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Chopard And The 2014 Mille Miglia

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The world of watches and the world of automobiles are closely intertwined. Big mechanics, little mechanics, the base principles remain the same even if the aesthetics may be different due to size. In the world of automobiles, the [Mille Miglia](#) reigns supreme as the most revered classic car rally. And [Chopard](#) comes in on the ground floor of the race ending on May 18, now having been main sponsor for 25 years. Indeed, 2014 marked the 25th race for Chopard co-president [Karl-Friedrich Scheufele](#).

Mille Miglia is Italian for "1000 miles," and is logically christened thus thanks to the length of the street race, which runs a grinding four-day circuit from Brescia to Rome and back. The catch is that all of the automobiles participating must have been built before 1957, and some of them are now worth up to 1.5 million *pick your currency here*. [Porsche](#), Ferrari, Lancia, Aston Martin, Bentley, Jaguar, [Mercedes-Benz](#), [Bugatti](#), Alfa Romeo, Maserati: the participants drive a variety of beautiful classic cars.



Chopard co-president Karl-Friedrich Scheufele and Belgian racing legend Jacky Ickx in their Porsche 550 Spyder Roadster at the 2014 Mille Miglia. The Mille Miglia is not a race in the strictly conventional sense of the word as the winner is determined by performance in time and regularity trials rather than speed alone. This is important to note as it is a street race and laws are meant to be obeyed. Time trials mean that the car should arrive at point B from point A within a specified time; regularity trials aim to do this at a precise average speed.



The Mille Miglia attracts famous car buffs such as AC/DC singer Brian Johnson, who was having a great time in this 1953 *Jaguar C-Type*. Naturally, as my colleague Ian Skellern of Quill & Pad relates, this is not at all as easy as it sounds. You can see his original photography and read his first-hand experiences following this year's Mille Miglia in a support car [here](#). The Mille Miglia was staged for the first time in 1927. This open-road endurance race was held a total of 24 times until 1957 when crashes killing two drivers occurred. It was revived in 1977 and is now exclusively limited to cars and models registered in the original events that took place from 1927 to 1957.



Famed Australian designer [Marc Newson](#) drove a 1952 Ferrari 225 S Spyder Tuboscocca (photo: Elizabeth Doerr)

Like his father before him, Chopard co-president Karl-Friedrich Scheufele drives in the Mille Miglia. Father and son both share a real passion for vintage cars, which was plainly visible during the race, as the younger Scheufele participated for the 25th time. The elder Scheufele did not race, but like many of the other team members and enthusiastic supporters lining the streets of Italy in anticipation, he soaked up the ambiance, motor fumes and Italian sun.

Karl-Friedrich Scheufele once again drove with his friend, Belgian race car driver Jacky Ickx. The duo piloted a Porsche 550 Spyder RS through the streets of Italy as one of the 451 entrants. Other participants included a few household names such as Hollywood actors Jeremy Irons and Adrien Brody, retired talk show host Jay Leno, designer Marc Newson, AC/DC singer Brian Johnson, and Wolfgang and Ferdinand Porsche of the Porsche dynasty.



Known auto enthusiast Jay Leno participated in his first Mille Miglia in a Jaguar XK 120 Sports Ecurie Ecosse from 1951

Every participating driver receives a Chopard wristwatch from the aptly named Mille Miglia line engraved with his or her car's number. This has long been a tradition at the race, though I personally find this year's edition the most aesthetic of them all: the 42 mm Mille Miglia 2014 is an automatic chronograph whose looks are definitively vintage-inspired. This is distinctly obvious in the white dial embellished with old-style fonts, red scales emphasizing the old-school tachymeter, and green minute circle – these colors honoring, of course, the Italian flag. The dial is also embellished with a Mille Miglia logo.



The Chopard 2014 Mille Miglia chronograph is limited to 2,014 pieces in stainless steel

While the drivers have the luck of acquiring one of these practically automatically – and I did see a co-driver or two buy another on the spot, where it was immediately engraved with the car number – this artful timepiece is also [available for the general public](#) to buy for \$5,520 in stainless steel (limited to 2,014 pieces) and for \$19,110 in 18-karat rose gold, which is limited to 250 pieces. You can have a closer look at the whole collection [here](#).



Chopard's 2014 Mille Miglia chronograph, limited to 250 pieces in red gold