Roarington

PRESS RELEASE

Roarington World Opens in Turin – A New Chapter for Automotive Heritage

At Italy's National Automobile Museum, Roarington celebrates the opening of its new digital world and the premiere of the 1000 Miglia Digital Experience, ahead of the legendary race's centenary in 2027.

Turin / Vaduz, 15 October 2026 – Some places bring the past and the future together quite naturally. Italy's National Automobile Museum (MAUTO) in Turin is one of them. And it was here, on Monday, 12 October, that Roarington opened the doors to Roarington World, a new digital destination dedicated to the cars, people, places and stories that make automotive culture so fascinating.

Around 100 guests, including leading personalities from the automotive world, collectors, partners and friends, joined Fritz Kaiser, Founder and Chairman of Roarington, to celebrate the occasion. Among them were Benedetto Camerana, President of MAUTO; Fulvio D'Alvia, CEO of 1000 Miglia; Marcus Breitschwerdt, CEO of Mercedes-Benz Heritage; Michael Ringier, Chairman of Ringier Publishing Group and art collector; and Kimi Räikkönen, Formula One World Champion in 2007.

The evening marked the beginning of Roarington's Opening Season 2026, with the premiere of the 1000 Miglia Digital Experience and the introduction of the International Classic Racing Challenge.

A digital extension of the real world

Roarington World is not intended to replace the real world with an artificial one. Quite the opposite. Its starting point is always authentic: extraordinary automobiles, historic races, museums, private collections, art, design and the people and stories behind them.

Working with the institutions, brands and collectors who preserve this heritage, Roarington brings it into a new digital dimension, creating opportunities to discover, explore and increasingly become part of these stories.

A particularly striking example was present at MAUTO itself: the legendary red Lancia D24, a model that won the Carrera Panamericana in 1953 with Juan Manuel Fangio and the 1000 Miglia in 1954 with Alberto Ascari. Visitors can admire the original car in the museum and now discover its digital twin in Roarington World.

It is a simple illustration of an idea that lies at the heart of Roarington: technology can extend the experience of authentic heritage, making it accessible to people around the world in ways that were previously impossible.

The 1000 Miglia – almost a century of stories

The timing of the first premiere could hardly be more appropriate. In 2027, the 1000 Miglia celebrates the centenary of its first race, held in 1927.

Enzo Ferrari once called it “the most beautiful race in the world”. Nearly a hundred years later, its history offers an extraordinary collection of cars, personalities, places and unforgettable moments.

Developed in partnership with 1000 Miglia, the new Digital Experience brings this heritage to life in Roarington World.

Visitors can explore the history of the event, discover legendary cars in a digital Piazza in Brescia and experience some of the stories that have made the 1000 Miglia famous.

One of them recalls Hans Herrmann’s daring passage beneath a closing railway barrier in his Porsche 550 during the 1954 race. In Roarington World, visitors can experience that remarkable moment from the passenger seat.

The experience also introduces the precision driving challenges of today’s 1000 Miglia. Unlike the original speed race, the modern event is a regularity rally, where success depends on crossing timing lines with remarkable accuracy. Visitors can now practise this skill digitally, directly from their computers.

From heritage to competition

The opening evening also introduced the International Classic Racing Challenge 2026, inviting enthusiasts to take part in digital driving competitions and compare their skills with participants in other locations.

At MAUTO, three Roarington Classic Simulators gave guests an opportunity to experience this new dimension of historic motoring.

Kimi Räikkönen, the 2007 Formula One World Champion and Roarington Ambassador, was among those who took to the simulators, demonstrating the possibilities of the new racing experiences.

The Racing Challenge adds another dimension to Roarington World: the opportunity not only to discover automotive history, but to participate, practise and compete.

Roarington

A personal passion, shared with the world

For Fritz Kaiser, the opening in Turin was a particularly meaningful moment.

“Extraordinary cars and their stories have been part of my life for many years. But heritage should not be something that only a few people can enjoy. With Roarington, we want to open these fascinating worlds to enthusiasts everywhere, while remaining true to the real cars, places and people behind them.

Seeing Roarington World come to life here at MAUTO, together with our partners and the team that has worked so hard to make this possible, is a very special moment. And we are only at the beginning.”

Coming soon: new worlds to discover

The 1000 Miglia Digital Experience is the first premiere of Roarington’s Opening Season 2026. Further experiences are already in preparation.

Among them are the Mercedes-Benz Museum Experience and the Roarington Art Center, developed in collaboration with Michael Ringier, opening new perspectives on the relationship between automobiles, art and design.

Digital experiences with extraordinary private collections are also planned, bringing remarkable cars and their stories to a wider international audience.

Together, these projects reflect the ambition behind Roarington World: a destination that continues to grow, with new stories, experiences and reasons to return.

Roarington is already preparing its Spring 2027 Season, building on the partnerships and experiences introduced in Turin.

About Roarington

Roarington, headquartered in Vaduz, Liechtenstein, is an initiative of The Classic Car Trust (TCCT), founded in 2013 by Fritz Kaiser to promote the heritage, enjoyment and preservation of classic automobiles for future generations.
Working with leading automotive brands, museums, collectors and cultural partners, Roarington brings authentic heritage into a new digital dimension. Roarington World is a growing destination for discovering and experiencing extraordinary automobiles, legendary races, art, design and the people and stories behind them.

Heritage matters. We bring it to life.

Discover Roarington World at **roarington.com**.

Media contact
Bianca Hasler | Roarington
bianca.hasler@roarington.com