



Their ever closer relationship with the fascinating world of transport at an international level and with their city, Turin, Italian capital of automobiles, encouraged Vittorio and Pietro Diatto to take a brave decision: to establish their own automobile factory, independent of the family industrial group.

Well aware that they could not be both the financial backers and designers for the new company, they looked for partners among other established manufacturers.

Their choice fell on the French company A. Clément Bayard, from Levallois Perret, Paris, the foreign company which was selling most cars to Italy at the time (around 100 a year). In the 12 April 1905, this new partnership gave birth to

“Società Anonima Diatto-A.Clement Vettura marca Torino”.

The workshop (6000 sqm) was the centrepiece of a total industrial area of 25,000 sqm, boasting 200 machine tools of *the most modern and perfected type*. Early photographs of the plant show spacious, well-lit and highly organised facilities – a *surprisingly industrial* establishment from the very first.



The company immediately had a workforce of 500: by way of comparison Fiat, the biggest Italian automobile manufacturer, had a workforce of 776. As for the sales organization, Diatto turned to “Fabbre e Gagliardi”, an established dealer for the major automotive manufacturers, including Itala. As early as 1906, 5 different models were in production, with 2, 4 and 6 cylinders, sold as bare chassis:

The 2 O. 10-12 HP 2 cylinder, at a price of 6800 lire (€ 3.50); the 4 V.S. 14-18 HP, at 9000 lire (€ 4.65); the 4 O.S. at 12000 lire (€ 6.20); the 4X. 25-35 HP at 14500 lire (€ 7.50) and the 6 D.V., also at a price of 14500 lire (€ 7.50).

CITTA' TORINO

“TORINO, DIATTO - A. CLÉMENT

Concorso MILANO - SAN REMO
 APRILE 1906 - Vettura TORINO, Diatto-A. Clément prime classifica.

Concorso di resistenza per la COPPA D'ORO
 18-25 MAGGIO 1906 - 1000 KILOM.

Una vettura TORINO, Diatto-A. Clément 14 HP.
 giungendo il primo assoluto della Città di Bologna.

Una vettura TORINO, Diatto-A. Clément 20 HP, giungendo il primo assoluto il 1. 1906 - la Coppa del Presidente dell'I.C. di Milano - la Medaglia d'Oro del Presidente dell'I.C. di Napoli - la Coppa della Società Italiana Dama di Napoli - il Premio del S. Carlo Torino - il Premio del Motor Club di Perugia.

Concorso HERKOMER 5-12 GIUGNO 1906
 1000 KILOM. v. e s.

Seconda classifica con vettura (Liberty) era sola vettura TORINO, 2004 HP.
 Diatto-A. Clément e classificata fra le prime, ed ottenne la Medaglia d'Oro Herkomer, avendo fatto il percorso senza nessuna possibilità.

Concorso LUGANO - SAN GOTTARDO
 18 GIUGNO 1906

Una vettura TORINO, Diatto-A. Clément 20-24 HP - Prima Venezia, Seconda Pavia.

Record UFFICIALE di Consumo

Una Chevrolet nostro tipo 20-25 cavalli montata con Carrozzeria da Touring ha consumato 10 litri per 100 chilometri, guadagnando la COPPA DI CHIKES, 9 Maggio 1906.

In the meantime, Diatto was promoting its products via one of the few channels available at the time: races. Vittorio Diatto was himself a race driver, along with the other early pioneers.



The first international victories came in 1906 (see the website, “Competitions + Victories” for the “Albo d’oro Diatto”, which covers the history of Diatto’s hundreds of racing wins, along with a rich photographic archive).

ECHI DELLA COPPA HERKOMER



BAUR guidando la "Diatto-Clement", alla Coppa Herkomer arriva a Monaco ultimando la Corsa, 1800 km., senza alcuna penalizzazione ottenendo così la Medaglia d'oro Herkomer.

At the Milan - San Remo, a 320 km regularity trial, Diatto came in first in just over 9 hours; and also registered a time of 4'46.3" at the standing start kilometre at San Remo (today, 100 years later, the most powerful sports cars would cover the distance in less than 25").

At the Coppa d'Oro, a gruelling test of speed and stamina covering 4000 km in 11 daily stages over the length and breadth of Italy, out of 48 competitors representing 19 manufacturers, Diatto won the Milan, Perugia, Rome and Naples stages, as well as other important prizes.



BAUR guidando la "Diatto-Clement", (medaglia d'oro) alla Coppa Herkomer completa il suo equipaggio con un quarto Commissario prima dell'ardua prova la salita al Saurimo.

"Auto d'Italia" and "L'automobile" magazines, in their numbers issued from 15 to 25 May 1906, published a number of photos of Diatto victories, with full coverage including the festival banquet at Turin, on the Valentino at the Hotel du Pax; they also published one of Diatto's first advertisements, combined with one for Pirelli tyres.

In the Lugano - San Gottardo, the Swiss speed trial over 7 hours through the mountain passes, Diatto took first and second places, while in the Herkomer Race in Germany, 1800 km from Frankfurt to Innsbruck, with a 5 km speed trial at the Semmering, Diatto took first place with just one car against 134 other competitors (see the website, Competitions + Competitions from 1905 to 1915).



MACCHINA DIATTO-CLEMENT GUIDATA DA VERCELLONE - PNEUMATICI PIRELLI
(Foto: Archivio Pirelli - Rivoluzione 1906)

These important international wins in just the second year of the company's activity brought considerable fame and international renown to Diatto, whose name was soon a byword for racing. The company's first year's financial results up to 31.12.1906 with a profit of 145,000 lire (€ 75), yielded the shareholders an 8% dividend on the capital they had invested at the company's foundation.

The next year Diatto won the French Cannes Cup, the prestigious "International low consumption record" by covering 100 km with just 10 litres of fuel; and this was in 1907.

At the beginning of the last century, fuel was extremely costly, and low consumption was already an important part of marketing strategy. Diatto vehicles soon stood out for their refined design and precise construction and became known as cars featuring cutting edge technology.

It was clear that the young Diatto's, born in a family of famous industrialists and inventors, had inherited their ancestors' talents.

In 1908, Diatto competed in Russia, at the St. Petersburg - Moscow, a 700 km course contested by twenty competitors from around the world, and took an important third place.



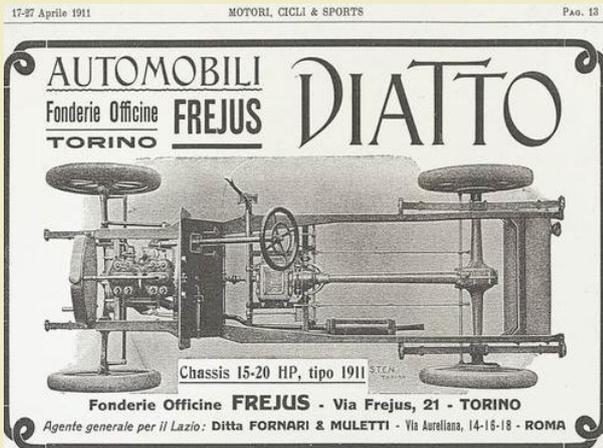
Uno degli stands della "Diatto-A. Clement",.



Victories in races run in such challenging climatic conditions opened up the Northern and Eastern European markets. But at the same time, it required them to set up their own chemical laboratories to study the low temperature behaviour of fluids and find new additives for water, oil and fuel.

The wealthy Diatto brothers were determined to export their product around the world – and winning against the biggest manufacturers of the time, the European Benz, Berliet, Darracq, De Dion & Buton, Fiat, Isotta Fraschini, Itala, Renault, Züst and the American Ford, Oldsmobile, etc., resulted in increased sales all over Europe for the new company. Competition was thus already very fierce.

The awful condition of the roads often made the normal 2 spare tyres insufficient, so that tyre manufacturers were continuously looking for new mixes of rubber in order to compete in this new, very aggressive market. Suspensions were also highly stressed: vibration made travelling by car uncomfortable and all mechanical parts were subject to very fast wear. Precision machining was more a matter of highly skilled operators than precisely tuned machine tools.



In assembly as well, it was the skill of the craftsman that made the difference. As we see from an advertisement dated May 1908, (see the website, "Press + Industries + Production 1905-1915"), a *Diatto 14-18 HP complete, with double phaeton bodywork, cost 10,000 lire (€ 5.16)*.

In the next month advertisement, we read: *Highly efficient engine, specially robust design of the gearbox and differential. Extremely low fuel consumption ...*

(The new advertising campaigns used

emphasizing adjectives for a striking effect). *The specially reinforced chassis, with a new three "trains balladeurs" gearbox, gives unbeatable results over long routes.*

Such advertisements show that the automobile purchaser was already technically very well informed and needed reassuring about the robustness of those mechanical parts which were probably more subject to wear and breakage in those days: gearbox, differential, and chassis.



FONDERIE ED OFFICINE MECCANICHE
Diatto A. Clement
 20, Via Frejus - TORINO - Via Moncalieri, 15



**AUTOMOBILI PER CITTÀ
 E PER TURISMO**

Tipo 1	da 10-12 HP	a 2 cilindri
2	14-18 HP	4
3	16-20 HP	4
4	20-25 HP	4
5	25-35 HP	a 4 cilindri

capacità indicate senza
 direzione per Allenge

**MOTORI PER USO INDUSTRIALE E AGRICOLO
 LOCOMOBILI A GAS POVERO
 MIETITRICE DA RISO**
 la prima che abbia funzionato nel mondo
 PREMATA NEGLI ULTIMI CONCORSI
 IL PIÙ GRANDE SUCCESSO INDUSTRIALE

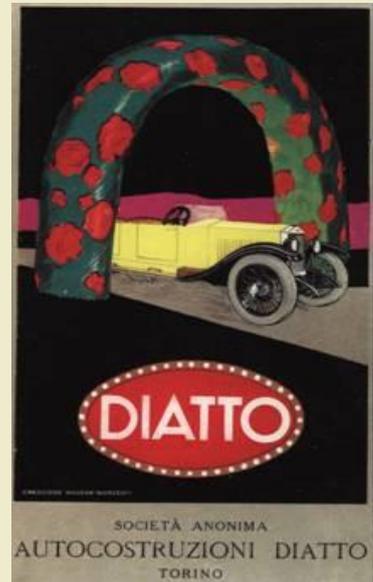
Vedere al Salon di Torino lo STAND N. 68 per gli AUTOMOBILI e lo STAND N. 27 per le MACCHINE AGRICOLE

In short, what many people still considered no more than a horseless carriage, was in fact the subject of enormous technical development.

Diatto was also busy and obtained successes in other areas: the first company in the world to use petrol engines on agricultural equipment – a feat which won them prizes at the international competition sponsored by the Ministry of Agriculture at the Piacenza Fair in September 1908.

In 1909 the Diatto brothers, with the confidence of their early successes, offered to buy their French partners out.

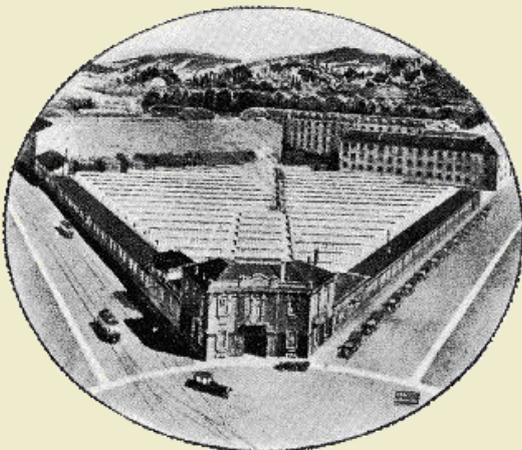
The partnership was thus liquidated, to the satisfaction of the Italian automotive press, which was pleased to see the company becoming truly and exclusively Italian:



The oval Diatto badge was to win fame and notoriety around the world.

Under the guidance of Vittorio Diatto, who continued as Managing Director, the company introduced a new lightweight model, a Diatto first. The single block 4 cylinder 16/20 HP model, 2000 cc, three gear gearbox, with standard double phaeton body, was put on the market at just 7000 lire (€ 3.60).

Carrozzeria Diatto-Garavini



Diatto, after acquiring the renowned Garavini bodywork plant, launched an ambitious programme of expansion and became one of the first manufacturers to build the complete car.

Production was thus extended not only to bare chassis but to completely equipped, high-range motorcars at a competitive price; since the company had its own extensive bodywork facilities.

The 16/20 HP also enjoyed enormous success in England. It was lightweight (600 kg), with a robust chassis, and fast: *With a 4 seater body, fully loaded, the car has proved suited to long journeys, mountain excursions, Alpine passes, without overheating* (from Motori Cicli & Sport magazine, January 1910).

1910 Brooklands: Diatto 15.9 litres

The British market was so inviting that in the very same year Diatto sponsored a speed trial at the Brooklands racetrack, entering an experimental aerodynamic car with a 15.9 litre engine – guaranteed to arouse the interest of any motor sports fan.

The expansion programme was accompanied by investment in technology and research. Diatto equipped its engines with two camshafts and four valves per cylinder, patented fuel supply systems, gearboxes, braking systems and promoted all this using brochures in four languages, to penetrate the foreign market (see the website: Cars + Original Brochures)





"Auto." (Yellow Cover) Copyright.

BROOKLANDS SPRING MEETING.—Mr. M. F. Bayliss, on his 15.9-h.p. Sunbeam, just entering on the banking behind the Grand Stands in the April Junior Handicap, followed by Mr. J. E. Hollebone on his 14.7-h.p. Diatto, and another of the competitors immediately to his right.

Second Raglan Cup.

The entrant of the winner to receive a cup value £15; the entrant of the second to receive a cup value £10; and the entrant of the third to receive a cup value £5. For motor cars propelled by means of internal-combustion engines only, of R.A.C. rating of 16-h.p. and under, the stroke of which does not exceed 121 mm. Weight 1,500 lbs. Distance, about 8½ miles.

Place.	Driver.
1.	E. Lisle, Jr. (15.9-h.p. Briton).
2.	L. Coatalen (15.9-h.p. Sunbeam).
3.	N. F. Bayliss (15.9-h.p. Sunbeam).

Also ran: J. E. Hollebone (14.7-h.p. Diatto), G. Boorman

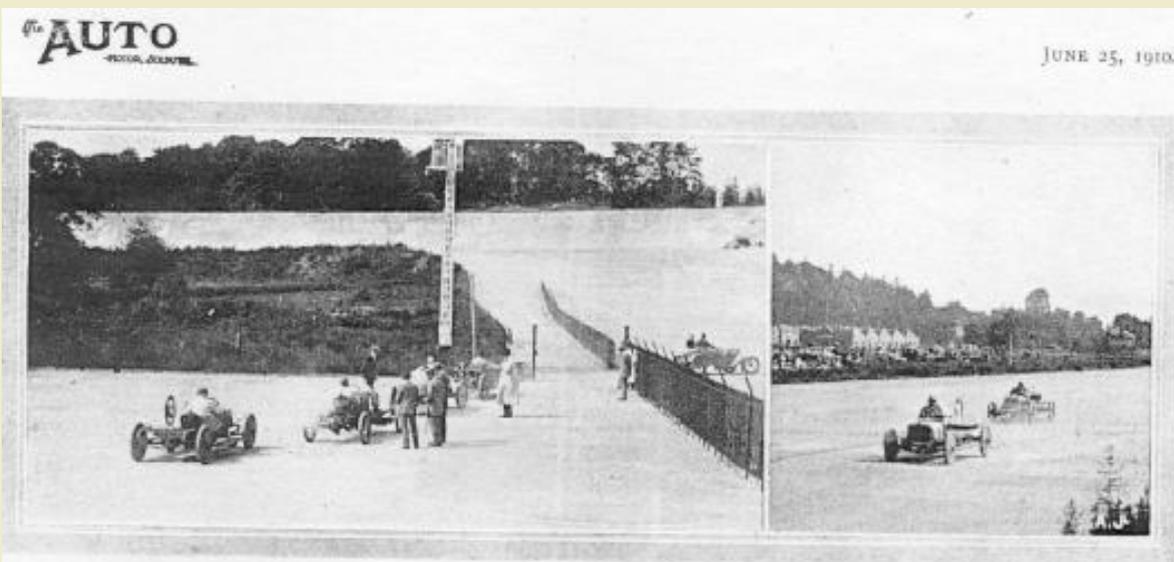
The First 16 Rating Handicap.

The entrant of the winner to receive a cup value £10; the entrant of the second a cup value £5. For motor cars propelled by means of internal-combustion engines only, eligible for the 16 Rating Brooklands standard class; minimum R.A.C. rating eligible, 12.1; maximum bore (4-cyl. cars), 3½ in.; weight 1,600 lbs. Distance about 5½ miles (Pond start).

Place.	Driver.	Start.	m.	s.
1.	L. Coatalen (15.9-h.p. Sunbeam)	0	12
2.	N. F. Bayliss (15.9-h.p. Sunbeam)	0	12
3.	J. E. Hollebone (15.9-h.p. Diatto)	scratch	

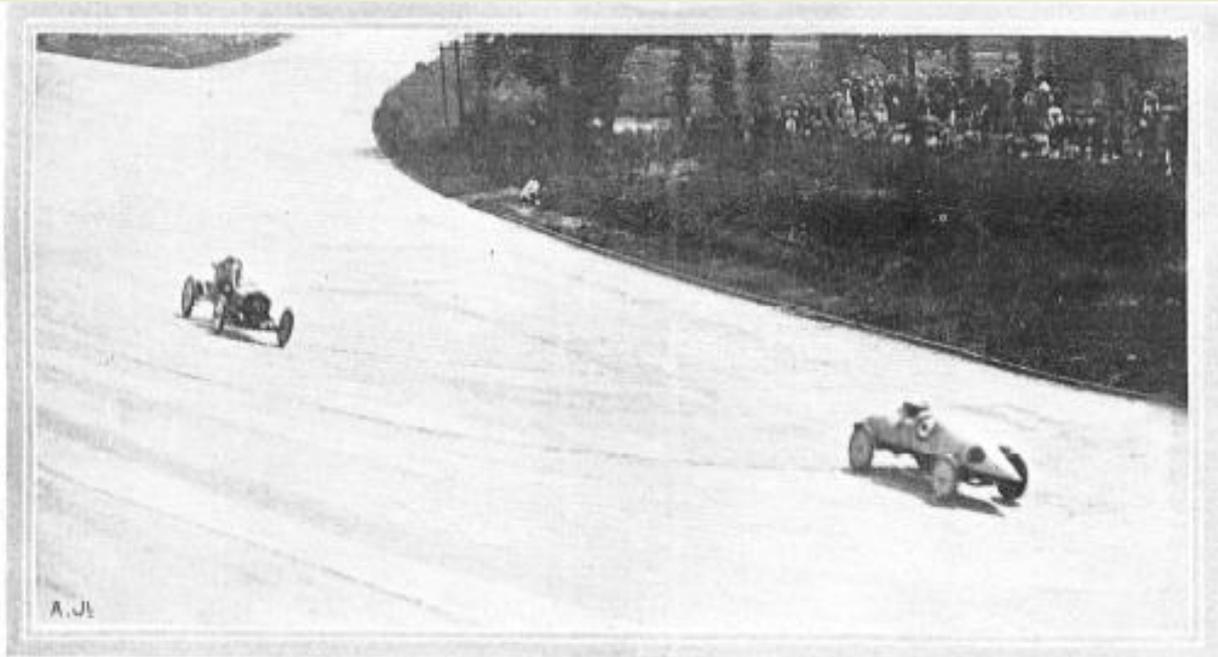
Place.	Driver.	Start.	m.	s.
1.	Col. T. Cowper-Essex (6.2-h.p. Sizaire)	3	12
2.	N. F. Bayliss (15.9-h.p. Sunbeam)	1	40
3.	J. E. Hollebone (14.7-h.p. Diatto)	1	40

1910 Inghilterra – Brooklands: J. E. Hollebone, pilota ufficiale della Diatto Aerodinamica Sperimentale, conquista un secondo posto ex equo, un terzo e un quarto posto, contro le fortissime Sunbeam. Auto Motor Journal dedica un'ampia cronaca delle gare, arricchita da servizi fotografici



"Auto." (Yellow Cover) Copyright.

BROOKLANDS JUNE MEETING.—Leaving the paddock for the First 16-h.p. Rating Handicap, the cars being, reading from the leader, Mr. N. F. Bayliss' 15.9-h.p. Sunbeam, Mr. J. E. Hollebone's 15.9-h.p. Diatto, Mr. H. D. Seale's 14.3-h.p. Brecona, and Mr. L. Coatalen's 15.9-h.p. Sunbeam. On the right the close finish in this race between Mr. Coatalen's Sunbeam and Mr. Bayliss' Sunbeam is seen.



"Auto," (Yellow Cores) Copyright,

A close contest round the Grand Stand banking, at Brooklands last meeting in the Summer Junior Handicap, between Mr. J. E. Hollebone, on the 15th-h.p. Diatto, and Mr. S. Gore-Browne, on Mrs. C. Prieoleau's 24th-h.p. Lancia.

837

1910 Inghilterra – Brooklands: J. E. Hollebone lanciato, alla guida della Diatto Aerodinamica Sperimentale



13-18 Febbraio 1911. MOTORI, CICLI & SPORTS. Pag. 43

NELLE GRANDI OFFICINE TORINESI D'AUTOMOBILI

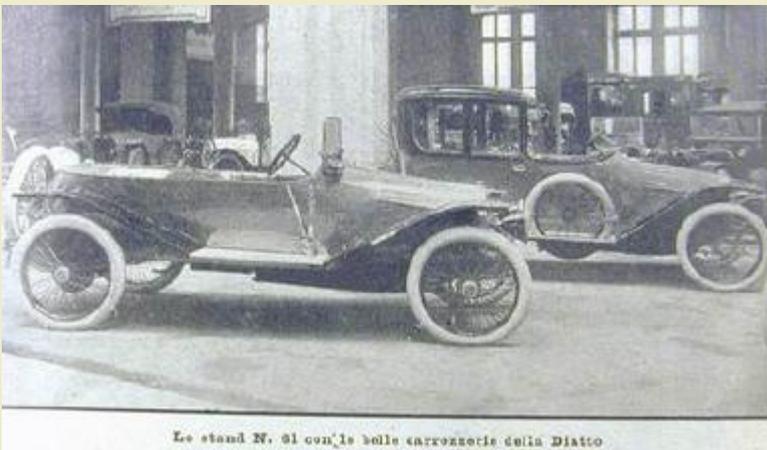
Una visita alle Fonderie Officine FREJUS
(Automobili DIATTO).

Prosperità e incremento della Fabbrica. - Il nuovo tipo di vettura 1911.

Il tipo da 12-15 HP con motore monobloc era indovinatissimo, economico, veloce, regolare: piacque, incontrò il gusto del pubblico, fu trovato convenientissimo all'uso. Il pubblico lo accolse con spiccatissima preferenza. Si fece conoscere all'estero. Vennero forti e numerose ordinazioni dall'Inghilterra, dall'Australia, dall'America, dalla Russia, ecc. La vendita crebbe di mese in mese. Le consegne divennero insufficienti. Rare volte si ebbe esempio di un "a." generale favore.

Abbiamo verificato noi stessi, con legittima soddisfazione di italiani, il registro di spedizione delle vetture Diatto diffuse per le principali vie del mercato mondiale. I nomi più frequenti dei luoghi di arrivo erano Sydney, Melbourne, San Paulo in Brasile, Buenos Ayres, Havana, Canada, Londra, Vienna, Varsavia, Ginevra, Norimberga, Valladolid, ecc. Ma al nome di Roma ci siamo soffermati dinanzi ad un augusto indirizzo, quello di Sua Maestà la Regina Madre, a cui sono state fornite ben 4 vetture Diatto, tre con carrozzerie chiuse e una con carrozzeria a due posti!

Orders flooded in from England, Australia, America, Russia, etc. Sales grew from month to month and deliveries fell behind ... Diatto cars were being delivered around the world ... most commonly, to Sidney, Melbourne, Sao Paulo in Brazil, Buenos Ayres, Havana, Canada, London, Vienna, Warsaw, Geneva, Nurnberg, Valladolid, etc. and Rome, to Her Majesty the Queen Mother, who ordered no less than 4 Diatto motorcars, three with closed body and one two-seater!



Le stand N. 81 con le belle carrozzerie della Diatto

In 1914, at the Barcelona Corsa della Rebassada, the most important uphill race in Spain, Diatto took first place, a victory which it repeated over the following four years.

In France, at the Tourism Cup, over a route of 3120 km, Diatto won the economy and efficiency prizes with the lowest fuel consumption at an average speed of 80 kph (one article speaks of an average of 9 litres of fuel per 100 km).

At the Circuito Automobilistico Toscano, a route of 260 km, Diatto took first place out of a field of 40 in the 2000 category and fourth place in the 3500 cc category.

Thanks to its sporting triumphs, intercontinental exports from 1910 in Europe - Spain, France, Switzerland, Austria, Germany, England, Poland and Russia - and in North and South America - Canada, USA, Brazil, Cuba and Argentina - and Australia, from Sydney to Melbourne, enabled Diatto to create a widespread sales network and provide service anywhere in the world for the *Queen of lightweight cars - fast, comfortable, distinguished.*

From
Motori
Cicli
Sport
magazine,
1911:



The affection of the Italian royal family for Diatto continued uninterrupted until 1927. Enzo Ferrari's family was also one of Diatto's many prestigious clients. (In the picture, the series production from 1913 of Diatto cabriolets and coupés, on show at the Milan Automobile Show). In the meantime, the Diatto race team exploited its technological superiority to notch up win after win in the international arena.

un po' questa macchina Diatto che ha 80 mm di corsa, che pesa in ordine di marcia quasi 1200 chilogrammi che arriva a una velocità di Km. 80 all'ora ha consumato su un percorso di Km. 3120 solo 290 litri di benzina, cioè 9 litri ogni 200 chilometri rigorosamente misurati.

Vi è davvero di che fare le felicitazioni agli egregi costruttori della Diatto per un tale rendimento che supera quello delle più economiche vetture francesi stabilite espressamente per la corsa.



Diatto was expanding fast, on the way to becoming one of the top Italian industrial groups. To keep up with orders, in 1915 Diatto acquired the Scacchi and Newton (previously Valt - Vetture Automobili Leggere Torino) factories.

Scacchi, founded at Chivasso in 1911 by Cesare Scacchi, previously a workshop supervisor at Fiat, had a workforce of 100 and built 5 cars a month. Valt, founded in 1911 and subsequently acquired by the British industrialist John Newton, was also a car manufacturer.

Diatto transferred the workforce and plant to the new factory in Via Frejus in order to expand its output, which was now over 40 units a month.

In the meantime, Diatto acquired a controlling share in the Italian engine manufacturer Gnome & Rhone, the most important maker of aviation engines, owner of the patent for fighter plane rotary engines, with an output of 200 engines a month, and transferred its sophisticated technology to automotive production.

Diatto: The most illuminated science and the greatest experience in automotive and aviation mechanics”.



La vettura Diatto sulle scale del Campitoglio



Gnome & Rhone, incorporated by Diatto, with its 9 cylinder rotary engines, won the most prestigious cross-European prizes:

The Mediterranean crossing, the Gordon Bennet Cup, the Reims Meeting, the Raids of Friedrichshafen, Dusseldorf, Cuxhaven, Zeebrugge, Dunkerque.

Success and fame enabled the company, on the outbreak of the Great War, to win enormous orders from around Europe: *5000 aviation engines for Italy, Russia, France and England.*

The Diatto plant, now expanded to 30,000 sqm, also produced military trucks which, after rigorous testing over 2000 km in the

crossing of Flanders, thousands of which were

purchased by the Russian, French and Belgian armies.

Diatto cars, thanks to their robust and reliable design, were also employed on the battle field, from Thrace to Tripoli.

Diatto, now with a workforce of over 1500, expanded its heavy war production to mobile artillery, anchors for the Italian Royal Navy and many others.

The company financial statement at 30th September 1915 depicts a flourishing company, with a profit of 205,000 lire from a turnover of 5 million.



Automobili Diatto - Sezione Gnome - Deposito Motori Fiat. Motori rotativi Le Rhone 120 HP pronti per la spedizione.

Abbiamo pure creduto opportuno assicurarci la esclusiva costruzione e vendita in Italia dell'ottimo motore di aviazione **BUGATTI**, che ha già dato all'Estero soddisfacentissime prove.

Per assicurarci questa costruzione e metterci in condizione di corrispondere degnamente alle richieste del Governo non abbiamo esitato fare dei sacrifici che speriamo saranno equamente compensati alla Società.

Come rileverete dal Bilancio, la nostra Società ha sottoscritto al Prestito Nazionale per lire cinquantamila; ha pure preso parte, ha concorso e intende concorrere a tutte le opere e manifestazioni che l'iniziativa pubblica e privata ha creato e crea a vantaggio dei combattenti e delle loro famiglie.

Riguardo poi ai nostri impiegati e operai richiamati abbiamo provveduto in modo speciale, garantendo a tutti il loro posto per quando ritorneranno dalla guerra, mantenendo agli impiegati anche l'intero stipendio, e assegnando alle famiglie degli operai richiamati un sussidio quindicinale proporzionato al numero dei membri della famiglia di ogni singolo richiamato e ai bisogni della famiglia stessa, direttamente da noi constatati.

A few years before the outbreak of the war, designer Ettore Bugatti, who had his first professional experience in Diatto and was closely bound to its owners, followed with great interest the industrial development of the Turin aviation and automotive manufacturer. 1915 saw the establishment of a decades-long technical and commercial collaboration, which started with the acquisition of Bugatti patents for the 8C aviation engine and expanded to the automotive area, with the production of luxury and race cars: see Chapter 4) 1915-1925: Diatto - Bugatti.

In his report for the 1915 financial statement, the managing director of Diatto mentions the agreement with Bugatti and the pay conditions specially designed for combatants and their families.

The war resulted in a sort of industrial conversion, aimed at meeting the enormous demand for military equipment and aviation engines (see the website: Press + War Production 1915-1918).



And it was precisely the huge order for military trucks to be supplied to the Kingdom of Italy, which was never paid for, which compromised the future of Diatto. In 1919, with the end of the war and the resumption of automotive production, Diatto returned to the race track.



In the first post-war race, the Parma Poggio di Berceto time trial of 53 km, Diatto won the first and second prizes in the 1500 and 2500 cc categories, a race which it went on to win for four more years.

At the Targa Florio, 432 km race over the Sicilian Madonia mountains, Diatto won first place in the 2000 category and third overall, in competition with cars of over 5000 cc.

Again, in 1919, Diatto launched the "Sumptuous coupé Tipo 4 DC, the fastest and lowest consumption Italian car" of the time, with its cutting edge design, styling and technology.

Production management was entrusted to Giuseppe Coda, a highly regarded designer.

Coda was a pioneer in the field of engine design, and had worked for Züst in Brescia, Fiat, Rapid and Scat, as technical director for the development of Spad airplanes with their 8cylinder Hispano-Suiza engines.

DIATTO Torino. Annata operosa per la Diatto questa del 1917 in cui tutte le sue macchine hanno avuto il più largo impiego nei servizi militari e hanno dato i più proficui risultati. Il suo probo e indefesso lavoro, l'estrema cura delle sue costruzioni e lo spirito pratico che le impronta hanno avuto il meritato compenso. Proprio in questi ultimi mesi il suo moto - compressore riceveva il più ambito riconoscimento della sua utilità e superiorità con nuove e ingenti ordinazioni da parte dell'Amministrazione Militare.



Coda was a friend of the Italian air aces Ancillotti, Ronza and Piccio and also of the often decorated Francesco Baracca, from whom Enzo Ferrari took his legendary rearing horse emblem (the link with Enzo Ferrari was also renewed).

London 1925 - Diatto cabriolet Mulliner

1922 - Diatto 20 S spider Schieppati (owned by Diatto)



Coda redeveloped a design initially intended for his small Veltro car workshop, in order to produce the Diatto Tipo 20 and 20S engines for series production, which would be used with great success in racing. Subsequently, he designed and built an inline 8 cylinder engine with two Diatto 4C Tipo 20 engine blocks, taking his inspiration from the Bugatti Avio 8C, which Diatto had manufactured under license, managing the process from a technical point of view.

1924 - Alfieri Maserati on a Diatto 20 S



1924 - Diatto 20 A - Weyman limousine



This and another 8C fixed head engine, manufactured in 1922 when the collaboration with Alfieri Maserati began, were mounted on two Diatto Tipo 20 series production chassis and tested on the Moncenisio uphill, but with unsatisfactory results. This project was abandoned, but Coda and Maserati, who were now working exclusively for Diatto, built an 8 cylinder single block inline double shaft 2 litre light alloy engine, with Memini carburetors and a Roots compressor, with Schieppati bodywork. Maserati raced it at Monza – this time, at last, with success.



Qui accanto e in basso, il libretto di circolazione della Diatto appartenuta alla famiglia reale nel 1927.

Diatto now gave over control of the race teams to Alfieri and Ernesto Maserati, along with the design of the new Diatto Grand Prix 8 cylinder compressor engine. After numerous victories and with his enormous experience in racing, Alfieri Maserati, with his Diatto Grand Prix 8C engines, founded Maserati in 1926 (see chapter 5: 1922-1926 Diatto-Maserati).

La 14^a Targa Florio

Il 15 aprile u. s. con grande affluenza di pubblico e con tempo buono si è disputata la classica Targa Florio.

La corsa movimentata e difficile ha messo a dura prova i concorrenti ed è terminata con un bellissimo duello fra Ascari e Svelco che è risultato vincitore assoluto della categoria 4500 cmc. compiendo i 4 giri dell'aspro percorso (Cerde, Cavaturo, Polizzi, Collesano, Campofelice, Cerde) km. 108) in ore 7.180" 3/5 con una media di chilometri 59,178.

Ecco pertanto le precise classifiche per ogni categoria:

Categoria 1500 cmc.: 1. Doretta (Fiat) in ore 8.51"54" (media km. 48.733); 2. Lenzi (Fiat) in 9.6"38".

Categoria 2000 cmc.: 1. Mado (Diatto) in ore 9.15"3" (media km. 46.695).

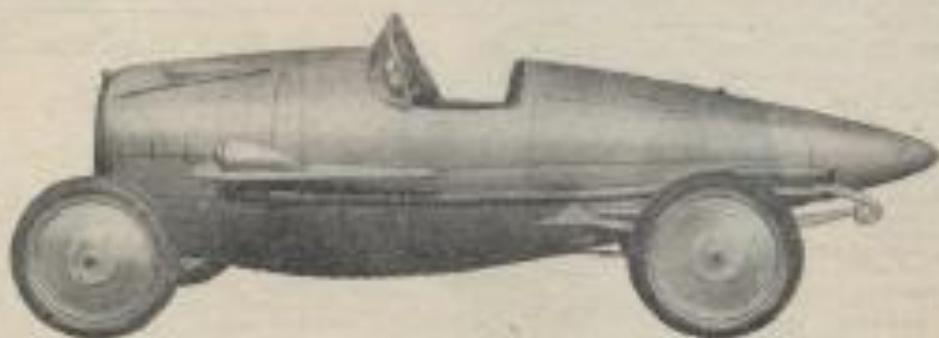
DIATTO

"The Italian Super-Sporting Car"

Apply at Stand
No. 119

Olympia

STAND TELEPHONE . . . HAMBURGH 200



Demonstration Car outside
Olympia at disposal of clients.

AGENCIES FOR CERTAIN TERRITORIES STILL OPEN.

Sole Concessionaire:

G. Foresti.

66 St. James's Street, S.W.1.

Telephone -
Garnard 1107.
Suburbans -
"OTTACRASH"
ST. JAMES'S



The policy of acquiring the best engineers, which characterised the immediate post-war period, was followed by a policy of acquiring the best drivers, thanks to whom Diatto was able to continue leading the race field.

In 1920 Diatto, in continuance of its sporting orientation, presented a "Special race car, with aluminium body", which caused enormous sensation.

In 1921 the company won again, in England and France,

"The International Efficiency Competition" against a field in the two competitions of 50 cars built by the most important European and American companies.



The Diatto cars were honoured for their light weight and speed, resulting in lower consumption: their extraordinary performance attested to their refined design and manufacturing qualities.

The Diatto cars won, appealed and sold, but the payments for the enormous military deliveries to the Kingdom of Italy never arrived and this hit the company hard. In 1921, Diatto had an extraordinary success, classified as *overall first in the Rocca di Papa and first in its category (3 litres), beating cars of over 4500 cc.*



The series production included models with open sports-style bodywork and two-seater coupes, torpedos, convertibles and closed bodies, on both long and short wheelbase chassis:

- 25HP 4 DA, 2724 cc, single block 4 cylinder, 95 km/h;
- 80/90 HP, 2952 cc, 180 Km/h;
- 40 HP, 1995 cc, 100 km/h (type 20);
- 75 HP, 160 km/h (type 20S);
- 85 HP, 170 km/h (type 20S long);
- 70 HP, 2632 cc, 140 km/h (type 26);
- 105 HP, 200 km/h (type 26S);
- 160 HP, 220 km/h (8 CS Mille Miglia compressor).

Diatto became one of the most renowned European manufacturers of luxury limousines and especially of



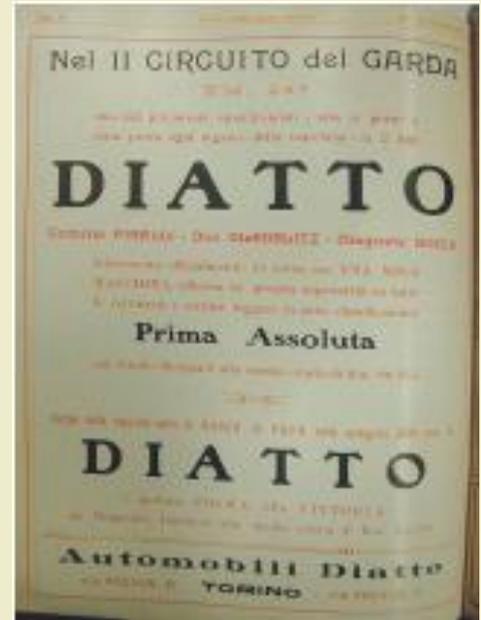
expensive high performance sports cars, intended for rich race drivers and amateurs, with stylish bodywork by Bertone, Castagna, Garavini, Stabilimenti Farina, Mulliner, Schieppati and Zagato.

In 1922 the Diatto race team, using series production cars, reconfirmed its technological superiority by winning international races with its famous drivers:



Domenico Gamboni, at the Circuito dell'Italia Centrale with a Diatto 3 litre and the Criterium di Roma (a race which Diatto won three times) with a Diatto 2 litre, at which the cars outstanding qualities on the uphill set the record average speed of 75.285 kph along the 15 km hill-climb course, with a total height difference of 450 m;

Guido Meregalli, with a Diatto 20 S at the Parma Poggio di Berceto (uphill race which Diatto won five times) and the Circuito del Lago di Garda (three wins) with a Diatto 20, equipped only with rear brakes – a win which included the fastest lap, the 13th of 20 laps for a total of 247.2 km, at an



average speed of 82.614 kph;

Alfieri Maserati, who started his victories in the Diatto livery at the Grand Prix of Italy, at the Monza circuit with a Diatto 3 litre, also notching up the fastest lap at an average speed of 140.734 kph.

11 - 22 Agosto 1922 MOTORI AXIO CUCI & SPORTS Pag. 19

LA DIATTO AL GRAN PREMIO D'ITALIA

LA SUA DUE LITRI DA CORSA

Giro più veloce della prima categoria. — Maserati Alfieri (Diatto) in 4'15"4/5 alla media oraria di km. 140.734.

I premi di cui all'Art. 9 del Regolamento, vengono distribuiti come segue:

Gran Premio Gentlemen, challenge in argento, istituito dall'A. C. M. al N. 15 Dubonnet André. Titolo e distintivo in oro di Campione italiano di Velocità 1922 al N. 16 Conelli Franz.

Premi in danaro: Prima categoria

1. al N. 5 Maserati Alfieri	Lire 10.000.
2. " " 9 Sivocci Ugo	" " 5.000.
3. " " 2 Costantini Meo	" " 3.000.

The following year, in 1923, at the wheel of a Diatto special 4.5 litre car, Maserati was again the winner of the Susa – Moncenisio uphill races (Diatto's fifth win), setting a new record for the uphill time trial of 22.1 km with a climb of 1430 m, at an average speed of 69.484 kph, and Aosta – Gran San Bernardo, 30.5 km with a climb of 1880 m (another race which Diatto won five times).

Count Gastone Brilli Peri, the Diatto race team ace, won the Coppa delle Colline Pistoiesi with his Diatto 20 S (a title which Diatto won five

times) and at the 14th Targa Florio, where Diatto won four times, the Sicilian driver Modo gained a surprise victory in the 2000 cc category with a Diatto 20. Overall, Diatto was the leader in uphill races due to the light weight of its cars combined with their high torque - 100 kph at only 2700 rpm - as well as the torsion rigidity of the sophisticated chassis design with its specially calibrated leaf springs, adding to the outstanding handling and road holding (the braking systems, gearboxes and carburetors were all Diatto patents).

CLASSIFICA

Categoria fino a 3000 cmc.

1. MASERATI Alfieri (Diatto) che copre i 40 giri del Circuito, pari a Km. 400 in ore 3.11'19" 3/5, alla media di Km. 125.439.
2. Sivocci Ugo (Alfa-Romeo) in ore 3.11'29" 3/5 alla media di Km. 125.330.
3. Costantini Meo (Bianchi) in ore 3.22' 26" 1/5 alla media di Km. 118.555;
4. Masetti (Scaf) in ore 4.14'42" (fuori tempo massimo).

Giro più veloce: Maserati (30) in 4'15" e 4/5 alla media di Km. 140.737.



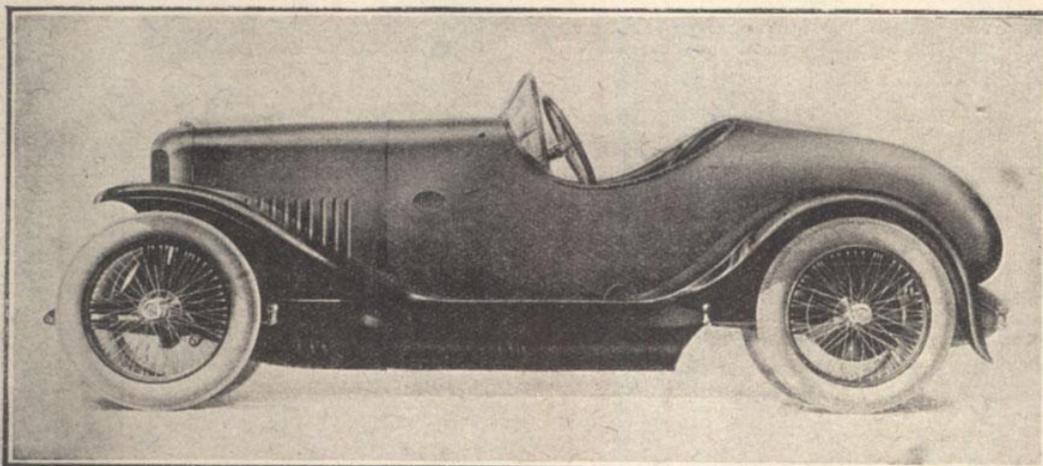
Alfieri Maserati, il vincitore assoluto categ. corsa massimo, e, tenendo conto delle difficoltà del percorso, le medie raggiunte sono state veramente altissime. Il miglior tempo della giornata fu stabilito da Maserati, con la Diatto tre litri.

**66a, St. James's Street,
LONDON, W.**

Telephone: Gerrard 1107.
Telegraphic Address: "Ottafrasch, St. James's."

Sole Concessionnaire for
British Empire for the

**SUPER SPORTING
DIATTO**



Type 85 mm. x 120 mm., 17.9 R.A.C. Rating.

„ 60 „ x 90 „ 8.9 „ „

IMMEDIATE DELIVERY OF 17.9 MODEL.

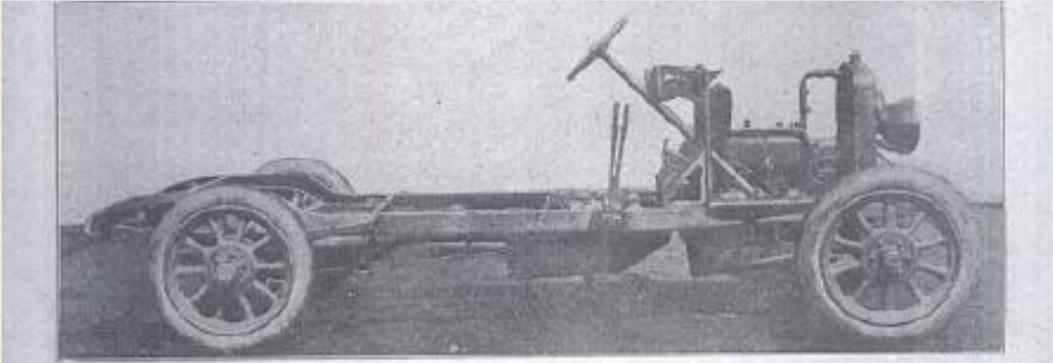
**Delivery of complete 10 h.p. cars, commencing September.
60 miles per gallon. 45 miles per hour.**

3-seater, 4-seater, and Coupe.

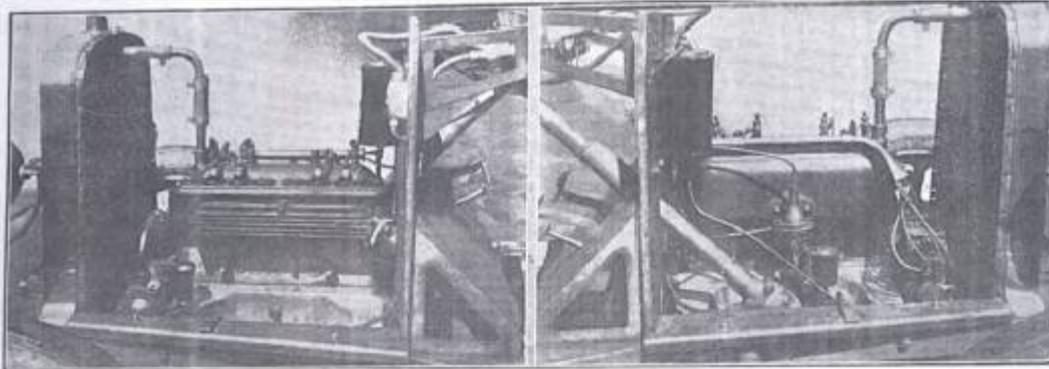
AGENCIES FOR CERTAIN TERRITORIES STILL OPEN.

THE 25 H.P. DIATTO

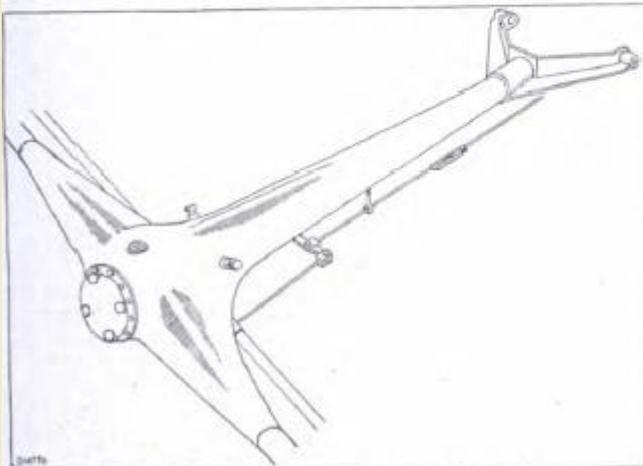
A Chassis of Conventional Italian Design, having a Four-Cylindered Monobloc Engine, a Separate Four-Speed Gear-Box, and a Unified Back Axle and Propeller-Shaft Casing



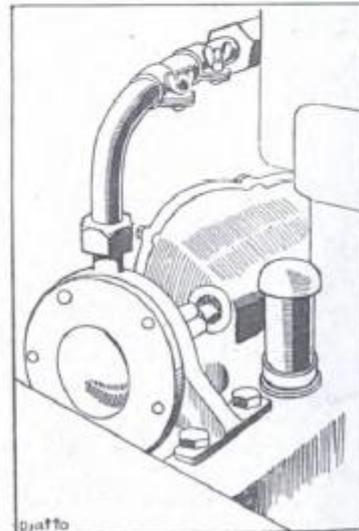
THE 25 H.P. DIATTO CHASSIS: Off-side view: The height of the radiator will be specially noticed.
889



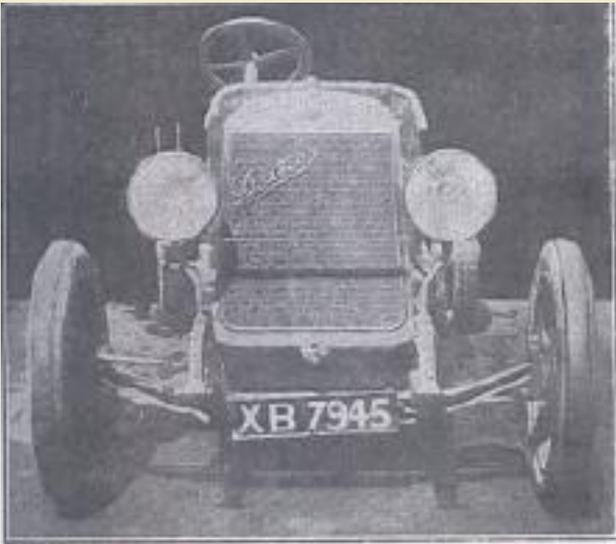
Near and off-side views of the 25 h.p. Diatto four-cylindered motor, showing the water-connections and other external details



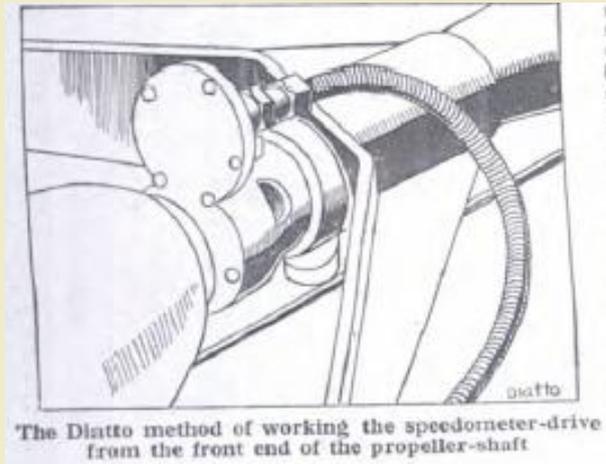
The Diatto torque-tube and rear axle unit: A beautiful example of pressed steel moulding for grace and strength. Note also the method of suspending the single brake-connection.



Diatto water-circulation detail



Front view of the Diatto 25 h.p. chassis, displaying the radiator, headlights, and steering column.



The Diatto method of working the speedometer-drive from the front end of the propeller-shaft

1920 - Diatto 25 HP (from The Auto motor journal)

AUGUST 26, 1920

THE AUTO

usual yoke, in which the torque-tube head is free to oscillate, and is grease-cup lubricated. But the modelling of the said tube, in one T-unit with the axle, is the most striking example of press-work and seamless welding one remembers, each of the three members being milled into four quartering

in a manner that at least prevents the red-work chattering, if it does not better the trustworthiness of this method of connection. Forward, too, the connection for control is no less neatly effected as, from a bracket anchorage behind the heavy U-shaped cross-member, a bell-crank is connected to a lever from the near-side end of a shaft which comes concentrically through the tubular shaft carrying the gear-change striking levers.

Practically the only other distinctive features of the Diatto chassis are the duplicated exhaust-silencer, and the



The neat installation of the electrical connections on the 25 h.p. Diatto chassis



The adjustable accelerator pedal on the Diatto chassis, giving two minimum settings.

OCTOBER 23 1921



The Diatto Car.

1920 - 1921
Diatto 25 HP (from The Auto motor journal)



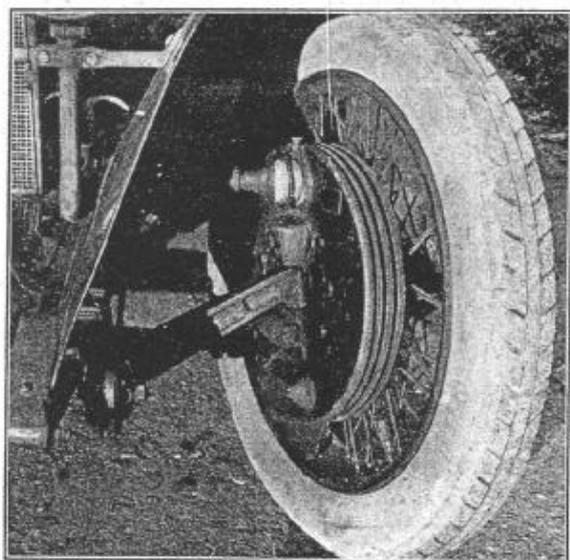


cylinder block is not gasketed, gas-tightness being secured by nice "facing" of the surfaces opposed. The overhead camshaft is carried in three bearings, and both valves and rocker-gear are, of course, interchangeable. The constructors continue to use four "idle" cams, whose function is merely to steady the camshaft, these idle cams having double noses, against which the corresponding pairs of extra rockers are held, by strong springs. Camshaft, water pump, magneto, cooling fan and dynamo enjoy a common drive through a vertical shaft skew-gearred from the crankshaft, and an extension of the same distribution shaft operates the oil pump. Lubrication is by pressure, with a really accessible relief-valve outside the crank-case, plus an oil-level indicator on the base-chamber and a needle-type gauge on the instrument board. The sump is replenished through one large filler centred in the cover of the valve-gear, and the pump-feed is very thoroughly filtered.

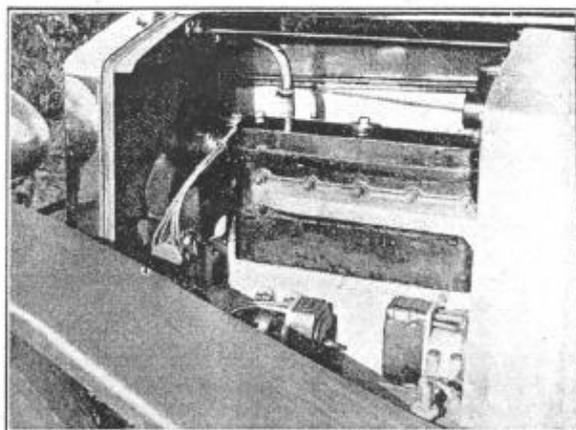
Three phosphor-bronze bearings, white-metal lined, carry the crankshaft. Iron pistons are fitted on the normal and aluminium on the sports models. Connecting rods are tubular on all models. By the way, the car which I tried most recently was the new two-litre "sports."

Cooling is effected by pump-pressure, by a wooden-bladed propeller-type fan, positively driven, and by a very large and sightly cellular radiator. Ignition is by Bosch magneto, and the lighting and starting installation are also by Robert Bosch. A Zenith triple-diffuser carburettor is fitted on the sports and a Solex on the normal chassis. Fuel supply is by Autovac, fitted, like the carburettor, on the off-side of the chassis, the magneto, lighting dynamo and starter being on the near, or exhaust, side. The ignition wiring is very neatly conduited, and the plugs are slightly inclined, but are *not*—as are so many cars' plugs nowadays—at all "socketed" in the block.

A single-plate, Ferodo-faced clutch is used, pressure to grip the driven plate being supplied by a series of peripheral springs. The centrally-controlled gear-box furnishes four forward combinations, and trans-



Diatto-Perrot four-wheel braking and the sharply castored steering pivot are the features of this photograph, with, additionally, the very liberal lock available.



A glimpse of the electrical accessories, the encasement of the vertical shaft driving the overhead valve gear, the magneto and the positively-driven cooling fan on the 15.5 h.p. sports two-litre Diatto of 1927.

mission is through a propeller shaft encased in a torque tube which is rigidly attached to the rear axle. Final drive is through spirally hobbled gearing, with very large ball bearings, and a type of filler is used for the differential casing to which it is impossible to give too much oil. At the fore end the propeller shaft has an enclosed mechanical coupling, automatically lubricated, and the torque tube is anchored to the gear-box by means of a spherical housing. After removal of the driving shafts, the differential set may be withdrawn in one assembly from its casing. Steering is by worm and segment, and the rake of the pillar is adjustable. Suspension is by semi-elliptics all round.

Diatto-Perrot four-wheel brakes are brought into action by the use of the pedal. There is next to nothing to adjust, and very little to lubricate. The brake lever expands shoes only in the drums on the rear hubs. Six Rudge-Whitworth wheels, fitted with 820-120 mm. Dunlop cord tyres, are standard equipment, and other British units of the equipment are a Smith speedometer, revolution-counter and clock. Both electrical and bulb horns are provided. The body standardised is a roomy four-five-seated tourer, with a very staunch treatment of things like screen-supports, spare-wheel carriers, grid, etc. The one-man hood has (plated) steel "sticks," the screen is V-sectioned, and the upholstery and finish as a whole are first-rate.

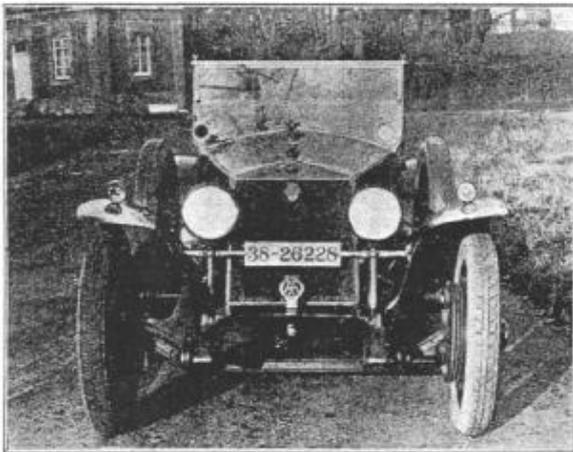
A nicer thing to handle than this car it would be difficult to meet. Capt. Durlacher evidently makes great use of his ignition lever, and the degree of compression maintained is such that one must, but for a 70-75 m.p.h. car this Diatto can be driven very slowly on top gear. Two sets of ratios are available, 4.5, 6.4, 10.4 and 17.5 to 1, or 4.16, 6, 9.6 and 16.1 to 1. There is clearly just the difference that will be useful in legislating for the use of open or closed bodywork, and this is as well, because although the chassis has a wheelbase only of 9 ft. 4½ in., it has a surprising body-space, rather tempting one to fit a saloon, or other enclosed type of four-six-seater. The wings fitted are, as can be seen from our pictures, such as to help speed not at all, yet a perfectly standard 2-litre sports Diatto; with the coachwork and equipment illustrated, will lap Brooklands at 70 m.p.h. all day long.

The motor is notably quiet, the clutch and gear-box

could not be bettered, steering is perfect, and suspension faultless—except from the standpoint of those who like to rise or fall 1 ft. for every 3 ft. they progress! But people of that kind do not, I suppose, buy the Diatto, which is just as well both for them and it.

Braking is first-rate. Here are some of the very few four-wheelers of which not even I am afraid, so that one can drive this car as rapidly as it is safe, or at least prudent, to drive anything on British roads. One need never get windy.

The engine-power still available, *after* one has decided that one may as well cut-out, is astounding. I should like very much to see a Diatto enginegraph, and particularly like to pin it firmly down in front of the noses of the poor fish who say "But you *must* have a six nowadays, my dear fellow!" This engine has better acceleration, far more power, and incom-



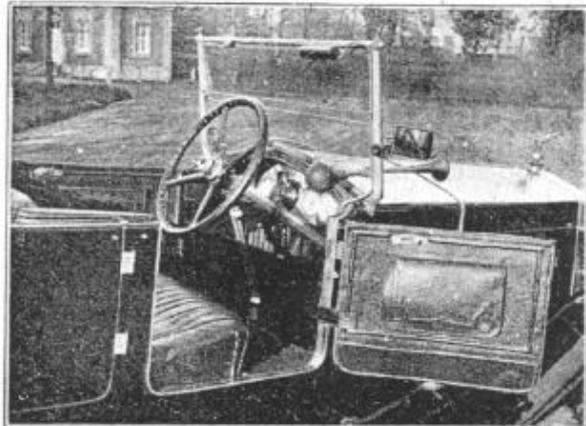
In this picture one enjoys to the full the clean drawing of the 15.5 h.p. Diatto's "front," with the radiator now characteristic of Italian ideas, a very straight-forward axle, and a (detachable) mud-shield between the dumb-irons.

parably more silence and refinement of running than at least one very vehemently boomed six of the same cylinder capacity, despite the fact that the claims advanced on behalf of that car would really make unthinking people believe that a car must be good because it has six cylinders. Fortunately for lots of us, there is much in the idea that if people say certain things sufficiently long and sufficiently loudly, they come to believe these things themselves. One does not need to exercise any psychological stunts, however, on the Diatto. The car does the work. One does not have to say "How splendid! How I love to drive the Diatto!" One enjoys its use automatically, must do so even if one approaches the car with prejudice.

The chassis price is £525, and the complete car illustrated costs £695, with the *lira* where it is. The Diatto is therefore not selling on price-appeal. It will not, for a long time, do so. It is not a car for

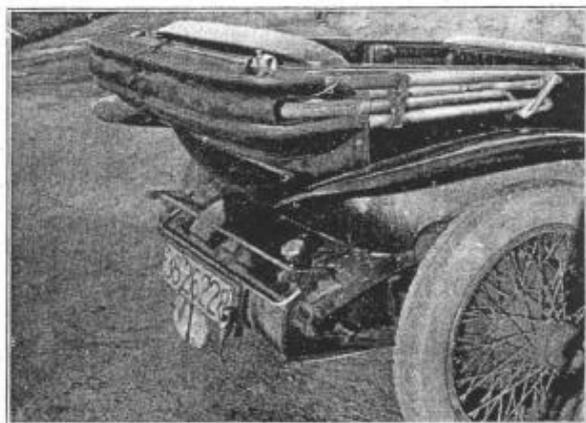
Another German Fusion

WORD comes from Berlin that the Siemens-Schuckert and the N.A.G. companies have combined forces. The former produced Protos cars and the latter N.A.G. cars and commercial vehicles. After the present series of cars are completed, the vehicles produced will be known as N.A.G.-Protos, and the manufacture will be concentrated in the N.A.G. factory.



Italian nattiness of instrument-board lay-out, joinery trimming and upholstery on the Diatto two-litre. Note also the easy reach of the left-handed change-speed and brake levers.

people who say "How much shine and glitter and pinkiness can I get for my money?" It is a machine appealing only to discerning, *educated* motorists, and therefore we shall be a long while reaching the point at which we say "Another of those infernal Italians!" every five minutes; but I know no two-litre which I should like better to own, and very few which I should like so well to be mine. Anybody who has £695 to spend, and does not feel obliged—as so many do—to buy a British car, wants to try the 15.5 h.p. Diatto. It is among those which do their own conversion, and although I did not ask Capt. Durlacher what sort of cruising consumption he obtains, this should be very light, because the chassis weighs only 17½ cwt., and the completely equipped car, with all reservoirs filled and two spare wheels and tyres, inside 25 cwt.



A 13-gallon fuel tank of very stout gauge, feeding through an Autovac installation, and the luggage grid (included in the standard equipment) on the 15.5 h.p. Diatto.

The Season of Goodwill

"In view of the approaching festive season, and the preparations that have to be made for it, I hope you will take a lenient view of this case," pleaded a motorist who was summoned at Bradford for obstruction. It appeared that he had gone into a music shop to change some pianola rolls. A kindly-disposed Bench took the hint and dismissed the summons.

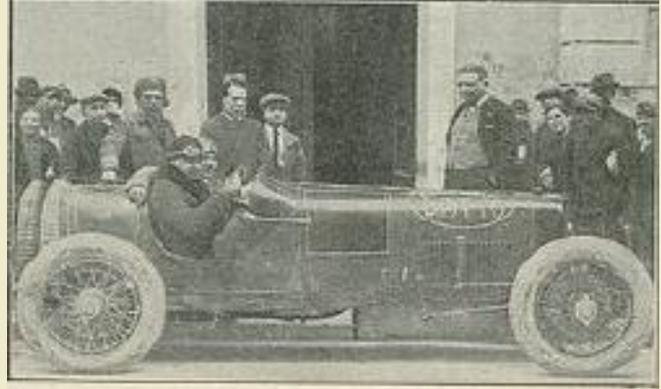
Categoria 3000 cmc.
 1. GAMBONI Domenico (Diatto) in 13'56"
 (media Km. 62,440).
 2. Fracassi Pietro (Ford), 16'35"1/5.
 3. Avanzo M. Antonietta (Diatto), 17'16"4/5;
 4. Martini Giuseppe, 17'24"; 5. Lancellotti
 18'20"1/5; 6. Crabbendan Enr.co 18'52"3/5;
 7. Tattini Luigi 19'38".
 Ritirato: Santucci.

In 1924 (a time when electronically aided precision production was in the far future) the 2 litre Diatto 4C series production cars featured gasketless head blocks attesting to the unbeatable precision of their manufacture. The sports season opened with international wins: in Sweden, track races and hill climbs at Stockholm, in Spain, at the Corsa della Rebassada and also in the Barcellona Grand Prix, redeeming the 4th place taken the previous year.

Other numerous successes followed, for example:

- well-known Milanese carriage works Cesare Schieppati, won the rigorous Coppa delle Alpi (five stages along the Alps for a total of 2830 km), at the wheel of a Diatto 20 S, a title that Diatto also won the following year;

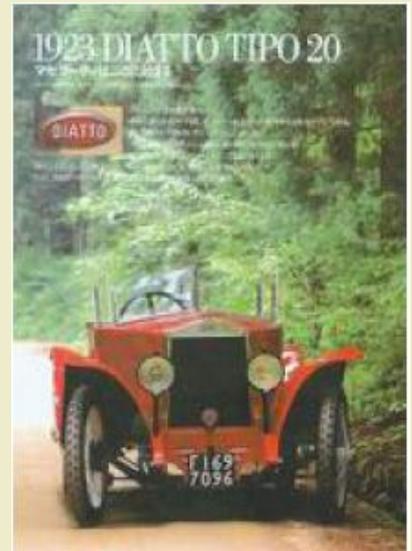
Successi italiani in Svezia.
 Sulle gelate strade del Nord, in pieno inverno, il Club di Svezia ha organizzato una prova di 100 Km. su un circuito di 2765 metri, ed una prova di 100 Km. su un circuito di 22.600.
 In ambedue le gare, l'Italia con macchine Diatto di serie ha riportato il più grande successo.
 Nella prima la classifica è stata la seguente:
 Cat. 1500 cmc. : 1. Fiat.
 " 2 litri 1. Lancia; 2. Diatto; 3. Lancia.
 " 3,5 " 1. Scania Vabis,
 " 5 " 1. Buick.
 " 6 " 1. Cadillac.
 " 1500 cmc. da corsa: 1. Fiat.
 Nella seconda durissima gara si sono classificati:
 1. Diatto, 2. Ballot, 3. Lancia, 4. Fiat, 5. Lancia, 7. Fiat.
 Notevolissima la vittoria della Diatto.



Il signor Giuseppe Albrerese al volante della «Diatto speciale» 4 litri «avanti» alla sede di Bari della S. A. A. Diatto.

- Tazio Nuvolari won at the Circuito di Mantova in the 3 litre category;

- Maserati, at the Terni-Passo della Somma with a Diatto 20 S, while he just missed winning the Targa Florio, coming in



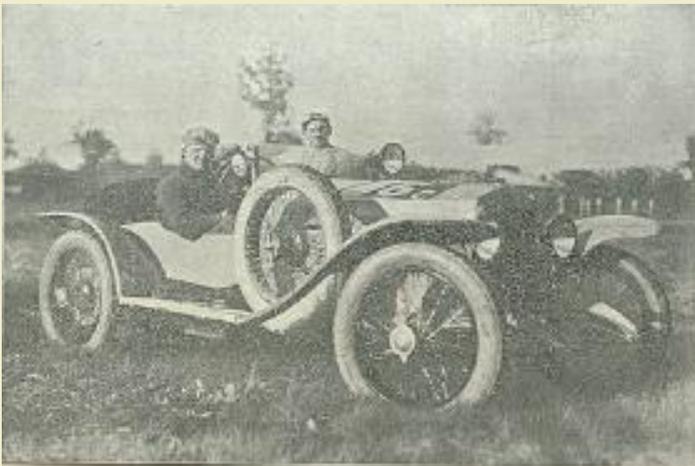
third place.

1925 was the first year of Diatto's sporting maturity.

There were successes in France at Limonest (Diatto won it twice) and in Switzerland, at the Geneva Race Meeting.

Marquis Diego de Sterlich, at the wheel of his 20S, swept aside the competition at Terni – Passo della Somma and also took first place at Sorrento – Sant'Agata and Coppa di Natale.

Schieppati, with his trusty Diatto 20 S, the hero of his fans from Lombardy, took first place at the Coppa del Rè, at the Monza autodrome, where



La "Diatto", vincitrice della coppetta 2 litri (della Schieppati e Terrotti).

Diatto also won the Coppa Fiera di Milano, an international speed trial, with a fuel limit of 18 litres. The Mugello was also won three times by Diatto.

In 1926, Diatto achieved acclaim from the world press;

"The Diatto 30 is the fastest Italian 2 litre, series production car: a First from Italy, the masters of the lightweight automobile".

This technological feat was the outcome of its many years of racing experience, which annihilated the performance of the competition.



The "Diatto thoroughbreds" also made their mark at the major international tracks, at the Monza autodrome, at the Gran Premio d'Europa in Switzerland, at the Essex 6 Hour Race in England, in uphill time trials, from the Coppa della Perugina to the Circuito di La Spezia, from the Bologna – Raticosa to the Cuneo Colle della Maddalena, at the Coppa d'oro di Sicilia, in speed and duration trials, in Tunisia and Libya at the Tunis – Tripoli Rally and in Switzerland at the flying kilometre at Geneva, as well as standing out for the style, which set a new trend:



"The classic design of the straight Diatto radiator, its lowered chassis, with elegant bodywork for low, streamlined cars, have set the bar for the competition. Work on designing and building lightweight sports cars, with "supreme mechanics and styling", with displacements from 2000 to 6000 cc, 4, 6, and 8 cylinder engines with compressor, 4 valves per cylinder and aluminium pistons, produced by the company's own foundries, was intense and unremitting up to the start of the Thirties.



In 1932, following insurmountable financial difficulties caused by the failure of the Musso brothers' textile works, who were important shareholders, as well as the final complete failure of payment for the war material supplies to the Italian Kingdom (Diatto had even moved its headquarters to Rome to get paid by the government, but this decision proved to be useless), the company changed ownership.

1928 - Diatto 30 S - Garavini



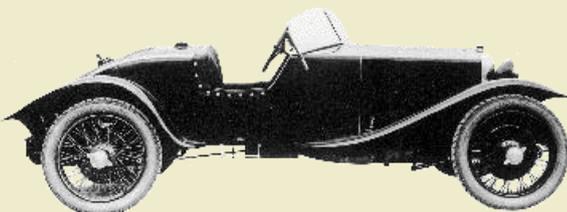
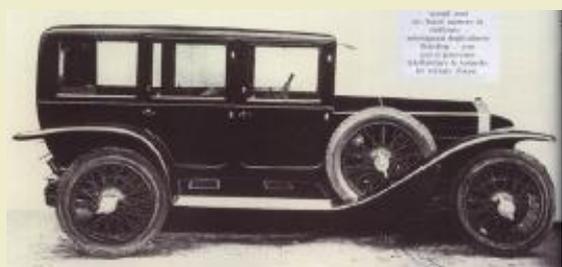
Production was converted to motor-driven compressors and power generators, while spares for Diatto

cars continued to be manufactured up to 1955.

Diatto, with its extraordinary sporting tradition and elegant styling, historically linked to Bugatti and Maserati, has left an indelible mark in the history of car manufacturing and racing worldwide (see the website for the original documents).

1923 - Diatto 30 - Bertone

1921 - Diatto 25 4DS Spider Zagato



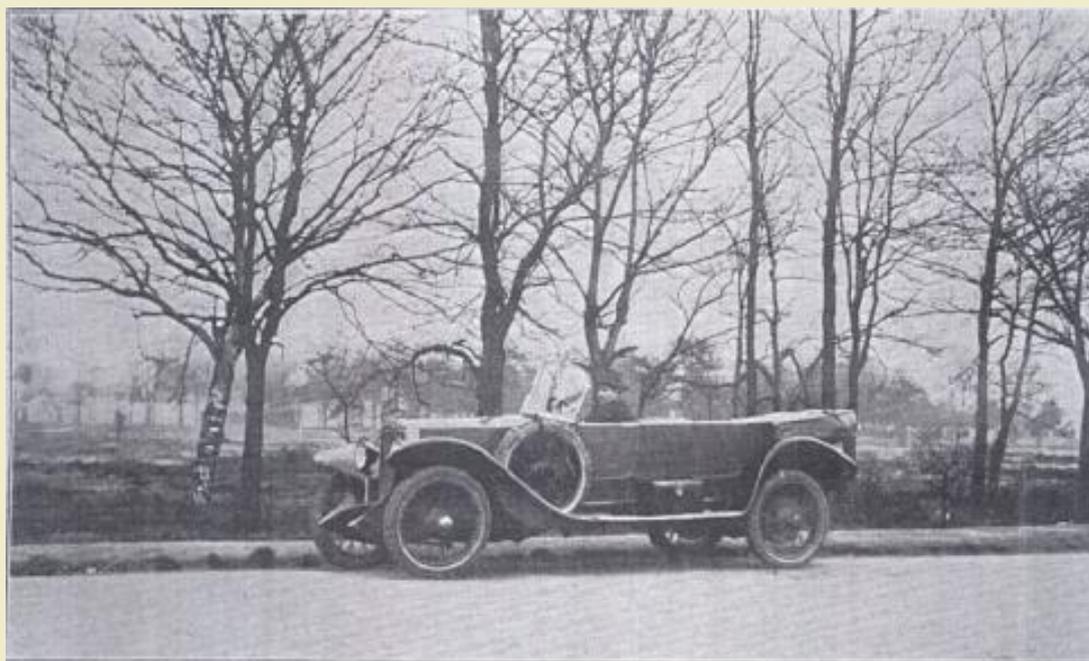
"AUTO." ROAD-TRIALS

BY A. B. C.

VII.—THE 15.9 H.P. DIATTO

I have never regretted the Brooklands close season more than I did on the occasion of this trial, because the Diatto is fitted with a kilometre-reading speed-indicator which is very ambitiously engraven as to its dial, and the stretches near London on which one can get going at even 75 m.p.h. are both few and brief. We found one, of course, and it was very pleasant to feel the Diatto hurtling through the crisp air for even half a mile, with the needle hard down on the "120." At that speed the car is delightful, tried in either the driver's or the rear seat. The engine has a distinctly aeromotor roar, the cut-out certainly cuts-out the silencer all right; but a smoother running engine at high speeds I have not met. It seems as good as that of the three-litre Bentley, and at least on this trials car there would appear to be very little between the T.T.-model (or high-compression) Bentley and the Diatto, in the way of speed, despite the disparity of cylinder-capacity. When the track is reopened I should like very much to see a little ten-lap match between these two cars, representing Italy and England, at something very near their best.

1923 - The Auto Motor Journal.

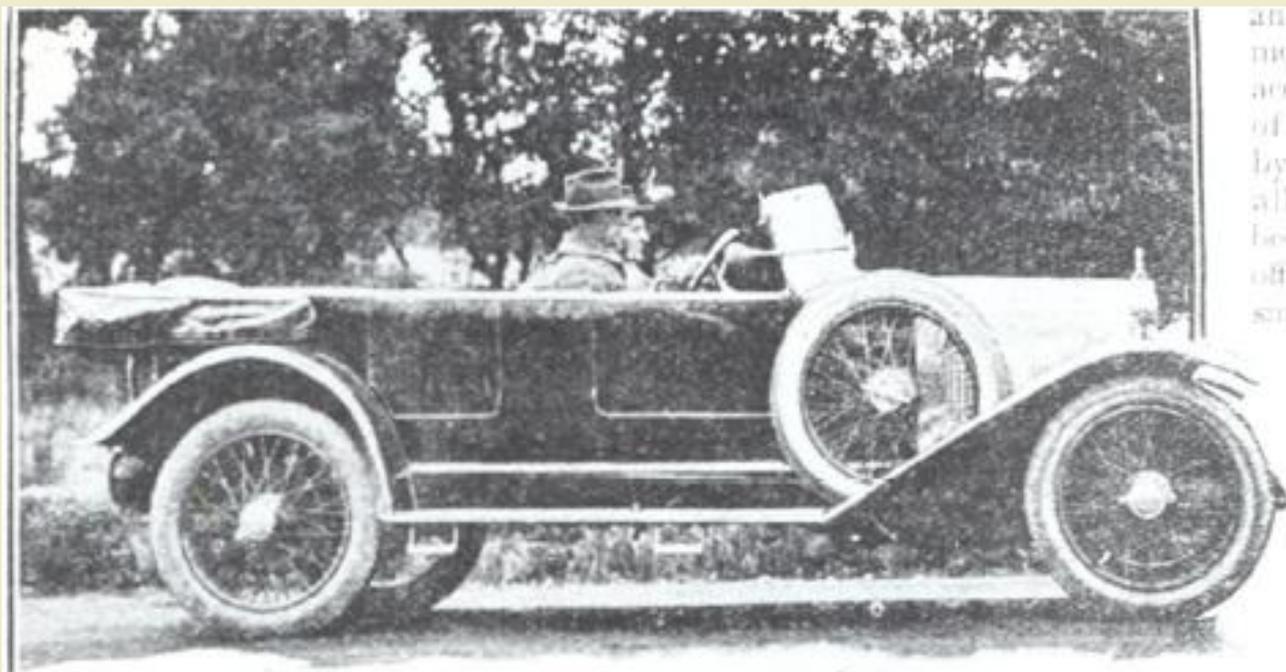


A speedy two-litre car from Italy—the 15.9 h.p. Diatto, mentioned in the notes above.

TESTING THE 2-LITRE DIATTO.



A Roomy and Comfortable Car with an Excellent All-round Performance on the Road.



High body sides, giving excellent protection, form a feature of the Diatto.

and
acc
of
by
all
for
off
sm



UNA MARCA DI FIDUCIA E DI DISTINZIONE

LA CARROZZERIA DEI FRATELLI SOLARO

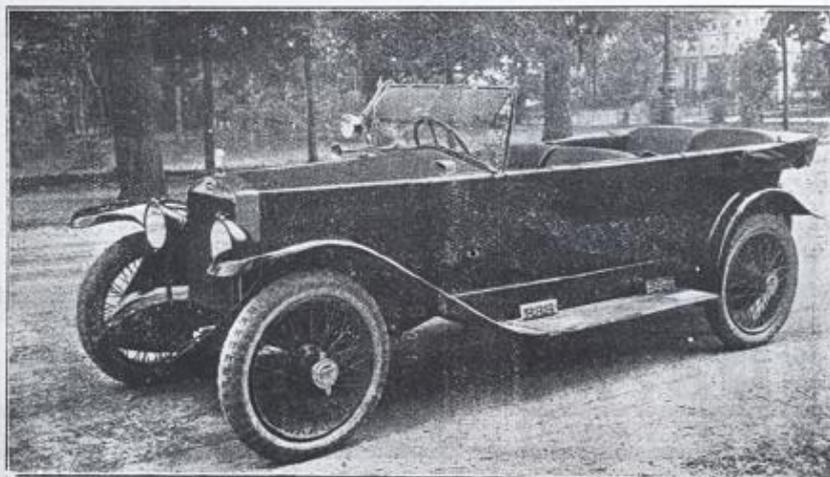
77

TRADIZIONE E PROGRESSO

Quanto più estendiamo i nostri studi sulla carrozzeria tanto più ci appare manifesta la natura speciale di questa industria, che si distingue da tutte altre, non solo per i suoi stretti rapporti con l'arte ma per l'influenza che su di essa

penetrano lo spirito, intonarsene al gusto e conciliare i progressi dell'industria, i requisiti nell'arte con le tendenze del gusto della sua clientela.

Tra gli artefici della carrozzeria che meglio hanno saputo

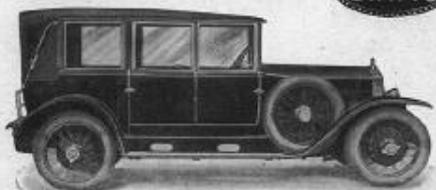


Carrozzeria Solero - Torpedo su chassis Diatto tipo 10.

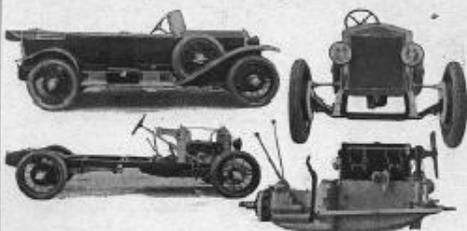
CARROZZERIA SCHIEPPATI

VIA L. PAPI N. 14 - MILANO - TELEFONO 30-030

AGENZIA LOMBARDA AUTOMOBILI



La confortabile nuova guida interna trasformabile SCHIEPPATI su chassis DIATTO tipo 20-A, espone al Salotto dell'Auto a tutto ambiente per la sua linea elegante.



VEETTURA, CHASSIS E MOTORE DIATTO TIPO 20-A

La duplice vittoria della "DIATTO",

Se nel circuito Toscano, con i criteri che ne informavano il regolamento, vi può essere la designazione di un vincitore supremo questo non può essere dato che dalla regolarità di marcia o dal maggior peso. Ora per la regolarità di marcia la vittoria è toccata alla vettura *Diatto* una delle più piccole macchine del circuito a cui è stata appunto perciò assegnata quella che costituiva la massima onorelgenza, il più importante premio del Circuito, e cioè la Coppa Challenge dell'Automobile Club di Firenze.

Questa Coppa doveva attribuirsi a quel concorrente che avrebbe mantenuto per ognuno dei 4 giri del circuito il tempo più vicino a quello di 1 ora e 30 minuti fissato dal regolamento.

Ordire la meravigliosa *Diatto* condotta Silvani, che ha ottenuto questa Coppa ha marciato con tale stupefacente regolarità su quel percorso accidentatissimo tortuoso, con continue salite a scese, compreso il passo della Fita, da far sì che che la differenza dei quattro giri sommate assieme, in confronto del tempo di 1 ora e 30 minuti, danno complessivamente 7 secondi e $\frac{1}{2}$.

Ora si noti bene che la *Diatto* col suo motore da 80 mm per 120, era una delle più piccole del circuito e quindi più sensibile ai dislivelli e in condizione più sfavorevoli in confronto delle macchine di 5 litri di cilindrata, per mantenere una media fissa.

E si aggiunga che questa stessa macchina prima della corsa per un urto avuto con un'altra vettura era stata danneggiata e poi riparata in tutta fretta.

Ed è in tali difficili circostanze che la *Diatto* con bris che in onore al suo guidatore, l'egregio Silvani ha vinto su tutti i concorrenti.

Questa brillantissima vittoria è ampliata e confermata ad quella ottenuta dall'altra *Diatto*, montata da Spadoni.

Anche questa ha marciato con perfetta regolarità, ha fatto il suo percorso nel tempo prestabilito di 5 ore 57'28" e $\frac{1}{2}$, e perciò è prima alla pari con le altre della sua categoria che fanno mantenere la stessa media regolare, ma passa al quarto posto per il minor peso che però raggiungeva i Kg. 1182.

La *Diatto* quest'anno passa di successo in successo, dopo la vittoria nella corsa in solita di Barcellona e nella Coppa di Turismo in Francia, dopo la seria dimostrazione nel Giro di Sicilia eccola ora a un fulgido trionfo in questo Circuito Toscano che se consacra definitivamente le prerogative di resistenza e di regolarità a tutta prova.

COPPA DI TURISMO
CHILOMETRI 2100 - DAL 19 AL 25 APRILE
CLASSICA INTERCITTA' E REGIONALE

1°

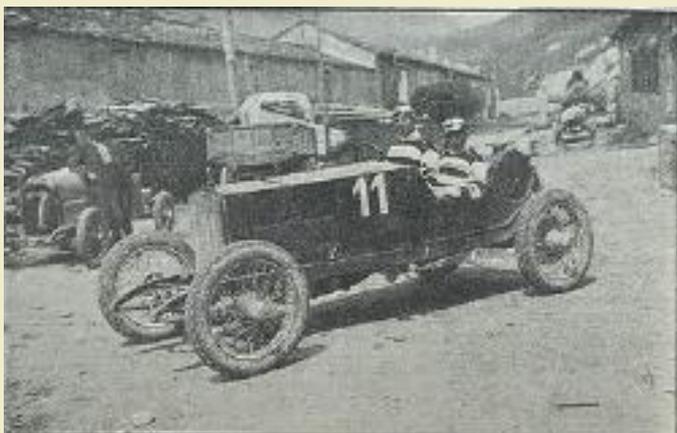
DIATTO

Alzaggio cm. 80, corsa cm. 120, cilindrata l. 2.100.
Forza 16-20 HP - Peso in ordine di marcia 1150 kg.

È stata riconosciuta la vettura **più economica** (meno spese chilometriche (benzina, olio, pneumatici) in proporzione alla cilindrata e alla velocità)

80 CHILOMETRI ALL'ORA

AUTOMOBILI DIATTO
Fonderia Officine Freyus - Via Freyus - TORINO



Pastorelli sulla nuova Diatto 20, speciale arrivata a soli 3 secondi del primo nella categoria da 500 cc.

La Diatto nei 24 Hours de Mont 1932 n° 21 - 2.400 cc di Carlo Diatto, n° 17 - 3.400 cc di Lucio Spadoni





n. 9 Agosto 1925 Cuneo - Colle Della Maddalena
Cat. 1.100/1.500/2.000/oltre 2000

- | | |
|-------------|-----------------|
| 1. AYUMIN | Diatto 50.05,8 |
| 2. GIRAUDO | Diatto 51.28,4 |
| 3. CATTANEO | Ceirano 53.18,4 |

GIULIO AYMINI, benestante di origine argentina. La sua famiglia si trasferì da Buenos Aires a Fiorano Canavese, nei pressi di Ivrea, nel 1850. Era un gentleman driver attivo soprattutto negli anni Venti, Trenta e Quaranta. Si distinse in varie competizioni al volante di vetture di marche diverse, Fiat, Diatto, Bugatti, Delage, Alfa Romeo e Cisitalia, sia in Italia che all'estero. Il 9 agosto 1925 prese parte alla Cuneo - Colle della Maddalena classificandosi al primo posto (Km/h 80,244) guidando una Diatto tipo 20 Sport con carrozzeria speciale Schieppati in alluminio la cui scocca di particolare architettura, era stata costruita in legno di frassino secondo i suggerimenti dell'Ing. Coda (Fig. 9;10/A) così come la Diatto 20 Sport affidata a Giraudo corazzata da Schieppati con carrozzeria "ultraleggera" in alluminio e scocca in tubi di duralluminio di chiara ispirazione aeronautica classificatasi al secondo posto in quella gara (fig. 10/B). Giulio Aymini, nato a Torino il 3 agosto 1891, ultimo di otto fratelli, si è spento nella stessa città il 29 novembre 1967.



TORINO
Strada Venezia, 74

PREZZI AUTOVEICOLI DIATTO "2 litri,,

CHASSIS NUDI senza garnito, franco Officine Torino:

Tipo "20 A,, sereno fessì su ruote anteriori, con cinque ruote
Sartley normali, impianto elettrico per luce ed avviamento, tromba
elettrica normale, accessori previsti dal Catalogo Lit. 29.000
Supplementi: Freni su ruote anteriori 3.000
Ruote a raggi Rudge Whitworth normali 1.500

Tipo "30,, completo di: Freni su ruote anteriori, cinque
ruote a raggi Rudge Whitworth normali, impianto elettrico per luce
ed avviamento Bosch, tromba elettrica normale, ammortizzatori
anteriori o posteriori, scappamento libero, indicatori del livello alla
vasta bozza Lit. 37.000

CARROZZERIE per tipo "20 A,,:

Torpedo di serie a 4 posti Lit. 11.000
" " " " a 5 posti 12.000

CARROZZERIE per tipo "30,,:

Torpedo di serie a 4 posti Lit. 13.000
" " " " (di lusso a 4 posti secondo il lusso) da Lit. 15.000 a 17.000

CARROZZERIE

Giulio Zanone, anche "Weymann"
Coupé,
Calibrati.

Sempre pronte.
Prezzi di fabbrica
secondo il lusso.

N. B. — Il prezzo detto non comprende per il tipo "20 A,, i supplementi relativi al motore opzionale, impianto elettrico Bosch, indicatori livello benzina, ammortizzatori e scappamento libero.



TIP
DI CARROZZERIE
SEMPRE PRONTI



A RICHIESTA
PREVENTIVI NON
IMPEGNATIVI

