

Auto Italia visits the Fiera Di Genova where some of Italy's finest cars were on display.





More diverse selection of Italian cars would be very hard to find anywhere other than at an Italian show. However, the term 'show', which is commonly used in the UK, does not adequately describe the collection of wonderful vehicles at the 1996 Autostory Genova. A more appropriate term would be 'exhibition', since each car was arranged to receive its own opportunity to present itself as an individual contribution to Italian automotive design and history.

As a nation, the Italians are fiercely proud of their motoring heritage, their food, their wine, their country and themselves. It was no surprise, therefore, to discover that almost every car displayed at Autostory Genova was Italian; there were a few token Morgans, Top: Paintwork you could drown in! This Alfa Romeo 2500 SS Coupe was typical of the standard of cars on display. Above: a Fiat 8V Coupe, one of 114 2-litre V8s produced between 1952 and 1954.

Jaguars and Minis but their attendance was not heavily promoted. The presentation of all the cars was respectful with the displays discreetly separated with thick grey rope supported by gold fittings, quite different from the white plastic chains and artificial flowers favoured by the British in what seem to be windowless converted warehouses. We stayed almost eight hours at the exhibition and during this time the venue was always spotless. There were no sprawling spectators surrounded by discarded burger packaging and plastic beer glasses here - I wonder who's got it right?

Opening times for the exhibition also reflected the different approach the Italians have to organising their leisure time. At weekends the exhibition centre was open from 10am to 11pm and during the week from 3pm to 8pm.

As a location the Fiera Di Genova is superb. Situated on the sea front of one of Italy's finest cities, the building is in itself an artform. The structure is circular and the majority of the 50 feet high ceiling is fitted with translucent

# AUTOSTO



# **PRY GENOVA**







Above: this dramatic 1929 Tipo 8a Isotta Fraschini was used by the Fire Chief in Mllan during the 1940s.

Left: another candidate for the Auto Italia mystery car competition - a 1,400cc Siata Daina Cabriolet Below: the ATS 3000GTS was the result of collaboration between Giotto Bizzarrini and Carlo Chiti in 1964.



panels which illuminate the arena. This has the advantage of dressing the exhibits with a subtle natural lighting, a pleasant change from the weird reflections in the paint finishes on cars normally created by the hundreds of spot lights at indoor events. The walls of the Fiera are fully glazed, which also allows in natural daylight but has the additional benefit of presenting a splendid view of the harbour and the Mediterranean beyond.

Obviously designed to accommodate a variety of activities, segments of the circular

Fiera have balcony seating which affords an overall view of the arena. The entire central area was carpeted, with each display of cars in a colour of floor covering chosen to contrast with the inter-communicating walkways. Unobscured by display boards and screens, the layout of the display was very sensibly arranged with the central area reserved for the main theme of the event, 60 years of the Fiat Topolino and 75 years of Moto Guzzi motorcycles.

The dozens of Topolinos displayed at

Genova must have been one of the largest gatherings of the model presented anywhere, with all the derivatives on show from the saloons, estates and vans to the mouthwatering tiny racers built for the Mille Miglia and 1950s Italian hillclimb events. Also included were the record breakers and modern developments on the latest Cinquecento theme with many styling exercises provided by the major coachbuilders. The Topolino display, covering cars constructed between 1936 and 1955,

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A 125S, the first car to bear the Ferrari name.



1932 Alfa Romeo 8C 2300 by Erdman & Rossi.

was supported by Fiat Auto and the Fiat Topolino Club Italia.

A series of conferences was held during the first day of the nine day event to discuss the history and evolution of the Topolino and to honour its creator, Dante Giacosa, who is now 90 years old. Another conference included presentations by famous designers such as Nevio Di Giusto of the Fiat Style Centre, Filipo Sapino of Ghia Ford, and Leonardo Fiorvanti, Justin Norek and other experts on automobile marketing.

Supporting the Topolino theme was the Moto Guzzi celebration of 75 years' production. The famous motorcycle factory of Mandello Lario will celebrate its 65th anniversary in Genova, and the Genoese family of Parodi was also one of its founders in 1921. Visitors were presented with Moto Guzzi motorcycles ranging from the 'Sport 14' horizontal single, to the famous 'Falcone', the 'Guzzino' and 'Cardellino'. Machines on show included three and four cylinder variants, the V-twins, a running example of the spectacular 500cc V8 from 1957 and the latest production machine, the 'Centauro'.

The Moto Guzzi presence was honoured with a round table to consider the 75 years with speakers Sandro Colombo, President of the car-history association, and Giulio Carcano, who was the chief designer at Moto Guzzi from 1939 to 1957.

The supporting 'Record Breakers' included an ex-Nuvolari Alfa Romeo bimotore, the 1963 Stanguellini 'Colibri', Fiat Abarth 1000 Pinin Farina, the Mercedes CIII/3 diesel and the latest 300km/h 'Zer' electric car from Bertone.

Trade stands, dealers, manufacturers and clubs were sensibly arranged around the periphery of the main display area, and on the second level there were cars for sale and more clubs. Two days were set aside for a model fair and another two days for an autojumble. Various auto tests, rallies and demonstrations around the

Fiera Di Genova site were also timed to coincide with the inside show during its nine day run.

Auto Italia was visiting on the first of the show days and we had every opportunity to photograph the cars without masses of visiting public obscuring the view. Italian shows seem to run longer and open later than the cram-itall-into-two-days British promotional philosophy. The locals don't seem to get up very early at weekends and, surprisingly to us, significant numbers of visitors did not appear until about 4pm, just when the average British show-goer would be considering calling it a day.

It is fascinating to consider that of the hundreds of wonderful cars on display there were only four Ferraris, no Lamborghinis, no lsos and no DeTomasos. The theme of the show obviously set the stage for the profile of

Absolutely fabulous! Maserati A6GC-S berlinetta. (Photo: Rossella Murgia)



TOPOLINO'S 60TH BIRTHIDAY PARTY 320000

#### The big small car

The Topolino was presented to the world by Fiat on 15th June 1936. At that time it was the smallest car to be built in series production. The very first version, the 500A, could achieve 85km/h, run 100km on six litres of fuel (46.8mpg) and could carry two people plus two children or 50 kilos of luggage. Over the years other versions followed, namely the 500B and the 500C.

From the original idea by Dante Giacosa, the car was created in less than two years. Initial production was at the Lingotto factory where 100 cars were made each day. From 1936 to 1955 519,646 cars were built.

Originally called '500' because of its 569cc engine, the name 'Topolino' appeared for the first time in an English magazine where a poem on the 500 was published with the title 'Mouse-like', inspired no doubt by its resemblance to Walt Disney's cartoon character, Mickey Mouse. In 1937 Rolando and Valabrega, two contemporary Italian songwriters, wrote a song especially for this car with the title "Sulla mia Left: car of the show? An unrestored Marinella Testardo 750, possibly the car raced in the 1949 Dolomites Cup by Elio Zagato. Right: where it all began - the 1936 Fiat Topolino 500A.

Topolino" (In my Topolino). The diminutive car quickly became famous all over the world, especially in England, and achieved huge fame. Its image was exploited by advertising agencies and it was often chosen as the first prize in competitions.

#### **Topolino 500A**

Between 1936 and 1947 122,016 cars of this model were built. The first version, known as the 'Balestra Corta' or 'Short Spring' (quarter-elliptic spring rear suspension) was replaced in 1938 by the 'Balestra Lunga' or 'Long Spring' (semi-elliptic rear spring suspension) model. The recipe for the 500A's huge success was its good performance, high reliability, very low fuel consumption and low cost of spare parts.

The first models had a steel roof, but very soon Fiat introduced an opening roof version which became very popular thanks to its 'almost' sporting features. Towards the end of 1936 Fiat introduced production of the van models, initially with one big rear door and then, two years later, with two doors.

#### **Topolino 500B**

The Post War Topolino. A remarkable 21,262 cars were built in just two years, between 1948 and 1949, in the new modern factory of Mirafiori. The major improvements were mainly to the mechanics, but the most important modification was the use of an overhead valve cylinder

#### Above: a 'new' 1939 Siata Amica Bertone cabrio, based on the 500C.

head to replace the original side valve design. These changes allowed the 500B to reach a speed of 100km/h, to use less than five litres of fuel to run 100km (56mpg). It was also less noisy. The bodywork was identical to the 500A save for modified bonnet catches, a new steering wheel and revised instrument panel.

While the 500 saloon was being revised during this period Fiat also launched the 'Giardiniera Belvedere', the first series produced estate car. It had a mixed body structure, in steel and wood, and the door panels were formed in a laminated plastic sheet known as 'Masonite'. The Belvedere had the same bodyline as the small van but the side windows and the rear door were much bigger, and there was an opening fabric roof. It became so popular that even the Directors at Fiat were astonished!

# Topolino 500C

Presented for the first time at the Geneva Salon on 19th March 1949 the 500C was launched in Italy on 22nd May. 376,368 cars

#### Above: **'Z car'** a **750cc Berlinetta Zagato Panoramica.**

were built in berlina, van and station-wagon versions.

The 500C had distinctly American styling, the body was more round and modern, and there were also changes to the mechanics including an aluminium cylinder head. Technical modifications to the engine brought more power and even less fuel consumption. The appearance changed to please the dream of the time, American cars, and the spare tyre found its way into the boot. The car had an efficient internal heating this feature was to be fitted as standard equipment on a Fiat car. During the same period Fiat launched the 500C 'Giardiniera'

system and a windscreen demisting system, the first time

with a body of mixed materials, and in 1951 it was replaced by an all-metal version, the 'Belvedere'. This latest model survived until 1955, the year

when the Fiat 600 was born. The Belvedere outlived the berlina which was, apparently, uncomfortable to sit

#### **Modified Topolinos**

in.

From the Zagato 'Uovo di Pasqua' (Easter Egg) to the Fiat 500 Siata.

Motorists did not have to be wealthy to buy and modify a Topolino and racing car enthusiasts had plenty of tuning opportunities. The most common modifications made to the cars were the fitment of special inlet manifolds with twin carburettors and a mechanical water pump (Topolinos were cooled by a thermosyphon system). For the 500B and 500C, there were

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performance exhaust manifolds and a company called Abarth were developing improved silencers. Overdrives were made by the Monviso factory, and light alloy components by Modauto. For the 500C racing version Monviso supplied a modified differential.

There were also many changes in bodystyling but unfortunately many of them have not survived. In 1938 two Turinese

coachbuilders, Chiabra and Bertolino, patented a 'cabriolet aerodynamic' and a four-seater cabriolet. They were so successful that their fame reached Simca in France where the 'Cing' was produced. Another Turinese coachbuilder, Montescani, put their efforts into the convertible version whilst Garavini introduced a version with an open roof and another with an American-style bonnet, the Matford.

Emesto Accossato transformed the 500A and 500B berlina into a comfortable fourseater and the van version into a four seat station-wagon. In the late 1940s Autorama did the same conversion followed by

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fashion trends, Siata commenced the series production of the Amica 49, a real sportscar which, in 1951, was also produced in very limited numbers for the American market with a 721cc Crossley engine and three speed

#### Topolino goes racing

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#### the exhibits

The manufacturers' stands were complemented by a scattering of historic and classic cars representing the appropriate marques. The chosen cars were absolute gems and looked wonderful displayed with their modern relatives. A Ferrari F50 and F355 Spider were accompanied by a 125 of 1947 while the comprehensive Maserati stand included old and new Ghiblis and Quattroportes accompanied by a 450 and a delightful 2000 Coupe by Allemano. Over on the Alfa stand the new GTV Coupe was arranged next to a 2500SS Corsa (1939 Tobruk to Tripoli with Baratto and Sabesi) and the 145 Cloverleaf accompanied a 2000 Coupe by Vignale. Next to the Fiat Coupe sat a delightful 1953 8V and a curious open boat shaped Multipla with wicker seats.

Very close to the Lancia stand a string of dream cars included a Lancia Astura Coupe with body work by Figoni Falashi, a 1933 Artena Pinin Farina Cabriolet Corto, a 1948 Alfa Romeo 2500SS Coupe - with black paintwork that looked so deep you could drown in it - a splendid Alfa Romeo 2300 8CMM Cabrio of 1932 with unusual bodywork by Erdman and Rossi of Berlin, a Siata Daina Cabriolet, Ferrari 166 Coupe, Cisitalia 202 Coupe - need I go on?

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In 1947, on the Montenero circuit of Livorno, Carlo Pesci won at the wheel of a singleseater Fiat 500 Siata, a similar car to the Cisitalia D46.

#### Topolino takes on the world

The Topolino was very popular internationally, with appreciation for the standard Italian production model, modified versions and personalised cars. In 1937 a modified version was launched on the English market and two years

later Fiat England Ltd launched the '500 four-seater saloon'. In Poland, Polski Fiat built a special version of the 500 in 1938 with a big boot. Meanwhile in Germany, NSU produced a beautiful two-seater sports version under Fiat licence, which was later copied in Italy by Siata, Simca in France, again under Fiat licence, built the 'Cing' in 1936, this was similar to the 500A. In 1948 they built the 'Six' which was a derivation of the 500C. In Holland, Mulder Cars built 2,600,500C models between 1949 and 1955. In the USA Topolinos did

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'Eceterini' lovers would have been in their element with the Topolino specials but their attention would have been attracted by a full range of Bianchinis, a 1966 Fiat 850 Lucciola saloon, 1959 Moretti 750 Tour De Monde and a very rare 1946 Moretti 350cc La Cita. The local fire service presented a range of

vintage fire engines and a pretty, bright red, 1970 Alfa Romeo Giulia - complete with blue light. But the prize for the bizarre must go to the 7,370cc, Isotta Fraschini Tipo 8A of 1929. This enormous vehicle, with open front seats and water pump apparatus bolted to its nose, was once used by the Fire Chief in Milan.

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