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Lancia to star at the “Festival of the Two Worlds” in Spoleto

Lancia will be the Official Car of the “Festival of the Two Worlds” in Spoleto from the 18th June to the 4th July. Lancia will be providing the organisers of the prestigious event with a fleet of Deltas to accompany the celebrities and VIPs attending the Festival.

The Delta is the ultimate expression of prestige mobility. Thanks to the logic of downsizing, the Lancia flagship delivers a superior level of performance and luxury in compact dimensions, at low costs and with low consumption too. The Delta range has recently been expanded with the introduction of the “Hard Black” special series with glossy black roof and matt black body (the Delta Hard Black is the first ever series production model to feature this exclusive paint finish).

Now in its 53rd year, Spoleto’s famous Festival of the Two Worlds is an international event of music, art, culture and theatre that provides a meeting place for two different cultural and artistic worlds, namely those of America and Europe. The festival presents new and avant-garde works alongside classical favourites. A similar duality can be found in Lancia cars too, in which elegance and innovation merge harmoniously to carry the brand forward into the future.

If the Spoleto Festival is an ideal meeting place for two seemingly distant worlds, the recent alliance between Italy’s Fiat Group Automobiles SpA and America’s Chrysler Group LLC has also led to the coming together of two great names in car manufacturing: Lancia and Chrysler. For the first time ever, these two historical brands shared the same stand at the Geneva Motor Show, emphasising a new union between two realities that go together like two pieces of a jigsaw to form a picture of what is best in automobile history on either side of the Atlantic. The union of these two historical brands will soon give rise to a new creation, a hero of both worlds who will certainly not go unnoticed.

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