



Superleggera

January 29th, 2025



Touring Superleggera presents, the “Dodge” Maserati 3500 GT Restoration Showcase, alongside the Superleggera Veloce12: A Tribute to Pure Italianità! at Retromobile 2025

Milano, January 29th, 2025.

EMBARGO: 29/01/2025 | 09:00 CET

- Touring Superleggera returns to showcase its restoration expertise at Retromobile 2025, featuring the legendary Touring designed Maserati 3500 GT, alongside our latest creation limited-series Superleggera Veloce12, presented in Azzurro Cielo and with updated design elements.
- The spotlight is on the meticulously restored 1959 Maserati 3500 GT, displayed alongside a 1961 barn-find example. This unique pairing offers visitors a rare “before and after” view of an iconic Grand Tourer, showcasing the expertise and significance of this remarkable restoration, carried out by Touring Superleggera.
- The historical bond between Touring Superleggera and Maserati is renewed with the collaboration in the restoration of this magnificent automobile: Thanks to Maserati Classiche, the 1959 Maserati 3500 GT holds the Maserati Classiche Certification of Authenticity, validating and confirming the exceptional value added by Touring’s restoration.
- Its historical documentation is further enriched by its American heritage, having been owned in California by the Dodge family for decades before returning to Europe and, ultimately, to our Milanese workshop.
- Join Touring Superleggera at Retromobile 2025, Stand K-068, Hall 1, from February 5th to 9th, and immerse yourself in Pure Italianità! Experience the Italian cultural refinement brought by our partners: Indulge in authentic espresso crafted with two iconic products by the Italian brand Faema, part of Cimbali Group, professional coffee machine producer: the legendary Faema E61 and the contemporary Faemina. Complement this with exquisite wines from Gruppo Ceretto, celebrated for their elegance and heritage. Together, these elements enhance the celebration of Italian culture, design, and craftsmanship, creating an experience that resonates with Touring Superleggera.



Superleggera

January 29th, 2025

Touring Superleggera, Italy's distinguished coachbuilder, invites all to experience a showcase of Italian craftsmanship at Retromobile 2025, Stand K-068, Hall 1, from February 5th to February 9th. This year, Touring Superleggera returns to the French event with the fully restored 1959 Maserati 3500 GT, offering a rare "before and after" display with an unrestored 1961 Maserati 3500GT barn-find example. This unique pairing highlights the transformation of a vehicle originally designed by Touring, which set the standard for Grand Tourers of its era.

Alongside this restored masterpiece, visitors will encounter the Superleggera Veloce12, Touring's latest creation. Shown in a fresh, Azzurro Cielo paint that enhances its new design elements, this limited-series naturally aspirated V12 made its debut this past summer at The Quail, A Motorsports Gathering in California, USA.

Designed Then, Restored Today: Honoring the Maserati 3500 GT

The Maserati 3500 GT holds a distinguished place in automotive history, introduced in 1957 as Maserati's first series- production road car. Designed by Touring Superleggera, it marked Maserati's entry in the world of luxury Grand Tourers, featuring the pioneering "Superleggera" lightweight aluminum construction. This elevated the 3500 GT to an instant classic, seamlessly combining Maserati's renowned sports car performance pedigree with the refined proportions and artistry for which Touring's design is celebrated.

Touring Superleggera has meticulously restored this 1959 Maserati 3500 GT in its Milanese workshop, undertaking every aspect of the project to honor its original glory and preserve every detail true to the spirit of its era. As part of this comprehensive restoration, Touring entrusted the rebuilding of the car's engine and mechanical components to the renowned expertise of Candini Classiche.

Fully returned to its original splendor, this iconic Grand Tourer has earned the prestigious Maserati Classiche Certification, affirming its authenticity and historical significance. The restoration highlights the car's exceptional value and the unmatched expertise embedded in Touring's restoration process. This collaboration rekindles the historical bond between Touring Superleggera and Maserati, uniting their legacies in the revival of this magnificent automobile.

Enhancing the display, an unrestored "barn find" 1961 Maserati 3500 GT example will be featured on the stand. This striking contrast offers collectors a unique glimpse into Touring's transformative power of restoration and the rare opportunity to acquire an untouched piece of automotive history, with the option to collaborate with Touring's restoration experts to bring it back to life.

A Legacy Across the Atlantic

Every car has a story, but few bridges continents and generations like the 1959 "Dodge" Maserati 3500 GT. Historical documentation reveals that this car was first dispatched from Maserati's Italian works on March 18th, 1959, eventually making its way to Allinger Motors in Palo Alto, California.



Superleggera

January 29th, 2025

The car found then its first owner, Mr. Horace Elgin Dodge III, a member of the legendary Dodge family. For decades, it remained a cherished possession within the Dodge household, passed down through generations, preserving its legacy as both a family treasure and a symbol of enduring luxury.

Eventually, the car returned to Europe, where it passed through the hands of collectors, each recognizing its historical significance, before ultimately finding its way back to Touring Superleggera's workshop.

Its journey is unparalleled in the world of classic cars, a testament to the timeless allure of Italian design and the profound strength of heritage. The restoration of this car embodies Touring's mission: to ensure that great cars are valued as legacies to be cherished, preserved, and carried forward, with their stories continuing to inspire generations to come.

Superleggera Veloce12: Pure Italianità!

Retromobile attendees will have the opportunity to experience the Superleggera Veloce12, our latest 30 limited-series model that embodies the very essence of Pure Italianità!

Unveiled to acclaim at The Quail, A Motorsports Gathering in August 2024, the Superleggera Veloce12 celebrates Touring's dedication to blending automotive design with contemporary performance.

Making its debut in a brand-new color, enhancing its updated design elements, the Superleggera Veloce12's continues showcasing the design artistry and craftsmanship for which Touring Superleggera is renowned.

Breathtaking, bold, and unmistakably Touring: shades of blue have long been a cornerstone of Touring's aesthetic heritage, symbolizing elegance, refinement, and sophistication. The inspiration for Azzurro Cielo draws from iconic Touring creations of the past, such as the Alfa Romeo 8C 2900 B Lungo, which embodied stylistic and technical perfection.

This light blue tone, a defining feature of the 8C, guided the creation of the Veloce12's chromatic personality. The connection to Touring's history is further emphasized by the updated logo on the Veloce12, inspired by the badge used in the 1930s.

Azzurro Cielo honors this legacy, reinterpreting it for modern tastes. The vibrant, luminous qualities of this color emphasize the updated design elements and sculptural details of the Superleggera Veloce12, creating an interplay of light and shadow that captivates the eye.

Superleggera Veloce12 wants to share Touring's history, continuing a chromatic tradition evident in iconic models such as the Disco Volante Spyder, Berlinetta Lusso, and Mini Vision Superleggera. The use of blue tones has always been more than an aesthetic choice; it is a narrative thread connecting past and present, symbolizing the timeless elegance that defines Touring's creations.

This refreshed aesthetic celebrates the car's elegance while honoring the "man-machine" connection.

At the heart of the Veloce12 there is a symphonic powertrain that evokes memories of the greatest Gran



Superleggera

January 29th, 2025

Tourers in history, but with modern performance. The naturally aspirated front-mounted 5.5-liter A/C V12 engine is optimized through a comprehensive refreshment during conversion to unleash 503hp. The technical upgrades deliver contemporary sports car performance while preserving the visceral, exciting analogue driving experience. The Veloce12 by Touring Superleggera is a promise to creating exclusive cars that embody a rare fusion of timeless design and performance, upholding the enduring spirit of Italian automotive beauty and craftsmanship.

About the Event

Retromobile 2025 will take place from February 5th to 9th at the Paris Expo Porte de Versailles, uniting enthusiasts, collectors, and connoisseurs of automotive excellence. Touring Superleggera is pleased to welcome visitors to Stand K-068, Hall 1, in a celebration of Pure Italianità!

In this event, Touring Superleggera collaborates with esteemed partners to elevate the event experience.

This year, Faema marks its 80th anniversary by offering a truly immersive coffee-tasting journey through its iconic machines: the legendary E61 and the modern masterpiece, Faemina. Perfectly blending design and performance, these coffee solutions bring barista-quality coffee into the comfort of “car lover” home, delighting both design enthusiasts and coffee connoisseurs alike.

Guests will indulge in two distinct coffee experiences: a coffee blend with an Italian flavor and a single-origin option, inviting them to explore the rich sensory world of coffee.

On February 5th at 2 pm, attendees are invited to participate in an exclusive workshop powered by MUMAC Academy, the Barista Training Academy of the Cimbali Group. This engaging session will include guided tastings of coffees brewed using Faema’s state-of-the-art machines.

Adding to the experience, a piece of coffee history will take center stage: the original first-series Faema E61 from 1961, a treasured artifact from the MUMAC Coffee Machine Museum. By showcasing both vintage icons and cutting-edge models, Faema demonstrates a seamless connection between tradition and innovation—mirroring the spirit of Touring Superleggera’s timeless craftsmanship.

Gruppo Ceretto will showcase their exquisite wines, including their celebrated Ceretto Blangè, a hallmark of Piedmontese white wines, and a selection of refined reds that embody the rich winemaking traditions of Ceretto and its connection to the Langhe region. Their presence reflects the elegance, heritage, and artistry of Italian winemaking, perfectly complementing this celebration of design and craftsmanship.

Maserati Classiche will highlight the authenticity of the meticulously restored Maserati 3500 GT, deepening its historical significance and value. A Maserati representative will join us on the stand to provide exclusive insights into the car’s heritage and the certification process, connecting visitors to the story behind this iconic vehicle, and the collaboration between Maserati Classiche and Touring Superleggera.

This immersive experience blends the finest Italian traditions with Touring Superleggera’s automotive artistry and exclusive experiences. We invite you to join us in celebrating automotive heritage, cultural refinement, and the enduring legacy of Italian craftsmanship.



Superleggera

January 29th, 2025

About Touring Superleggera

Founded in 1926 by Felice Bianchi Anderloni, Touring Superleggera quickly gained a distinguished reputation as a design powerhouse, a title it preserves to this day along with the role as guardian of Italian automotive heritage. Known for both limited series creations and prestigious restorations, Touring Superleggera has brought some of the automotive world's most iconic vehicles back to life.

Notable restoration showcases include Gianni Agnelli's Ferrari 166 MM, restored to its original glory as a shining example of the "barchetta" shape Touring pioneered, a groundbreaking design that influenced automotive history.

Recently, Touring Superleggera has also brought several Ferrari 250 models back to life, meticulously restoring them for international collectors, ensuring every detail reflects their original craftsmanship and performance.

Another highlight is the 1957 BMW 507, restored for an esteemed Italian collector and unveiled at the Auto e Moto d'Epoca fair in Bologna, in 2023. This project exemplified Touring's high competence to preserving the authenticity and allure of one of the most sought-after roadsters, further cementing Touring's reputation for excellence in classic car restoration.

Through historic restorations and designs like the Superleggera Veloce12, Touring Superleggera continues to honor the art of coachbuilding while celebrating the timeless essence of Italian craftsmanship. In recent years, Touring has further showcased its design expertise through models such as the Disco Volante (2013), based on the Alfa Romeo 8C Competizione, which earned the Design Award at the Concorso d'Eleganza Villa d'Este, and the Berlinetta Lusso (2015), which exemplifies Touring's unique ability to seamlessly blend luxury design with performance.



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You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our [media centre](#)

You can also follow the marque on social media: [LinkedIn](#); [YouTube](#); [Instagram](#); and [Facebook](#).
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