



**FROM ROAR TO REVERENCE**  
**BERNINA GRAN TURISMO, 18th – 21st SEPTEMBER 2025: WHERE ROUGH LUXURY**  
**MEETS ALTITUDE AND ATTITUDE**

**At 2,300 meters above sea level, on ribbons of asphalt between the Engadin's mountain peaks, something extraordinary happens. Not a show. A statement.**

*St. Moritz/Poschiavo, August 2025. From 18<sup>th</sup> to 21<sup>st</sup> September 2025, Bernina Gran Turismo returns to the legendary mountain pass road between Poschiavo and St. Moritz for its iconic hill climb race. This year's edition celebrates two symbolic milestones: the 10-year anniversary of Bernina Gran Turismo, and 100 years since the Grisons first opened their alpine roads to automobiles. What was once forbidden terrain became a frontier of freedom. To celebrate this outstanding automotive legacy, the 2025 Bernina Gran Turismo is back with a commemorative edition that blends precision driving, historic resonance, and undiluted soul.*

The Bernina Pass will once again echo with the sound of engines and mountain winds as drivers face the high-altitude course that demands courage and precision. This year's 5.8-kilometer course winds through 52 demanding turns, climbing from La Rösa to Bernina Pass – a high-altitude stage that rewards courage over finesse, and character over perfection.

A mixture of historic vehicles, breathtaking Alpine scenery and passionate participants creates an unrivalled atmosphere. Everyone is part of an event that combines tradition and modernity, whether they are a driver, spectator or helper. Past editions of the Bernina Gran Turismo have included iconic cars such as the Bugatti Type 35, Ferrari 250 GT SWB 'Breadvan', Jaguar D-Type and rally legends like the Lancia Delta Integrale. These cars embody the unique spirit and standard of the Bernina Gran Turismo.

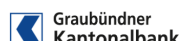
**"Rough Luxury" on Wheels**

Rough Luxury isn't a style – it's a mindset. At Bernina Gran Turismo, rawness and refinement don't compete – they coexist. Think a scratched dashboard paired with a bespoke watch. A champagne toast after a day of tuning one's own car. It's where the elegance of St. Moritz meets the soul of Poschiavo – two worlds, connected by one pass. Somewhere between weathered asphalt, fine leather, and crisp mountain air, a style emerges that can't be designed. It has to be lived. Bernina is Rough Luxury on wheels.

**A Living Legend & More than Metal**

Revived in 2015, Bernina Gran Turismo is rooted in the original Bernina races of 1929–1930. More than nostalgia, it's a refined rebellion: a modern tribute to the pioneers who brought elegance and risk to the Alps. Today, the event has grown into one of Europe's most discreetly coveted motorsport gatherings, being intimate, authentic, and unmistakably human.

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At Bernina Gran Turismo, each participating vehicle comes with a story. Whether a Mercedes, Alfa Romeo, Porsche, or a one-off rally legend or motorbike, what matters is not the badge but the soul under the bonnet. It isn't a parade; it's a mountain race for drivers with something to say.

### **100 Years, One Community**

A special exhibition at Expo Valposchiavo Punto Rossa, Vial de la Stazion in Poschiavo will trace the stylish origins of the Bernina Mountain Race, through vintage photographs and stories of the people who kept the flame alive (throughout August 2025). The exhibition will then be on display at the Vecchio Monastero di Santa Maria delle Agostiniane in Poschiavo on the 19 September. "Racing up the Bernina is crossing a century of stories. From the pioneers of 1929 to today's racers – each ascent is a tribute to the thrill of altitude, the beauty of mechanics, and a land that continues writing its legend", explains Luca Moiso, Director of Bernina Gran Turismo.

### **The Bernina Gran Turismo Weekend Schedule**

Between Poschiavo, St. Moritz and the Bernina Pass, an event programme unfolds that promises unforgettable moments for drivers and spectators alike – both on and off the track. The exact start times and route closures will be announced on the website before the event.

#### **Thursday, 18 September 2025**

- Drivers meet in Poschiavo.

#### **Friday, 19 September 2025**

- Arrival of the vehicles & technical scrutineering at the Kulm Country Club St. Moritz.

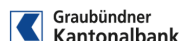
#### **Saturday, 20 September 2025**

- Race day 1 – The centrepiece of the event: two training sessions (07.40h – 11.20h) and two races (11.20h – 13.40h) push historic machines to their limits.

#### **Sunday, 21 September 2025**

- On Sunday, visitors can experience the last races (07.40h – 11.20h) on the legendary route between La Rösa and the Bernina Pass. Afterwards, there will be celebrations and a prize-giving on the main square in Poschiavo.

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### About Bernina Gran Turismo

Bernina Gran Turismo brings together a rarefied international audience – from collectors and entrepreneurs to racing legends. Two racing categories offer different thrills: “Regularity” for precision lovers and timing tacticians as well as “Competition”. With curated hospitality, cultural resonance, and unmatched alpine scenery, Bernina Gran Turismo is not just a motorsport event – it’s a movement. [www.bernina-granturismo.com](http://www.bernina-granturismo.com) and IG [@officialberninagranturismo](https://www.instagram.com/officialberninagranturismo)

### Media Contact

Katja Grauwiler

[media@bernina-granturismo.com](mailto:media@bernina-granturismo.com)

+41 79 684 88 53

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