



Press Release

Italdesign at Salone Auto Torino and Festivalcar 2026 September 11–13 / September 26–27

After a year on the international stage, a return to the place where Italdesign's sixty-year story of innovation and transformation began

- Nine vehicles trace Italdesign's evolution: from the model that, fifty years ago, combined racing performance with the practicality of an affordable hatchback, to visionary concept cars that anticipated the future, and on to the complete development of contemporary super sports cars.
- *"These vehicles tell the story of Italdesign's ability to continuously evolve and anticipate change in mobility and the automotive industry. In 2028, we will celebrate sixty years in business. We will be a strong and well-established company, with the same energy and drive we have always had, ready to innovate and surprise."* Antonio Casu, Italdesign CEO

Moncalieri, July 24, 2026

September will see some of Italdesign's most representative models take center stage at two of Turin's most anticipated automotive events:

Salone Auto Torino (11-13 September) and **Festivalcar** (26-27 September).

Participation offers an opportunity to look back on nearly sixty years of activity through a selection of vehicles that illustrate both the evolution of car design and Italdesign's progressive transformation into an industrial partner able to integrate design, engineering, validation, product development, and digital and software expertise.

The vehicles on display represent three key dimensions of experience and know-how developed by the company:

- Design as a driver for innovation and research;
- The ability to interpret and enhance the identity of some of the world's most iconic automotive brands;
- An integrated approach that enables projects to be developed from the initial idea all the way to production and deployment on the road.

This philosophy finds its purest expression in the world of supercars, where Italdesign has consistently transformed its advanced design studies into true demonstrators of innovation, bringing experimental solutions closer to production reality.

Salone Auto Torino

Within Turin's Giardini Reali, Italdesign will feature:

- BMW Nazca C2 (1991)
- Ferrari GG50 (2005)
- Namir (2009)
- Parcour (2013)
- Italdesign Automobili Speciali Zerouno (2017)
- Italdesign Automobili Speciali Zerouno Duerta (2018)
- Nissan GT-R50 by Italdesign (2018)
- Honda NSX Tribute by Italdesign (2025)

Eight vehicles, different in purpose and styling, yet all share the same philosophy: integrating design, technological research, and product development to turn innovative ideas into vehicles designed not just to be displayed, but to be driven and experienced on the road.

Among the most representative models selected, though perhaps less familiar to the wider public, is the **Ferrari GG50**. Created in 2005 to celebrate the fifty-year professional career of Giorgetto Giugiaro, Italdesign's founder and one of the most influential figures in the history of automotive design, the Ferrari GG50 represents his personal interpretation of the Ferrari grand tourer concept: an exercise in creative freedom that combines sportiness, elegance and everyday usability.

The **BMW Nazca C2** stands as one of the most advanced expressions of Italdesign's design research in the early 1990s. Built in carbon fiber and powered by a BMW V12 engine, it combines visionary design, materials experimentation and engineering innovation, anticipating many of the trends that would define the decade to come.

Namir, unveiled in 2009, explored a theme that was still relatively uncommon in the automotive industry at the time: the possibility of combining high performance with environmental sustainability. Capable of exceeding 300 km/h while achieving efficiency and emissions figures unprecedented for a sports car of its era, Namir demonstrated how advanced hybrid technologies could be applied to the world of supercars without compromising performance. An approach that anticipated a line of research that would attract the attention of the entire automotive industry in the years that followed.

With the **Parcour**, presented in 2013, Italdesign challenged traditional automotive categories, imagining a vehicle capable of combining characteristics usually associated with different types of automobiles. Blending sportiness, versatility and the ability to adapt to a wide range of driving conditions, Parcour reflects Italdesign's capacity to anticipate evolving customer expectations and changing patterns of vehicle use, exploring configurations that would go on to influence the development of numerous vehicles in the years that followed.

One of Italdesign's defining strengths has always been its ability to transform a simple vision into a real, validated, production- and road-ready vehicle.

The **Zerouno coupé** and **Zerouno Duerta**, developed as part of the Italdesign Automobili Special program, are tangible expressions of this capability. Launched in 2017, the program was created to identify ultra-limited-series production vehicles intended for collectors. Furthermore, both models showcase the integration of design, engineering, validation, homologation, and production activities within a single in-house development process, demonstrating Italdesign's ability to support manufacturers throughout the entire vehicle development process.

The expertise developed and demonstrated through the Zerouno program led to the collaboration with **Nissan** on the **GTR-50 by Italdesign**, a project that further strengthened the company's position as a key, trusted partner for the development and production of exclusive limited-series vehicles. For this project, Italdesign was responsible for vehicle development, engineering and production,

building around 20 units, in close cooperation with the teams at Nissan Design Europe and Nissan Design America, which were responsible for vehicle styling.

Completing the display is the **Honda NSX Tribute by Italdesign**, a project that carries forward the legacy of one of the most influential supercars of recent automotive history. The vehicle reinterprets an iconic model without changing its identity, integrating contemporary aerodynamics solutions and styling details that keep alive the original identity of the model.

From Salone Auto Torino to Festivalcar

Following the conclusion of Salone Auto Torino, **the Zerouno coupé, Nissan GT R-50 by Italdesign and Honda NSX Tribute by Italdesign will join Festivalcar**, the Concours d'Elegance taking place between Castello Cavour in Santena and Revigliasco Torinese.

With them, in honor of its 50th anniversary, another emblematic model will take the stage: the **Volkswagen Golf GTI**, a vehicle combining racing performance with the practicality of an affordable hatchback. Developed by Volkswagen according to Giorgetto Giugiaro's personal indications and requirements, the Golf GTI represents a one-of-a-kind project featuring elements not found on standard versions of the period, including America-style bumpers, a five-door configuration and the same upholstery fabric used in the interior of the research prototype Lancia Megagamma. The latter, developed by Italdesign in 1978, is currently on display at MAUTO in Turin, as part of the exhibition *12 automobili*, dedicated to the evolution of car design between 1950s and 1990s.

"After a year spent on the international stage, participating in these events means returning to the place where Italdesign's story began and sharing with the public some of the projects that best represent our vision of the automobile," said Antonio Casu, Italdesign CEO.

"These vehicles say a great deal about who we are. Above all, they reflect Italdesign's ability to continuously evolve, while keeping the same innovative spirit that has enabled us to accompany, and often anticipate, the transformations of the automobile, mobility, and the industry as a whole".

"Where a car could once be described in terms of chassis, engine, and design, today it is no longer just a physical product. It integrates software, digital services, and the ability to receive continuous updates. Our partnership with UST gives us access to new digital capabilities and technologies, including AI and

Digital Twins, enabling us to develop Software Defined Vehicles and address emerging challenges of AI Defined Vehicles. This expands our ability to support our clients and help them solve their challenges throughout the entire product development lifecycle.”

“In 2028, we will celebrate sixty years in business. We will be a strong and well-established company, backed by a unique heritage of know-how and experience, driven by the same curiosity, energy, and ambition that have always distinguished us, ready to innovate, imagine the future and surprise again. Sixty years of history, and the starting point for the next sixty.”

Images are available in the online press kit:

<http://www.italdesign.it/en/media-center/>

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