

PRESS RELEASE

Anantara Hotels & Resorts Presents a New World-Class Historic Car Concours: Anantara Concorso Roma

Anantara Hotels & Resorts proudly announces the inaugural [Anantara Concorso Roma](#) presented by UBS, an exclusive collector car concours set against the backdrop of historical Rome. In a celebration of La Dolce Vita, the event promises the very best in Italian design, hospitality and lifestyle hosted between 24-27 April 2025.

This three-day homage to Italian automotive craftsmanship and heritage will bring together fifty of the rarest and most significant historic Italian automobiles, many from private collections. Uniquely, Anantara Concorso Roma will feature only Italian cars including iconic Italian-born marques such as Alfa Romeo, Bugatti, Ferrari, Lancia, Lamborghini, Maserati and Pagani, guests can expect to see rare gems from the pioneering days to the modern era of early supercars. The cars will be presented to a panel of international judges assembled by concours grandee Dott. Adolfo Orsi Jr. and celebrated Concours Director, Jeremy Jackson-Sytner.

The event promises to pay tribute to Rome and its residents through its reverence of all things Made in Italy, including Italian cuisine, craftsmanship, design, and luxury lifestyle showcased to a global stage. In addition, its organisers aim to curate what will be a line-up of the very best Italian automotive masterpieces ever assembled in one place, spectacularly displayed across multiple iconic locations in the city.

The Eternal City boasts a rich heritage of motor racing. Rome's streets once reverberated with the roar of engines during the original Mille Miglia, with the capital serving as the pivotal turning point on the journey home. The esteemed Gran Premio di Roma was a celebrated automobile race held in and around the city between 1925-1991. The 1947 edition of this race holds particular significance, as it marked Ferrari's inaugural victory with their own creation, the iconic Ferrari 125 S.

Centred around the palatial Piazza della Repubblica in the heart of the city, Anantara Palazzo Naiadi Rome Hotel occupies a 19th century marble palace built over the ruins of the famous Diocletian Thermal Baths dating from AD 298 and overlooking the Fountain of the Naiads. Its semi-circular design is reminiscent of an amphitheatre and combined with its magnificent neoclassical portico makes for a breathtaking backdrop to the inaugural Anantara Concorso Roma.

“Rome is enjoying a renaissance, making it the perfect moment for Anantara to shift the gears and launch a prestigious concours event for the capital,” said William Heinecke, Founder and Chairman of Minor International, Anantara's parent company, and a long-time historic car enthusiast. “I am confident that

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with support of our esteemed partners, we will successfully establish Anantara Concorso Roma as a pre-eminent annual international automobile event.”

"UBS is proud to be the official sponsor of the inaugural Anantara Concorso Roma, the latest addition to our exclusive program of classic car events," said Benjamin Cavalli, Head of Global Wealth Management Strategic Clients at UBS. "This new partnership embodies the spirit of precision and craft we aspire to as a firm. We look forward to celebrating our passion for automotive excellence in April 2025 amidst the historic beauty of Rome."

Concours participants and car enthusiasts who wish to place themselves in the very heart of the action can book exclusive packages for two people that include VVIP weekend tickets, a stay at Anantara Palazzo Naiadi Rome Hotel, elevated dining experiences, and premier access to the event. Day passes starting from 200EUR will also be available as well as weekend passes with and without accommodation.

For more information about Anantara Concorso Roma, visit www.anantaraconcorsoroma.com

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Editor's Notes:

About Minor Hotels

Minor Hotels is a global hospitality group operating over 560 hotels, resorts and residences in 56 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotel brands, and participates in the [GHA DISCOVERY](#) loyalty programme.

For more information, please visit minorhotels.com and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

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