

The journey towards the Lancia Design Day: the iconic vehicles that inspired the future models

- **Today, Lancia is starting its path towards the Lancia Design Day on November 28th: a journey from the past to the future in which the brand will describe the design elements which inspired the three new models of the future.**
- **Through eclecticism, elegance and grit, this journey will discover the origin of the elegant design and timeless Italian beauty that led the Brand to define itself “Progressive Classic”.**
- **The journey begins with some of the models that inspired the future: Beta HPE, with its renowned internal “venetian blinds-inspired structure”, Gamma Coupe, which everyone recalls as Lancia’s comfortable and innovative “traveling living room”, and the elegant, aggressive and high-performing 1965 Fulvia Coupé.**

Today starts the first of three appointments in anticipation of the Lancia Design Day on November 28th, the first event of Lancia Renaissance to describe the style of some of its most past iconic vehicles which inspired the design of its three future models.

In this journey from the past to the future, the stars are the Lancia vehicles which are part of the collective imagination: from Aurelia to Flaminia, from Fulvia to Beta HPE, Gamma, Delta, Stratos, and 037. These models vary quite a lot between one another, as some are graceful and elegant, while others are brutal and efficient; but they all have a style capable of remaining timeless. This is what kept them beautiful, contemporary, and authentic expressions of Italian design until today.

“The design and beauty of these “moving masterpieces” inspired us in our creation of the three Lancia models of the future” stated Luca Napolitano, Lancia CEO. “This includes the new Ypsilon in 2024, our new flagship which will allow us to enter Europe’s biggest segment, and the sculpted and muscular new “Delta” in 2028 with its geometric lines which will excite car enthusiasts throughout Europe. We like to describe Lancia as a “Progressive Classic” brand, where “Classic” means leveraging and respecting the value of our heritage, while “Progressive” entails our ability to look to the future with ambition. Innovation and timeless design have always been our values and we now want to add sustainability, and responsibility, always putting the customer at the center of our value proposition. These are the guiding principles of the ten-year plan of our Renaissance: through them, we are aiming at becoming a credible and respected brand in the premium European market. Protagonists of this roadmap will be the three new Lancia models of the future that we designed to make them recognizable and consistent one another. All three vehicles will feature three distinctly Lancia design elements: the calice, the sinuous lines and the geometric-primitive forms. Inspired by the front of the iconic Lancia Aurelia and Delta, the new calice will be reinterpreted in a modern key, preserving its distinctive feature that brings together a vertical and horizontal line to include the Brand logo.

Moreover, the three new models will display sinuous lines on their side, a typical feature of some of Lancia historical models, such as Aurelia B20.

Finally, there is a third element of Lancia design: the geometric-primitive forms on both the front and the rear, among which the round taillights stand out, that refer to the Brand's more brutal and technical spirit, which tips its cap to the legendary 037, Stratos, and Delta, the racing "beasts" that dominated Rally for over 20 years".

Besides elegance and grit, there is a third element of Lancia design that is eclecticism, i.e., the tendency to be inspired by various sources, even contrasting ones, to create something harmonious and consistent at the same time. This is what happens, for example, in the Italian living room areas that inspired Lancia to create the original and welcoming interiors of the Gamma and Beta models. The same refinement of the interiors can be found in the 1965 Fulvia Coupé, elegant, aggressive and high performing at the same time. This is another example of Lancia eclecticism.

Lancia Beta HPE, unconventional eclecticism which marked an era with its "venetian blinds-inspired structure"

The Lancia Beta HPE (High Performance Estate) is a gorgeous, sporty, and high-performing family car which is low, graceful, and equipped with a spacious trunk. Produced in three series, it is definitely the most fascinating Lancia Beta model. Introduced at the 1975 Geneva Motor Show, the Lancia Beta HPE stood out for its eclecticism featured as the "**practical elegance**". The rear of the cab stands out for its angled hatch where one can make out an innovative venetian blinds-inspired structure behind the glass, which limits the effects of sun glare and protects rear visibility. This innovative solution is finished off by two trims on the third pillar which gets visually blended with the original finish on the rear window. Plus, standing out on the rear interiors of the vehicle, the enveloping backrests extend to the side upholstery placed under the rear windows to ensure the rear passengers can freely recline themselves. Moreover, the rear headrests can be placed inside the backrest when not used. The spacious and innovative cab of the Beta HPE recalls that warm and welcoming atmosphere of an Italian houses. Finally, a fun story: by fully reclining the rear seats, it is even possible to add a mattress to create a sort of "traveling" bed.

Lancia Gamma Coupe: the "traveling living room" that breaks the rules

At the Geneva Motor Show in 1976, Lancia displayed the futuristic design of the Lancia Gamma Coupe. With classic exteriors and eclectic interiors, this vehicle is remembered as the "**traveling living room**". It was given this nickname as the cab recreates a welcoming, comfortable, and innovative atmosphere, as demonstrated by its original color combination and its dashboard inspired by the product design of the 70's. The refinement and the fine quality of the material are the result of collaborations with famous fashion brands, including the *maison of* Ermenegildo Zegna. The final evolution of Lancia great GT coupes, a noble range that includes Aurelia and Flaminia, the Gamma Coupe was inspired by the Flaminia Coupe. This might be why it looks more graceful and sleeker at first glance than the five-door sedan, thanks as well to its slanted roof.