MASERATI
CLUB
SWITZERLAND

THE SWISS EXPERIENCE TOUR
(PreMIR)
SATURDAY, SEPTEMBER 18 – THURSDAY, SEPTEMBER 23, 2027

See the best of Switzerland and relive the history of Swiss Automotive Industry on a tour for Maserati Club Members before joining the Maserati International Rally 2027 in Davos from Thursday, September 23 to Sunday, September 26, 2027.

This exclusive Tour is limited to 25 Teams only, making it a “once in a lifetime experience” organized by Maserati Club Switzerland.

We will be based in Gruyères, the heartland of Cheese and Chocolate, getaway to numerous scenic routes and close to many historic places.

Costs per person will be CHF 2'000.--, sharing a double room, all included (4 nights including breakfast, all dinners with wine/beer/softdrinks, most lunches, all entrance fees, roadbooks, etc.). If you travel by yourself, the surcharge for a single room will be CHF 400.--.



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The Program:

Saturday, September 18, 2027: „The WELCOME“

Individual Arrival at the Hôtel de Gruyères, Check-in, welcome apéritif and dinner at the hotel





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Sunday, September 19, 2027: „WATCHES AND GENERAL MOTORS SUISSE“

Drive to the lake of Bienne/Biel for a visit of the OMEGA & SWATCH Museum

Visiting the Fondation RENAULD in Cortaillod on Lake Neuchâtel

Return to the hotel and learning about the important car production site of Bienne/Biel









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Monday September 20, 2027: „SWISS AUTOMOTIVE HISTORY“

Drive on some scenic mountain roads and stop at the „Fondation Giannada“ with its art collection and Classic Car Museum to see the many marques of Swiss Cars made in the early days of car history.

We will continue to a private collection of Moretti and Ghia Aigle Cars and in the evening a presentation on MONTEVERDI, the last car builder of Switzerland, will conclude the day









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Tuesday, September 21, 2027: „CHEESE, CHOCOLATE, AND MORE“

Explore the vicinity of Gruyères and visit an original cheese production site, a chocolate factory and the Castle of Gruyères with its famous H.R. Giger Museum (do you remember the movie “ALIEN”?)







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Wednesday, September 22, 2027: „MOUNTAIN PASSES AND FORMULA 1“

Today we will drive on some scenic routes to Langenthal in the Bernese Emmental. The early arrival at the hotel Meilenstein with its Formula 1 museum will give us plenty of time to enjoy this Event location.







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MASERATI INTERNATIONAL RALLY SWITZERLAND DAVOS 2027

Thursday, September 23, 2027: „MORE ABOUT SWISS CARS / JOINING THE MIR27“

An early start brings us to Lucerne, where we will be able to drive with our own cars into the center court of the Transport Museum and visit the Car Collection of the museum with its numerous Swiss cars.

With a light lunch at the museum, the program of this tour comes to an end and if you are joining the MIR27 in Davos, it gives you plenty of time to drive from Lucerne to Davos in the afternoon.





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Costs per person will be CHF 2'000.--, sharing a double room, all included (4 nights including breakfast, all dinners with wine/beer/soft drinks, most lunches, all entrance fees, roadbooks, hotel parking outdoors, etc.).

Surcharge for a single room will be CHF 400.--.

Approximative daily driving distances in kilometers	
Sunday	230
Monday	180
Tuesday	0
Wednesday	160
Thursday	230