

Lancia Augusta

1937



At a time when all European manufacturers were still relegated to a concept of cars with separate chassis and bodywork, Lancia proposed the first true monocoque in history.

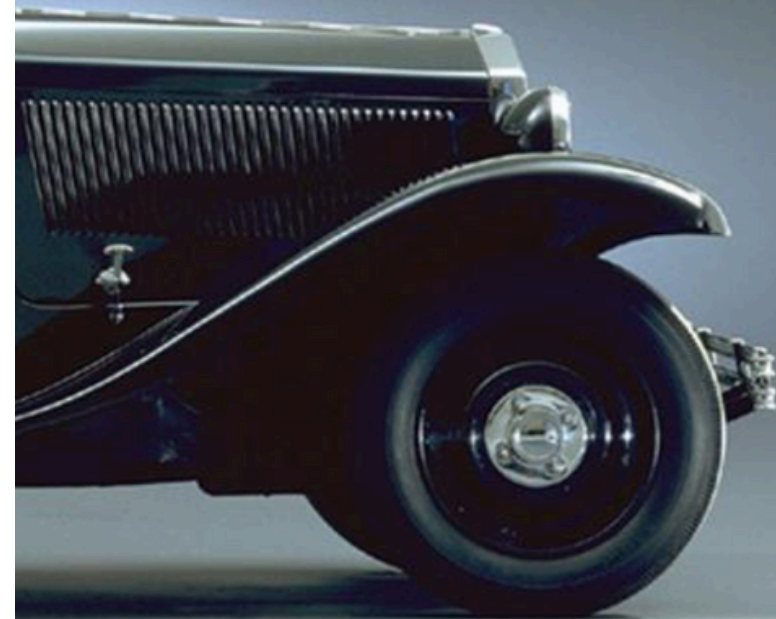
The Augusta was born in a difficult historical period, in 1929 the collapse of the Wall Street stock exchange created a situation of economic recession. The Turin-based company had to replace the ageing Lambda and concentrated on creating a sober, innovative car, as a Lancia should be, but above all one that was economical to run.

On 5 October 1932, the new Lancia Belna, the French trade name of the Littoria Augusta, was therefore presented at the Paris motor show.

The Augusta, the first Lancia built on an assembly line, had a body as we would conceive it today: sheet metal welded together with various reinforcements on the floorpan to ensure adequate torsional rigidity.

Narrow 1.2-litre 4-cylinder V-cylinder engine, 35 horsepower and an impressive 110 km/hour.

3 versions available: saloon, cabriolet and the floorpan alone available for the various carrozieri.



Total production stands at 1267 cars: a great number of cars for the period.

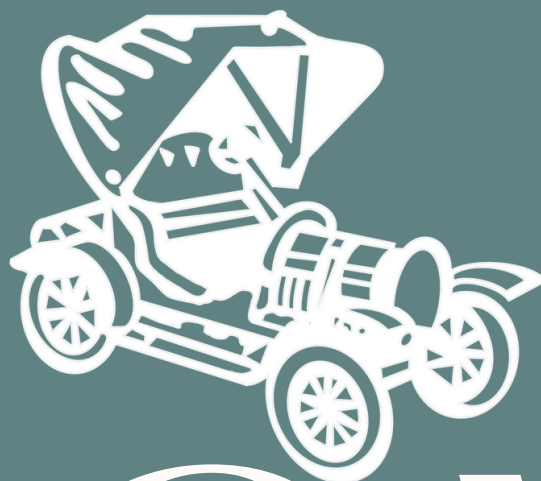
At first the standard model was presented, and in 1934 the luxury version was added: this differed in that it had a more refined interior, spoked wheels, and a body with a narrower and longer front grille.

From 1935 until the end of production only one model called the UNIFIED was offered. This retained all the features of the Lusso version except for the wheels, which remained the Fergat pressed sheet metal ones.

The Augusta I propose is part of a last unified series, ordered in two-tone.

It has only had 2 owners in its history, the current owner restored it in the 1980s and it has done very little work since then with periodic checks to keep it in perfect condition. It just needs a new daddy who knows how to give it lots of care.





CCAR

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