MARREYT
classic cars

Fiat 1100 E Ghia Gioiello

1949

Gallery

Fiat 1100 E Ghia Gioiello Abarth 1949 LHD This one-off Fiat 1100 is a typical example of what the great Italian coachbuilders thought would be the future in the difficult immediate post-war period. Ghia designed a series of luxurious and modern looking coachworks based on standard rather plain looking models and named this series Gioiello (jewel), hoping to attract a better-off client èle. On the well engineered Fiat 1100 E chassis this particular Gioiello is a one-off design and was proudly presented by Ghia at the 1949 Concorso D'Eleganza of the Villa D'Este. To maximise the luxurious impression Ghia asked Abarth to tune-up the courageous little 1100 E a bit more by fitting a special cilinderhead and a sporty twin carburator set-up. In this very attractive configuration the professional judges at the Villa DEste rewarded Ghia's effort with the 1-st prize in her category! An encouragement and an aprouval this was, in their opinion, the future! The public however voted in a totally opposite way for the Alfa Romeo 6C 2500 SS Touring later named Villa D'Este. Smitten by the charm of this unique 1100, the first owner Mr. Malpiero Ernesto, bought this Fiat 1100 Gioiello on the spot at the Villa D'Este, but agreed to lend his car for the next years' Ghia stand on the 1950 Torino motorshow. Afterwards, this Fiat 1100 E Gioiello enjoyed a sheltered life in a few classic car collections, until I found, through one of my very good classic car friends in Italy, this one-off Ghia in Puglia. If you come and see this one-off Fiat 1100 on my stand at the Paris Retromobile show or here in my classic car garage in Aalst Belgium, you will immediately agree with me this little Fiat is... a real jewel absolutely worthy of the name Gioiello! Do you fancy to participate at the very exclusive Concorso d'Eleganza from the Villa D'Este, or at "la corsa la pia¹ bella nel mondo" Mille Miglia?

Brand	Fiat
Model	1100 E Ghia Gioiello
Year	1949