

US Car on the Beach: American V8s take the spotlight at Italian Bike Week 2024

From September 12th to 15th the Italian Bike Week returns with its grand star-spangled meeting. For the first time, the American car parade will take place on Saturday morning, in anticipation of the Freccie Tricolori airshow on Sunday

The countdown has begun for **Italian Bike Week**, the end-of-summer event that brings motor enthusiasts back to **Lignano Sabbiadoro (UD)**. Born from the legendary Biker Fest International (which saw 240,000 visitors in its May 2024 edition), the IBW will take place from **September 12th to 15th**, aiming to replicate and surpass last year's success, when the event nearly reached **50,000 attendees** over four days, marking a spectacular end to the season.

While the spotlight will be on two-wheelers, especially in the **Adventure & Off-Road sectors**, the traditional **US Car on the Beach** event is not to be missed. As one of Italy's **largest gatherings of American cars**, with **over 200 vehicles** in its last edition, it will welcome **enthusiasts from across Italy and abroad**, transforming the Adriatic seaside town into a slice of Florida. The event is organized under the direction of the specialized magazine **Cruisin' Life** and the Pordenone-based **Old School Garage** club.

There are **two major changes** in 2024 regarding the **"Where"** and **"When"** of the event.

WHERE: The meeting point is moving from the parking lot in front of the Luna Park on Viale Europa to the **Area Mercato in Lignano Sabbiadoro, next to the G. Teghil Stadium**. Due to the incredible turnout in recent editions, organizers have reserved an enormous area of over 25,000 square meters exclusively for American cars. This **new location** ensures that the vehicles will have their own dedicated space (Location on Google Maps <https://maps.app.goo.gl/LTGgBNm2vnjEqRvWA>).

WHEN: The US Car on the Beach event will still take place on Saturday, September 14th, and Sunday, September 15th, but the highly anticipated **parade through the streets of Lignano will now be held on Saturday morning, starting at 11:00 AM** (instead of Sunday, as in previous editions). This change allows all enthusiasts to fully enjoy the **Freccie Tricolori airshow** on Sunday afternoon: the Italian Air Force display team will paint the skies over Lignano in green, white, and red by their breathtaking aerobatic maneuvers.

The **awards ceremony** for the most unique vehicles, best customizations, rarest models, and best-preserved examples will remain unchanged, with **Cruisin' Life** experts judging the entries.

The organizers urge everyone to exercise caution, ensuring that participants and spectators can enjoy this great celebration of American automotive culture in safety.

The US Car on the Beach 2024 awaits you: **Gentlemen, start your engines!**

PHOTO:

https://www.dropbox.com/scl/fo/6cup9krszt121zvagi7mx/AA6Wdoki2SPK_kaWjQ-Z5Kk?rlkey=pgndrl4scse2jyfyexk9eb6p5&st=flnrqngk&dl=0



[Google Maps Coordinates for Area Mercato](#)



Parade Start: Saturday, September 14th, 11:00 AM

CONTACTS

General: info@bikerfest.it - Tel. +39 0432948777

Stalls: stand@bikerfest.it - Tel. +39 366.6310768

Press: press@bikerfest.it

Web Site: www.italianbikeweek.net

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