

Travel

The New York Times



ITALY BY VINTAGE CAR

Traveling In Style Through Rural Italy

Sometimes the most memorable part of a trip is simply driving through the countryside. A new company is giving this theory a road test by making driving through rural Italy in vintage Italian cars its selling point. The company, Italy by Vintage Car (www.italybyvintagecar.com), was created by three women — an American, a Belgian and an Italian — who wanted to offer travel experiences that would evoke the casual glamour of a Fellini movie. Trips of three, five and seven days through regions like Tuscany and the Amalfi coast are offered. Participants drive themselves in either a Fiat, a Ferrari, an Alfa Romeo or a Lancia from the 1950s, 60s or 70s (the cars are privately owned and regularly used by their owners). A five-day tour starts at \$9,000 per person and includes luxury hotels, most meals with wine, emergency support vehicles, a valet and mechanic, admission to wine and food tastings (and seasonal activities like truffle hunting), maps, a cellphone, tips and baggage transport.