

# CHOPARD MILLE MIGLIA STORY



## MILLE MIGLIA 2018 RACE EDITION

Inspired by the 1960s Dunlop racing tyres, the Race Edition is presented on a black calfskin bracelet with red-stitching and black rubber lining, and is limited to 1000 pieces in steel and just 100 in a version combining 18-carat rose gold and steel.



## MILLE MIGLIA RACING COLOURS

Paying tribute to the heyday of motorsports and to the Mille Miglia, the Racing Colours collection features five different shades to mirror the colours allocated to the various nations competing in the world of motor racing.





Since 1988, Chopard has been the historic partner and official timekeeper of the Mille Miglia, the legendary classic car event. From May 16th to 19th 2018, Chopard celebrated its 30th partnership with the Mille Miglia. The race saw 440 teams competing over a distance of one thousand miles on a historic route that runs from Brescia to Rome and back via Tuscany.

Loyal to the tradition of the great race, Karl-Friedrich Scheufele, Chopard co-president and a passionate driver, participated alongside his long-lasting friend and racing legend Jacky Ickx. In total, Chopard took no fewer than five cars to the starting line.

To celebrate the special edition of the Mille Miglia, Chopard launched a new collection of watch models: the Mille Miglia 2018 Race Edition, the Mille Miglia Racing Colours and the Mille Miglia GTS Power Control Grigio Speciale.

For more information visit, [www.chopard.com](http://www.chopard.com)



**MILLE MIGLIA GTS POWER CONTROL GRIGIO SPECIALE**

With its "Rosso Corsa" red, grey and black detailing, its oversized numerals evoking 1950s car dashboards and its Cordura fabric strap, the new Mille Miglia GTS Power Control Grigio Speciale 1000-piece limited edition perpetuates Chopard's beloved "classic racing" spirit.