues from the automotive world, Karl-Friedrich Scheufele has personally selected four colours inspired by race cars. These are sure to appeal to classic car enthusiasts of all ages – not least the new generation of younger drivers making its presence more strongly felt on the circuit.

The Lucent Steel™ models feature dials named Verde Chiaro (light green) and Rosso Amarena (cherry red), each with a circular satin-brushed finish, or in Nero Corsa (racing black) with an engine-turned finish. Meanwhile, the two-tone version in Lucent Steel™ and Ethical 18-carat yellow gold has a dial in circular satin-brushed Grigio-Blu (grey blue).

These colours evoke the paintwork of classic cars, while the satin-brushing and engine-turning refer to the distinctive backgrounds of dashboard instruments and the texture of upholstery.
MILLE MIGLIA 2023

40.5 MM LUCENT STEEL™ AND ETHICAL 18CT YELLOW GOLD WATCH | "GRIGIO-BLU" SATIN-BRUSHED LACQUERED DIAL | AUTOMATIC CHRONOGRAPH MOVEMENT | 54-HOUR POWER RESERVE | CHRONOMETER-CERTIFIED (COSC) | HOURS, MINUTES AND SMALL SECONDS COUNTERS AT 9, 3 AND 6 O’CLOCK RESPECTIVELY | DATE BETWEEN 4 AND 5 O’CLOCK | CASE-BACK EMBOSSED WITH THE 1000 MIGLIA LOGO | WATER-RESISTANT TO 50 M | CALFSKIN LEATHER STRAP

MILLE MIGLIA CLASSIC CHRONOGRAPH

REF. 168619-4001
Chopard and the 1000 Miglia: Once Upon a Time...

The year is 1971, at Chopard's HQ... These old cars are wonderful, but I just wish these people would come in and show them. We could do the same thing. Race with them, show them in the way they were originally intended.

Did you know the 1000 Miglia has been revived?

Karl-Friedrich Scheufele: "Yes, of course, but how could we do it?"

Don't you think it would be great to get involved in it? That way, we can contribute something. We can provide the cars and our love of watchmaking.

Did you know the 1000 Miglia has been revived?

Karl-Friedrich Scheufele: "Yes, of course, but how could we do it?"

To begin with, you don't just throw yourselves into it. That's why people will love it watching classic cars.

It's Karl-Friedrich Scheufele who first approached. He had been dreaming about reviving the 1000 Miglia since childhood. And he wondered if we could provide a sponsor.

Well, my father and I have been passionate about cars all our lives, and I can assure you of Chopard's long-term loyalty if we earn your partnership, just as the fact that one generation is owned by many people in many countries who share our love of cars and motorsports.

A brand that will stay with you for a lifetime and help to preserve the 1000 Miglia as an architectural treasure.

OK, it sounds as though you understand one another. Let's try it for an initial ten days and see how it works.

That sounds good! And we will make a special Miglia-Malma Watch for the occasion.

That sounds good! And we will make a special Miglia-Malma Watch for the occasion.

I am happy to know that you will be here with us, and I am happy to let you know that we are looking forward to this event as much as they would love to see us involved in it.

Who is going to be your co-driver?

You, of course!

A little after...

The 1000 Miglia organization wants to drive next year. But I don't know if we have a suitable car.

Of course, we do! The people are talented. They are more than capable!

Not the first time... You need a professional to drive them.

Why don't you ask Jacky Ickx? He's a champion customer, and he will do the job.

The 1000 Miglia? You want to start with one of the toughest races on the planet?

Yes, please do.

Relax, you are 100 years old. Look to your watch and let the engine start. Allow the car to heat up along the road. Not too fast!

Two hours later...

Better?

Much!

Now that I am part of the car, I am not a passenger.

That's because you have become the master and the driver. Are you going to work for you, because you have proclaimed you are the head of the team?

Ratosa Pass

Piazza Del Campo, Siena...

I can't believe how many people there are watching us, how enthusiastic they are!

These roads are hard work. How much more fun is to go.

I told you it was tough. I am not even half way through yet.

Barcellona, the finish line...

Did you enjoy it?

More than I can say. It was incredible.

Wanted to do it again?

More than that. I want to become a part of my life.

Food Miglia departure in 1923

Are you ready to race?

More ready than I have been. And even after complications in the 1922, 1000 Miglia, I know I can learn from you, Jack!

Don't forget now. Let the car dance...

Always Jacky, always...
The ancient city of Brescia has been the start and finish point of the 1000 Miglia ever since the founding of the race in 1927 by aristocratic motorising enthusiasts Aymo Maggi and Franco Massetti and their friends Bonus Castagneto, a sports manager, and Giovanni Canestrini, a journalist. Rome, too, has always served as the southernmost point of the 1000-mile course and the place at which competitors begin the long drive back to Brescia and its much-anticipated finish line. But while the challenging loop has traditionally skirted Italy’s north-eastern coast and taken in the combination of mountainous landscape and flat plains to the northwest, it has seldom followed exactly the same route from one year to the next.

Adapting, changing and modifying the course has ensured the Mille Miglia never becomes predictable and has enabled regular entrants to discover as much as possible about the varied and often breathtaking landscape that makes up this frequently wild and untamed region of the country.

This year, 405 starters (from 28 participating countries) will aim to drive for five days instead of four, racking up more than 2,000 kilometres on their journey from Brescia to Rome and back to Brescia, with day one (Tuesday) taking them in a clockwise direction to their first overnight stop in Cervio-Milano Marittima. Along the way they will pass through the historic city of Verona (famous for its Roman amphitheatre) and on to Ferrara, both of which are captivatingly beautiful UNESCO World Heritage sites.

An early start on Wednesday morning initially sends the group to the tiny, hilltop republic of San Marino (officially the fifth smallest country in the world), from where the cars head up to more than 300 metres above sea level for a lunch stop in Macerata, a town renowned for its striking palazzos and annual opera festival. The second half of the day sees the long run south west, during which the competitors will cross the majority of the width of the country on small roads in order to reach the Rome time control. The first contestants should arrive at around 8.50pm, but some of the slower cars – or teams that have been dogged by mechanical problems – may not arrive until nearer midnight (meaning they will miss the traditional competitors’ parade around the city).

It’s about now that 1000 Miglia first-timers begin to realise just what a gruelling event it is – because the first car needs to be away from Rome at 6am on Thursday in order to make the six-hour journey to Siena in time for lunch. The city, famous for its daredevil Palio horse race, traditionally offers a warm welcome to the 1000 Miglia cars with an impressive turnout of cheering spectators who line the Piazza del Campo, often showering drivers with gifts of local produce.

There follows another testing run up the country to an overnight stop in Parma via the famous Abetone Pass, which is frequently used by Ferrari’s test drivers and has been described as ‘one of the most exciting roads in Italy’.

Friday sees competitors wake to the start of their ‘home run’, heading out of Parma from 8.30am and passing by the Piacenza military airport to mark the centenary of the Italian air force (Aeronautica Militare Italiana) before aiming for the lunch stop in the historic city of Alessandria. The day’s driving will begin to draw to a close around five hours later as the competitors seek out the Milan time control point before dinner and a well-earned night’s sleep. A civilized 8am start on Saturday marks the beginning of the final 100 kilometres of the course, which will take the surviving cars back to Brescia where they will parade along the tree-lined Viale Venezia.

Their crews will then enjoy a well-earned closing lunch – and nervously await the results of their efforts, which will be revealed at the late afternoon awards ceremony.
When it comes to pushing the absolute limits and surpassing oneself in terms of courage and ambition, few motor racing partnerships could ever match that of the legendary Stirling Moss and his co-driver Denis Jenkinson whose implicit trust in one another resulted in their record-setting 1000 Miglia drive of 1955.

Moss had competed in the 1000 Miglia four times previously as a driver, and Jenkinson (a journalist with the highly respected U.K. magazine Motor Sport: www.motorsportmagazine.com/archive/article/june-1955/14/moss-mille-miglia) once before, in the passenger seat of an HWM Jaguar driven by George Abecassis. The pair failed to finish the race due to a broken shock absorber, but Jenkinson was determined to take part again and asked to be Moss’s co-driver the following year.

It had been 22 years since a British driver had won the 1000 Miglia, and it was often said that only Italians started the race with any real hope of victory. But Moss and Jenkinson were determined to prove that theory wrong – and intended to leave nothing to chance.

From the outset they adopted a scientific approach to tackling the race, deciding that the only way to conquer the 1,000-mile course as safely and as quickly as possible was to learn as many of its curves, climbs, straights and bumps as was humanly possible. In order to do this, the pair began their preparations months in advance, initially reconnoitering the route in the Mercedes-Benz 220 A saloon car that Moss had been provided with after joining the firm as a works driver in the winter of 1954.

While not nearly as fast as the 300 SLR they would use for the race, the saloon proved adequately quick and sufficiently comfortable to allow Jenkinson to make copious notes about the course, which he added to during a second practice run in a 300 SL ‘Gullwing’ coupe.

Eventually the pair had accumulated 17 pages of information about every significant aspect of the route, which Jenkinson transferred to a homemade device that Moss called ‘the toilet roll’: a box containing all the notes stuck together in order to create one, continuous sheet that could be ‘wound on’ stage by stage as the race progressed. The pair finally took to the start ramp in Brescia at 7:22 am on Sunday, May 1st, with their SLR carrying the number ‘722’.

Among the other 533 entries were cars driven by stars such as Umberto Maglioli and Juan Manuel Fangio, but none had prepared as meticulously as Moss and Jenkinson who, in particular, had learned every important corner off by heart, classifying them as ‘saucy ones’, ‘dodgy ones’ and ‘very dangerous ones’. Due to the noise of the SLR at speed – it had no roof and ran an open-pipe exhaust system – verbal communication was impossible, so the two men devised a series of hand signals that Jenkinson used to warn Moss of impending hazards.

As a result, Moss was able to drive flat-out at 270 kph/170 mph for long stretches, pass through towns and villages at high, three-figure speeds and take blind crests at full throttle, confident that Jenkinson knew exactly what lay ahead. Jenkinson, too, had total faith in Moss’s almost supernatural driving skill and – although the SLR did sustain minor damage after he ‘overcooked it’ on two or three occasions – the pair crossed the line more than 30 minutes ahead of the second-placed Fangio (also in a 300 SLR) to complete the 1,597 km/992 mile course in ten hours, seven minutes and 48 seconds.

It was an outright Mille Miglia record that no one came close to in either 1956 or ’57, the final two years in which the event was run in its original, timed format. Jenkinson’s report of the race is still regarded as one of the greatest pieces of motoring journalism ever written, and can be read in full at motorsportmagazine.com under the headline: “With Moss in the Mille Miglia’.

To anyone who believes in pushing themselves the extra mile, it will be inspirational, to say the least…
As well as being blessed with some of Europe’s greatest driving roads, northern Italy is also home to some of the country’s most noted wineries – a fact that is not lost on lifelong oenophile Karl-Friedrich Scheufele who appreciates the region’s important vinous heritage just as much as its inextricable link to the 1000 Miglia.

In fact, the routes taken by successive 1000 Miglias could almost double up as a touring map of the greatest Piedmontese and Tuscan wine producers, with some of the roads the competitors will drive in this year’s event passing right by vineyards that have achieved international acclaim.

There really should be ‘something for everyone’, too, since the wineries in question encompass everything from coastal producers whose vines grow within sight of the Adriatic to others who work the limestone ridges of south Tuscany.

Many are true, family-run enterprises that have been passed down through generations, while others enjoyed periods of greatness before falling into neglect, only to be brought back to life again by passionate winemakers who have recognised both their past importance and their future potential.

Here, we have selected bottles from half a dozen stellar producers based along this year’s 1000 Miglia route for whom wine production is a pure labour of love. And what better way to celebrate a successful rally?

**KARL-FRIEDRICH SCHEUFELE’S 1000 MIGLIA WINE SELECTION**

**PINOT GRIGIO 2020 VINI BROJLI DOC FRUII AQUILEIA**

Travi Brojli is a true family winemaking enterprise, having been set up by Orlando Clementin and his son Franco in the Trento & Aquileia commune near the north eastern tip of Italy.葡萄 from the Pinot family thrive in the region, and this 2020 Pinot Grigio offers an exquisite accompaniment to grilled fish or white meat with its nose of pear and quince and its bitter almond finish.

**CAPOSALDO 2019 TENUTA ALIM BAUDA DOC NIZZA**

Winegrowers Giovanni and Agostino Bertolino acquired the hilltop estate of Nizza Montevetro in 1881, originally for use as a family home. They soon discovered, however, that its sandy soil and limestone soil combined with its orientation towards the sun made it perfect for viticulture. This 2019 is bottled early after aging for 30 months in oak barrels. The result is a fresh, spicy wine with hints of tobacco, cherry and pepper.

**MUSSELA 2016 BIO DOCG AMARONE DELLA VAPPOLICELLA**

In the great Amarone tradition, the wine is made from a careful blend of Corvina and Corvinone grapes which are harvested and dried for four months. The Amarone is then aged for at least 24 months before being aged for a whole year in wood. This results in a rich, ruby-red, alcoholic, aromas of prune, cinnamon, cherry and licorice – a wine that is famously warming, full-bodied and long.

**BAROLO RISERVA 2016 REVERDITO DOCG BAROLO**

Sabina and Michele Reverdito took over this 26-hectare family vineyard from their grandfather. Situated around the commune of La Morra and Serralunga d’Alba, the vines grow at 400 metres above sea level here, with the wine being carefully crafted by the Reverdito using traditional cellar techniques that result in a wine that is rich, full-bodied and balanced.

**CAPOSALDO 2015 TENUTA DE MONTESPECULIANI D’ABRUZZO**

Among the most celebrated of all Montepulciano wines, this Abruzzese is made by the De Melis family through a father and daughter partnership. Several months of maturation in the barrel gives this famously classic full-bodied wine a refined and solid structure complemented by aromas of cherry, almond and coffee. Drinking the stand-out, 2015 vintage with slow-cooked meats or a perfectly grilled steak makes for a match made in gourmet heaven.

**NIZZA RISERVA 2016 TENUTA ALIM BAUDA DOC NIZZA**

Winegrowers Giovanni and Agostino Bertolino acquired the hilltop estate of Nizza Montevetro in 1881, originally for use as a family home. They soon discovered, however, that its sandy soil and limestone soil combined with its orientation towards the sun made it perfect for viticulture.

**SIEPI 2020 MARCHESI MAZZEI IG TOSCANA**

Different terroirs spread across this winery’s 120 hectares produce both Merlot grapes and the local – and celebrated – Sangiovese variety. The Merlot wine is aged for 18 months in casks before being bottled, while the Sangiovese is matured in large ‘foudre’ vats to reflect the variety of its terroir. The combination produces a rich, dark, robust wine with subtle hints of leather, spices and plums.
CLASSIC RACING ACCESSORIES
FOR COURAGEOUS AND AMBITIOUS DRIVERS

CLASSIC KEYRING
REF. 95076-0502
BICOLOUR BLACK & RED BRAIDED LAMBSKIN
SILVER-TONE METAL
BLACK VARNISH
WITH RUBBER-EFFECT CLASP
S: 19 CM / M: 21 CM

CLASSIC RACING TABLE CLOCK
REF. 95020-0139
QUARTZ MOVEMENT – SILVER-TONE CASE – “ROSSO AMARENA”
SATIN-BRUSHED DIAL – GMT COMPLICATION
Ø: 8.4 CM

CLASSIC RACING BRACELET
REF. 95016-0296
BICOLOUR GREEN BRAIDED LAMBSKIN
SILVER-TONE METAL
BLACK VARNISH
WITH RUBBER-EFFECT CLASP
S: 19 CM / M: 21 CM

CLASSIC RACING BRACELET
REF. 95016-0298
BICOLOUR BLACK & RED BRAIDED LAMBSKIN
SILVER-TONE METAL
BLACK VARNISH
WITH RUBBER-EFFECT CLASP
S: 19 CM / M: 21 CM

CLASSIC RACING CUFFLINKS
REF. 95014-0091
SILVER-TONE STAINLESS STEEL
TYRE PATTERN INLAY

CLASSIC RACING CUFFLINKS
REF. 95014-0094
ROSE GOLD-TONE STAINLESS STEEL
CHEQUERED PATTERN INLAY

CLASSIC RACING CUSHION REF. 95034-0001
SILVER-TONE STAINLESS STEEL
TYRE PATTERN INLAY

CLASSIC RACING SCARF
REF. 95006-0050
LIGHT GREY
WOOL JACQUARD
30 CM X 180 CM

CLASSIC SUNGLASSES
REF. 95217-0688
SHINY BLACK/ROSE GOLD
BIO-BASED ACETATE FRONT

CLASSIC RACING STAFF
REF. 95016-0501
LIGHT GREY
WOOL JACQUARD
30 CM X 150 CM
MILLE MIGLIA CLASSIC CHRONOGRAPH
In Lucent Steel™

Since 1988, Chopard has been World Sponsor 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, the Mille Miglia Classic Chronograph 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.