



THE ICON

ST. MORITZ TO KITZBÜHEL

18 - 21
SEPTEMBER
2025

DO YOU DARE
TO JOIN IN?





510KM

During the first stage, day 1, over mountain passes from St. Moritz to Kitzbühel

Then a second stage, day 2, through legendary Großglockner ascent

12H

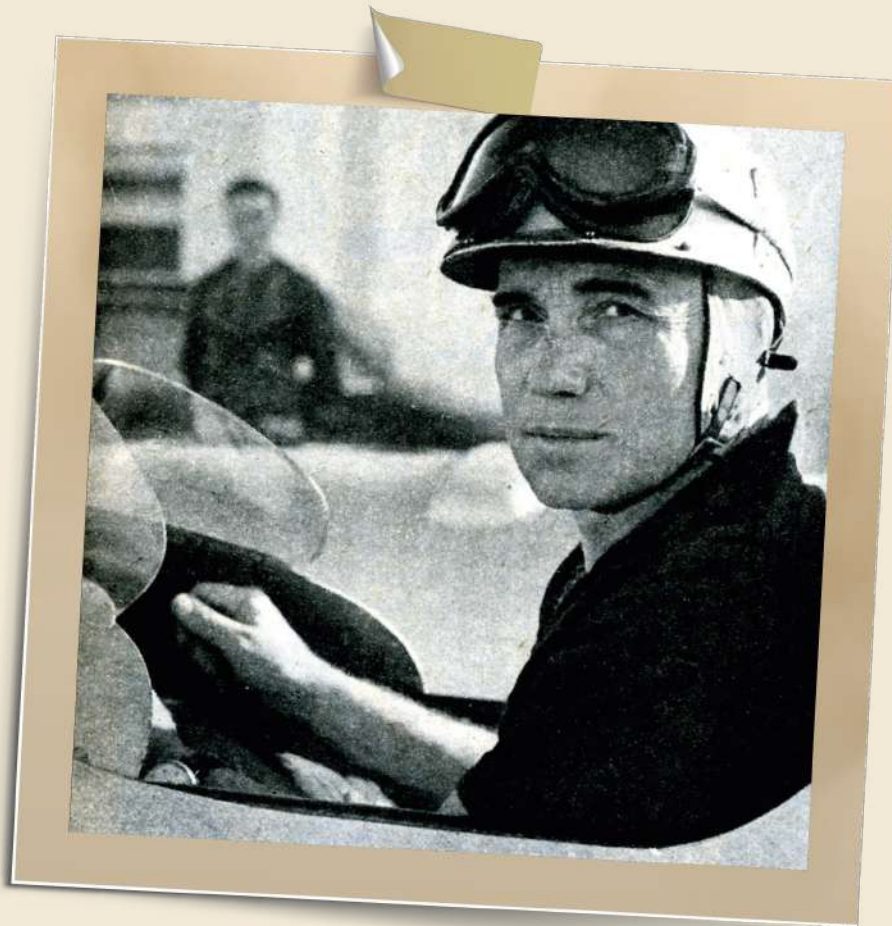
Of team driving the first day

60 ONLY

Teams selected at the start, how many will make it to the end?



ARE YOU THE RIGHT ONE?



The elegance, strength and driving style of Piero Taruffi are a source of inspiration for The icon

STOICISM

Maintaining high physical and mental performance for a long time, tackling the rally without failure.



RESILIENCE

Recovering quickly from difficulties or failures, adapting to obstacles.



CONTROLLED MADNESS

Pushing oneself beyond limits with a rational strategy while maintaining control.



TEAM SKILLS

Collaborate effectively with the co-pilot to make strategic decisions.



BRAVERY

Facing a demanding challenge for skilled team.



WHAT WILL BE YOUR TRUSTED CAR?

If you are wondering which is the perfect car to participate in, you can find some tips here. Classic and yougtimer cars of all brands are allowed, but be careful to make the right choice.

ENDURANCE

The car must be prepared to last until the end, without giving into fatigue.

RELIABILITY

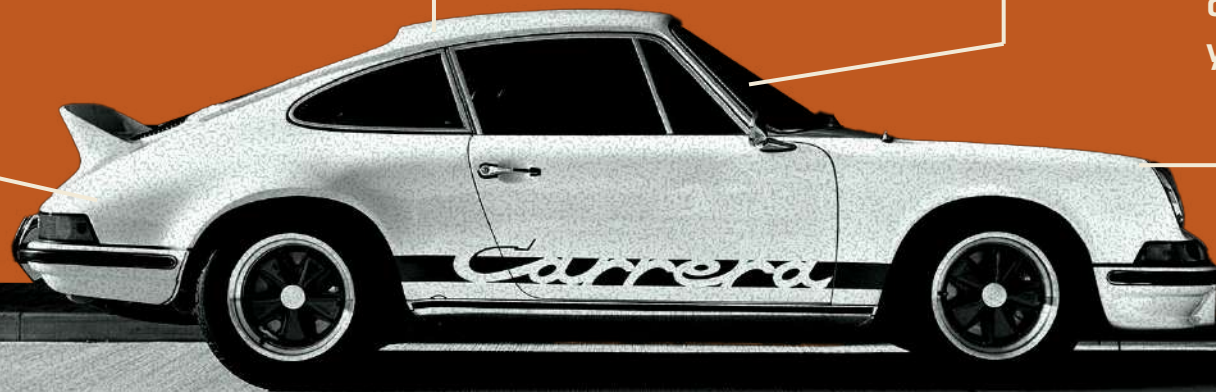
Your car has to be ready to give you the best throughout the rally, without any unforeseen events.

COMFORT

You will have to spend many hours driving, so choose a car that makes you feel comfortable.

EQUIPMENT

Simplicity and clarity in controls are essential to keep you focused on the road.



A MODERN DAY ADVENTURE

If you're up for the challenge, get ready for an unforgettable experience with The Icon a rally for tough, passionate drivers tackling mountain curves, blending adrenaline with the glamour of two exclusive Alpine locations.





WHAT IS INCLUDED?

- One day of true racing, 510 Km
- 3 overnight stays in a 5-star hotel, including breakfast
- All lunches and dinners as per programme
- A roadbook with GPS points box by box
- Security service and vehicle surveillance during stopovers
- Assistance for the duration of the rally
- Race prizes
- Sponsors and The Icon gifts only available to participants
- A folder with photographs of both the event and your crew

SWEAT AND FUN

Gathering, getting to know each other and warming up the engines.

Celebrating the arrival in Kitzbühel in style in a legendary atmosphere. Fields of battles, but also oasis of real fun.

Thursday and Saturday night get ready for two unforgettable evenings of music, good food and excitement.





AN INTERNATIONAL WORKING TEAMS

Made by an effective collaboration combining the skills and
experience of two great rally organizers: **Passione Engadina** and
Kitzbüheler Alpenrallye





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