

The Aurora 2025: Dual Concours, World Premiere, and a New Standard in Car Culture

With record attendance of over 15.000 visitors, a world premiere, and cars never before seen in Northern Europe, The Aurora 2025 cemented its status as Scandinavia's premier automotive and lifestyle event.

With over 60 hand-picked vehicles from around the world, The Aurora once again offered a dual-celebration format that has become its signature: one concours dedicated to the timeless artistry of classic automobiles, and another showcasing the cutting edge of modern hypercar design. The result was a curated weekend experience that elegantly bridged past and future, design and performance, heritage and reinvention.

The debut of *The Aurora Yacht Show* brought Scandinavian marine elegance to the forefront, while collaborations with partners like Vogue Scandinavia bridged the worlds of fashion, design, and automotive culture. From live interviews to curated experiences, the event redefined the traditional Concours format—making it more immersive, inclusive, and culturally relevant.

Koenigsegg World Premiere – Sadair's Spear

Unveiled for the first time at The Aurora, the Koenigsegg Sadair's Spear sets a new benchmark in the world of road-legal track cars. Sharper, lighter, and more focused than ever, it combines blistering performance with advanced aerodynamic refinement.

Named after Christian von Koenigsegg's father Jesko's favorite racehorse, Sadair's Spear is as personal as it is powerful. With up to 1,625 hp on E85 fuel and a significant weight reduction over the Jesko Attack, it broke the Gotland Ring lap record by over a second—underscoring its credentials. Only 30 units will be made, all of which were spoken for before the public debut. Sadair's Spear reflects Koenigsegg's relentless pursuit of innovation—and The Aurora's role as a global stage for world premieres.

2025 Aurora Concours Winners

Best of Show – Classic Car Concours - 1970 Lamborghini Miura P400

Often hailed as the world's first supercar, this "thin chassis" Miura has just completed a bare-metal restoration in Italy by Cremonini Carrozzeria, returning it to its original Rossa Miura hue. The V12 was rebuilt to factory spec by Top Motors Salvioli, with a re-trimmed interior by Interni. Overseen by We Are Curated and pending Polo Storico certification, this landmark car made its public debut at The Aurora.

Best of Show – Hypercar Concours - 2025 Koenigsegg CC850

This is the first customer-delivered production CC850 and joins the owner's Koenigsegg CC8S, the first production Koenigsegg ever built, symbolizing a remarkable lineage in the brand's history.

Restomod Glory Class Winner - 2025 Kimera EVO38 Prototype 00 "Aurora"

Unveiled for the first time at The Aurora, this one-off prototype marks the debut of Kimera's next chapter: the EVO38. Inspired by the legendary Lancia 037, the "Aurora" blends motorsport heritage with cutting-edge engineering—featuring a reworked chassis, advanced aerodynamics, and an upgraded twin-charged powertrain.

Zagato Class Winner - 2019 Iso Rivolta GTZ by Zagato

Reviving a legendary nameplate, the GTZ pairs a hand-formed aluminum body with a supercharged V8, channeling the spirit of the Iso Grifo A3/C into a modern GT for the 21st century.

Preservation Award - 1957 Talbot-Lago T14 LS 2500 Sport

One of just a few "LS" Lago Sports produced, this matching-numbers car retains its original grey paint, interior, ZF gearbox, and factory features—an extraordinary benchmark in preservation.

President's Award - 1973 Ferrari 365 GTS/4 "Daytona" Spyder

One of only 122 factory-built Daytona Spyders, this US-spec example was delivered new to Geneva and retains its matching-numbers chassis, engine, and transaxle. Finished in Marrone over Pelle Nera Connolly leather, it features factory air-conditioning, period Voxson stereo, and just 3,862 original miles. Ferrari Classiche certified and carefully preserved; it stands as a pinnacle of open-top V12 Ferrari heritage.

Jury's Choice - 1938 Lancia Astura Gran Lusso by Pininfarina

Originally displayed at the 1939 Berlin Motor Show, this early Gran Lusso-bodied Astura spent decades hidden away in Sweden. Believed to be the first of just a handful produced, it stunned the jury with its sculptural Art Deco lines and untouched elegance.

Elegance in Motion Class Winner - 1956 Mercedes-Benz 300 SL Alloy

One of only 29 lightweight "Alloy" Gullwings ever built, this 300 SL is a triumph of post-war engineering. Featuring aluminum bodywork, Rudge wheels, and uprated suspension and brakes, it was purpose-built for performance. Finished in a shade that matches the classic German taxi color code, its rare combination of understated charm and motorsport pedigree earned it top honors in the Elegance in Motion class.

Trophies were handed over by Michel Franssen, Concours President, Filip Larsson, CEO of The Aurora, and Marcus Berggren, Head of Concours.

Best of Showfield - 1948 Jaguar MK IV

This post-war British classic wowed guests and judges alike with its graceful lines, impeccable restoration, and presence on the lawn. Its blend of pre-war elegance and post-war optimism earned it the coveted Best of Showfield title.

Beyond the Lawn: A Weekend of Innovation and Elegance

The Aurora Showfield

With approximately 400 cars on display, the Showfield was one of the most expansive and diverse spectacles of the weekend. From enthusiast-modified icons to ultra-rare exotics, visitors explored everything from a 1000-horsepower Toyota Supra Mk IV to a Pagani hypercar. More than just a display, the Showfield captured the spirit of inclusivity that defines The Aurora. While the Concours cars represented the highest global standards, the Showfield provided a more accessible layer of car culture—welcoming everyone from grassroots enthusiasts to seasoned collectors. A standout moment was the poster signing by automotive icon Magnus Walker, which drew a large, enthusiastic crowd.

The Aurora Talks

A cornerstone of this year's programming, The Aurora Talks brought together leading voices from the worlds of design, engineering, media, and culture. Hosted live on the Concours Stage by JP Rathgen of *Classic Driver*, the sessions featured insightful conversations with profiles such as Andrea Zagato, Domagoj Dukec, Chief Designer Rolls-Royce Motor Cars, world record athlete Mondo Duplantis, HRH. Princess Sofia of Sweden, and Christian and Halldora von Koenigsegg. The Aurora continues its evolution into one of Europe's most important cultural and automotive events.

BMW Group at The Aurora

As Main Partner of The Aurora, BMW Group took center stage with a curated presentation that celebrated the intersection of art, engineering, and individuality. Four iconic Art Cars were shown together: Andy Warhol's expressive 1979 M1, Alexander Calder's bold 1975 3.0 CSL, Roy Lichtenstein's storytelling 1977 320i Turbo, and Jeff Koons' high-energy 2010 M3 GT2—each a rolling canvas blending performance with creative vision.

Further reinforcing the brand's theme "One of One," BMW showcased a collection of rarely seen prototypes and design studies: the X5 Le Mans V12 concept, the E46 M3 Touring prototype, the legendary 1992 M8, and a V12-powered Z3 Roadster. Each represented a unique chapter in BMW's experimental history.

Rolls-Royce Motor Cars presented the new Black Badge Spectre on the main stage—the marque's first all-electric super coupé. Beyond its striking design and presence, select guests were invited to experience the Spectre firsthand through curated test drives. In the Vogue Scandinavia Lounge, art history was created when artist duo Madelen and Robert Möllard live-painted a MINI Cooper during the weekend.

BMW Group also showcased the BMW M 1000 RR — a street-legal superbike delivering 218 horsepower and ranking among the fastest in the world.

J.P. Morgan Private Bank at The Aurora

As a main partner of The Aurora 2025, J.P. Morgan Private Bank played a central role throughout the weekend—bringing both insight and elegance to the program. The Aurora Talk *Yachting Lifestyle Trends in Scandinavia*—moderated by Steven Hawkins, Head of Specialty Lending at J.P. Morgan International Private Bank—featured leading voices from the Scandinavian yachting scene and offered insights on the evolving intersection of wealth, lifestyle, and the sea.

In addition to hosting their own guests and entrants alike in an exclusive lounge within the VIP Garden, J.P. Morgan Private Bank created memorable moments across the entire event. On Friday evening, they presented the elegant HyperCar Cocktail—a celebratory gathering for collectors, partners, and

enthusiasts. Guests were also invited to explore a striking simulator installation designed by Zagato and built by Roarington—showcasing innovation, craftsmanship, and experiential design.

J.P. Morgan has been present in Sweden since 1973, with a legacy spanning over 200 years. J.P. Morgan Private Bank provides customized financial advice to help wealthy clients, and their families achieve their goals through an elevated experience.

The Aurora Tour

Reserved exclusively for Concours participants and featuring only Concours cars, The Aurora Tour was held on the Thursday of concours week and gathered over 50 vehicles for a scenic and spirited drive from Båstad to Mölle. The journey concluded at the Koenigsegg test track, where participants had the opportunity to preview the new Koenigsegg Sadair's Spear, drive on the track, enjoy an exclusive factory tour, and celebrate with a traditional Swedish Midsummer dinner.

The Aurora Yacht Show

This new maritime highlight was presented in collaboration with four leading names in the premium segment: TJB Super Yachts, Princess Yachts Scandinavia, Dreamline Yachts Sweden and Goldfish. Together, they showcased a handpicked selection of exclusive models from some of the world's most coveted brands – including Princess, Pershing, and Riva.

The Vogue Scandinavia Lounge

New for 2025 and a much appreciated addition, The Vogue Scandinavia Lounge offered a serene, stylish retreat where guests could engage with curated design and fashion moments throughout the weekend. Editor in Chief Martina Bonnier hosted interviews with guests such as Hollywood star and model Kelly Gale, Alba Hurup Larsen, F1 Academy driver and motorsport prodigy and world-renowned jewelry designer Charlotte Lynggaard among many others.

Incredible objects at the auction; the rare opportunity to acquire a BMW Concept Speedtop

During the Black Tie dinner attended HRH Prince Carl Philip of Sweden on Saturday an auction was held in support of HRH Princess Sofia's organisation Project Playground. Over 2 million SEK was raised. The most prestigious object was the allocation of the BMW Concept Speedtop. The exclusive model, which was recently presented at the Concorso d'Eleganza Villa d'Este, is being produced in a strictly limited edition. With only 70 examples worldwide, the model is a unique collector's item and one lucky bidder won the option to acquire it.

Fiat 500 Stefan Johansson Art Car Giveaway

The bespoke art car by Swedish F1 driver and artist Stefan Johansson was awarded to one lucky attendee during the closing ceremony.

The Aurora 2026

Mark your calendars: The Aurora will return from June 26–28, 2026, once again transforming Båstad into the epicenter of automotive artistry and cultural celebration.

For additional information, please contact:

Marcus Berggren

Head of Automotive PR

+46 707 81 40 53

+1 305 978 4355

marcus.berggren@theaurora.com