

AUTOMOTIVE

Maserati returns to international auto exhibition in Switzerland

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Lake St. Moritz in winter provides a unique new venue for brands and collectors to show off their models. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker **Maserati** is returning to St. Moritz this week for the second annual "I.C.E.," or International Concours of Elegance, exhibition in St. Moritz.

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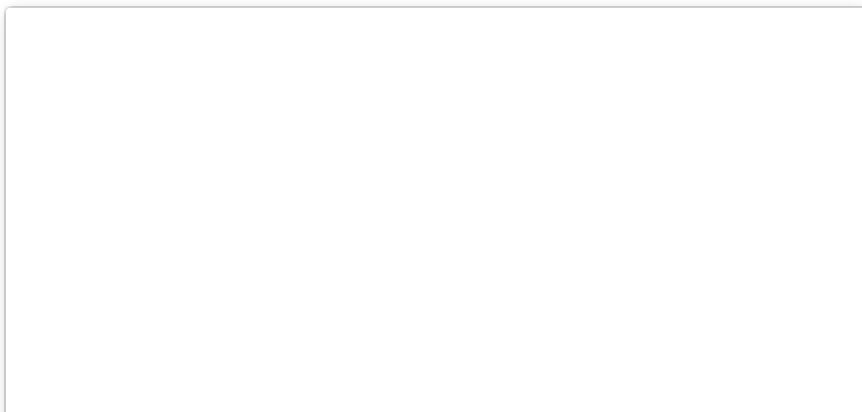
The brand is, once again, partnering with the open-air car show, which this year takes place on Feb. 24 and 25. Several vintage and contemporary Maserati models, including the company's first 100 percent electric car, the GranTurismo Folgore, will be on display during the event.

Cool new style

Founded by Italian automotive consultant Marco Makaus, owner of Makaus Communication, I.C.E. sets itself apart from other classic car events in a few ways.

Neither strictly a competitive driving, touring nor judging event, I.C.E. combines all three methods of car showcasing, bringing an updated attitude to the festivities.

What is more, while most exhibitions of its kind take place in the summer, I.C.E. takes advantage of Switzerland's winter Alpine landscape, namely the frozen lake that makes St. Moritz a great global destination for winter sports.



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Collectors are invited to race their cars around St. Moritz lake while being assessed by a 2023 jury inclusive of Klaus Busse, Maserati's head of design. The public is invited to view the participating vehicles, which will be exhibited in both static and moving forms.

Maserati will present rare models from past collections such as the 420M/58 Eldorado, the 3500 GT and the Mistral. The latter car's label takes after a famous bout of wind that blows across southern France, beginning a naming trend for the brand that has extended to several other models such as the Ghibli and the Bora.

Representing the contemporary end of Maserati's collection will be designs by Mr. Busse such as the Fuoriserie "Mission from Mars" one-time edition of the Grecale SUV as well as GranTurismo models Trofeo and Folgore. The latter GranTurismo is Maserati's first fully electric car.

Mr. Makaus was inspired to create I.C.E. in 1985 when he watched a group of sportsmen race their vintage cars around the frozen lake at St. Moritz. After a test edition of the event in 2019, it made its first official debut last year after delays due to COVID-19.

Automakers have lately exhibited their luxury models' performance capabilities in different geographical landscapes, as part of larger cultural and lifestyle showcases.

Earlier this year, fellow Italian automaker Lamborghini set a fleet of its models on a trek between Denmark and Sweden, testing their performance in icy conditions similar to St. Moritz's. As part of the demonstration, the cars' drivers enjoyed gourmet meals and took in some of each country's most famous landmarks ([see story](#)).

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