

Bonhams|Cars, Morgan, and Zagato Join The Aurora 2025 for an Unforgettable Celebration of Automotive Excellence

BÅSTAD, SWEDEN – The Aurora, Scandinavia's premier automotive and lifestyle event, is proud to welcome Bonhams|Cars, Morgan Sweden, and Zagato to its 2025 edition, taking place June 27–29 at Norrvikens Trädgårdar.

Bonhams|Cars Sets the Standard at The Aurora

World-renowned auction house Bonhams|Cars will make its Aurora debut, bringing its legacy of excellence to Båstad. Known for achieving world-record results at prestigious venues such as Goodwood, Pebble Beach, and Monaco, Bonhams|Cars continues to lead the global collector car market. Through live, online, and private sales platforms, Bonhams|Cars upholds a tradition of trust, transparency, and expertise in the automotive auction world.

Morgan Sweden Presents the Supersport and More

Morgan Sweden, the official distributor of Morgan Motor Company in Sweden and Norway, will showcase the full range of hand-built British sports cars, including the all-new Morgan Supersport—revealed in March 2025.

Designed to deliver a pure, modern driving experience, the Supersport represents the pinnacle of Morgan performance and style. Also on display will be the timeless Plus Four and the characterful Super 3, each celebrating the brand's signature philosophy of "21st Century Coachbuilding." Morgan Sweden continues to offer a bespoke ownership experience, recently guiding clients through the acquisition of the Pininfarina-designed, limited-edition Morgan Midsummer.

Zagato Brings Italian Design Icons to Scandinavia

Legendary Italian design house Zagato will attend The Aurora in full force, showcasing the striking Mostro Barchetta Powered by Maserati—a tribute to 1950s Italian race cars that debuted at Villa d'Este.

Taking its name from Sir Stirling Moss' famous words describing the original Maserati 450S Zagato, "beautiful like a monster"—the Barchetta represents the essence of Zagato's dramatic design language. Andrea Zagato, President of Zagato, will also participate in The Aurora Talks, a curated speaker series exploring the intersection of mobility, design, and Scandinavian innovation.

These distinguished names mark only the beginning. More exhibitors and brand experiences will be revealed in the coming weeks, promising an even richer and more dynamic celebration of automotive culture.

About The Aurora

Held annually in Båstad, Sweden, The Aurora is Scandinavia's most exclusive automotive and lifestyle event. Bringing together classic and modern icons, visionary brands, and world-class design, The Aurora is a curated celebration of innovation, elegance, and experience.

The Aurora is backed by long-term partnerships that elevate the overall experience: BMW Group and J.P. Morgan Private Bank are the event's Main Partners for 2025, both committed through multi-year agreements. MOTIKON is the Performance and Classic Car Partner, while Koenigsegg serves as Hypercar Partner – both playing essential roles in what makes The Aurora a truly unique experience.

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