

AUTOMOTIVE

Lamborghini activates on ice in Swiss auto exhibition

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The I.C.E. has been embraced by many luxury maisons and manufacturers. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini celebrated its history in a Swiss alpine luxury resort town this past weekend.

For the second year running, the brand attended International Concours of Elegance, or The I.C.E. Lamborghini's Polo Storico archival division brought two models from the manufacturer's past to show off at the annual car show.

"Polo Storico's participation in The I.C.E. was an opportunity to meet our customers and enthusiasts of classic Lamborghini models in a truly unique setting," said Alessandro Farneschi, global after-sales director at [Automobili Lamborghini](#), in a statement.

"This event is close to our own spirit and our way of celebrating the passion for our classic cars: beautiful to see but also fun and exciting to drive," Mr. Farneschi said. "It is an unusual context in which to see a historic Lamborghini, even more so when these are cars that are usually admired in our museum."

Cool showing

The I.C.E. is in its third official year of operation, having started in 2022.

Now, luxury brands have embraced it, with Lamborghini, Mot & Chandon, Loro Piana, Mercedes-Benz and Sotheby's, among many others, signed on as partners. Lamborghini brought two of its classic cars from the Sant'Agata Bolognese museum collection out to the slopes.

A 1973 Jarama GTS and a 1968 400 GT 2+2 were among the vehicles in attendance.

Lamborghini showed off vintage designs ahead of the event

While this year's car show was canceled due to a 20-hour heavy snowfall on its first day, judges still took a look at the cars that made the trip to the mountains.

The 1968 400 GT 2+2 was the first to sport Lamborghini's signature V12 engine, with a Grigio Saint Vincent livery and tobacco-brown seating. On the other hand, the 1973 Jarama GTS replaced the GT 2+2 model and is one of 177 cars ever produced bearing the name, sporting a Blu Tahiti paint job and mustard-yellow interior.

Lamborghini has been actively appearing at events around the globe. One of the most recent is at Bologna Art Week, where, in partnership with Italian motorcycle manufacturer Ducati, it showed off commissions from Italian painter Paolo Troilo ([see story](#)).

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