



The Maserati Club UK Herts and Beds hub would like to invite you, and the members of your Maserati team, to take part in the inaugural "Targa Florio – Hertfordshire Replica Treasure Hunt" to be held on July 4th 2026.

The event is a car-based Treasure Hunt around north-eastern and central Hertfordshire intended to celebrate Maserati's 100 years of racing success; their first competition win being in the 1926 Targa Florio in Sicily. Our Club Treasure Hunt in Hertfordshire is designed as a homage to this famous endurance event.

We are planning to start at the Coach House Hotel in Flint Cross, just outside Royston, from 10.30 am. This happens to be a convenient location (just off the M11) for those joining from London, Essex, Sussex and Kent and is also close to IWM Duxford (if you enjoy historical aircraft) and the weekend of July 4th/5th happens to be an airshow weekend! So try and keep an eye on the sky!

Start:

There is ample parking at the location and the Club will be providing a simple buffet breakfast (coffee, tea, juices and pastries) for the teams waiting to start the Treasure Hunt at the prescribed seven minute intervals. Start times will be provided closer to the day!

The Coach House Hotel
Newmarket Rd,
Flint Cross, Melbourn,
Royston, SG8 7PN

What 3 Words: concerned.officers.tougher

Armed with your comprehensive route maps, tulip maps (which are attached and for whose production Club member Keith Keane deserves special recognition) and clue booklets (which will only be issued at the start) the Treasure Hunt route takes us into the beautiful countryside and villages of north-eastern and central Hertfordshire, passing and stopping at "Maserati places of interest", while the teams seek to complete all the Treasure Hunt clues, in order to win prizes!

Finish:

After a trip of seventy miles, for which there is absolutely no time element (so please take your time to enjoy the countryside, the driving on some interesting roads, and to complete the clues) you will arrive at The Plough in Kings Walden, a location famous for their authentic pub food, hospitality and ample car parking where you can relax, wind down and maybe even stay for the prize-giving!

The Plough
Plough Ln,
Ley Green,
Hitchin SG4 8LA

What 3 Words: hissing.polishing.registers

Route overview (see attached tulip and route maps for complete details). **Please ensure that you print, or save to your chosen device, these maps.**

The Clue booklet for the Treasure Hunt will be provided only at the Start.

- “Village section”. After the start the cars in the original Targa Florio would be navigating the narrow streets of Sicilian villages, and we will be doing something similar as our initial route takes us through pretty villages and towns (with authentically narrow streets) like Great Chishill, Barley, Barkway and Buntingford. After the demands of this picturesque section of the route, including passing our first windmill, the teams then cross the A10 (the old Roman Road) and move onto the.....

- “Mountain section”. Whereas Sicily has real mountains and a volcano we have the sweeping curves and rolling hills around Therfield, Cromer and Cottedred as our local equivalents (an imagination is important here). At Cromer the teams will be passing our second windmill of the route and we will drive partly on the A507 with its sweeps and curves pretending to be the mountainous hairpin bends of the Madonie mountains! Then into picturesque Wallington before descending the precipitous valley to the A505 and going through the Weston Hills Tunnel (outside Baldock, substituting for Palermo). This tunnel is an important part of the Mountain section, as in Sicily where there are multiple tunnels through the mountains and is best experienced heading north to south (Royston to Letchworth), an uphill section which can be done under acceleration (but watch out for the road surface in the outside lane post-tunnel).

"Endurance section". The original Targa Florio was designed as a test of endurance and reliability and we now enter the longest section of this challenge which takes us initially along the “Great North Road” and through the picturesque coaching inn town of Graveley, before cutting across through the Wymondleys to the B656 (central Hertfordshire’s premier driving road and McGrath test route) at St. Ippolyts! Here we turn southbound and progress to the historic coaching town of Welwyn (masquerading as Catania) and onto the A1M motorway for a short run through the Hatfield Tunnel (we promised you tunnels to check your Trident noise levels!) Immediately on leaving this tunnel we exit the motorway and drive to one of the region’s “Maserati places of interest”; Maserati authorised retailer H R Owen (perhaps a good opportunity for that selfie?). On departing Hatfield you will then visit picturesque Wheathampstead, on the River Lea, where you will be following in the footsteps of the most famous Italian of all! Not Alfieri Maserati, but Julius Caesar, who visited Wheathampstead, but 2080 years ago! Leaving the town along leafy Lamer Lane you will arrive in Kimpton, where there is a rest stop with suitable Treasure Hunt clues, at another of the region’s “Maserati places of interest”, McGrath Maserati. (We are grateful to Andy and his team at McGrath for this visit which will coincide with their summer Open Day.) The stream of Maserati visitors should enhance the McGrath Open Day so please take your time to say hello to Andy and his team.

- Finally back into your cars for the "Home Straight" which will take us from Kimpton to Codicote, and back onto the B656 (did I mention this was Hertfordshire's premier driving road?) going northbound this time, waving at fellow Maserati drivers coming the other way, skirting Hitchin as we drive through Gosmore and picturesque Preston to the finish in Kings Walden, where Rob Collett and his hospitality team at The Plough, are waiting to greet you.

In addition to the prospect of food and drink at the end of a tiring day driving, navigating and solving clues, the Plough also provides ample parking, a convivial pub/restaurant atmosphere and an opportunity for some socialising with your fellow competitors before the prize giving ceremony.

Prizes:

Prizes and awards will be made in the following categories.

1. Best Overall Winner

- Highest number of correct answers

2. Runner-Up

- Second highest number of correct answers

3. Third place

- Third highest number of correct answers

Tie-Breaker

- *The shortest distance travelled will be used in case of a tie!*

4. The Targa Florio Award

- For the team who most embraced the spirit of the event
- Not necessarily high scorers, more about approach and enthusiasm

5. Best Selfie Award

- Everyone should take a team “selfie” at some stage on the route, preferably with an interesting landmark in the shot!

6. “Lost but Found” Award: this is why we need those odometer readings! The longest mileage for the route should indicate the team who made the most detours from the defined route! (Also don’t stray onto the A505 between Royston and Baldock in an effort to reduce distance covered: the road is covered in speed cameras!)

7. Oldest Maserati present at the start, and the finish (of course)!

8. Furthest travelled to attend the event, from their home to the start location.

Prize-Giving Ceremony:

Due to the nature of the Treasure Hunt and its staggered start, our desire that all competitors have the time they need to find the clues, enjoy the drive and the scenery, to spend adequate time at the “Maserati Places of Interest” and to generally avoid any form of time pressure on what is intended to be a fun day out, there are no plans to provide an inclusive meal at a fixed time for the participants on arrival at the Finish. However The Plough is a full service pub, is used to accommodating large groups of enthusiasts and has made special arrangements for a selection of cooked foods which can be bought on site. We hope that you will stay to socialise, eat and enjoy yourselves (you can even complain about the route and the clues) until the prize-giving ceremony, which will take place after everyone has arrived, handed in their clues and selfies and given the organisers a bit of time to work out who the winners are.

The route, if you do not get lost, is 70 miles in total. We will be taking odometer readings at the Start and the Finish as this will determine any ties and to decide the “Lost but Found” Award

Entry Form

To cover the breakfast buffet and the prizes there is an entry fee of £25 per car/team.

	Please complete all boxes
Member Name	
Maserati Club UK Membership number	
Car Model	
Registration Number	
First Registration Date	
Contact phone number	
Email address	
Home post code	

Please return your entry form to Simon Davies on hertshc@maseraticlub.co.uk and quote the reference used to pay your entry fee of £25 to the following account:

Name: Simon Davies
Bank: HSBC
Sort Code: 40-09-10
Account No: 71463500

I am grateful for the help of the wonderful organising committee:
Keith Keaney
Roger Phillips
Andy Heywood

Thanks for your support!

Simon Davies
Hub Cap Hertfordshire & Bedfordshire – Maserati Club UK Ltd
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