

# Taste of Tuscany

Explore the region's roads, food & wine

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*October* 2024





# EXPERIENCE THE WORLD'S BEST

## *Luxury Driving Holidays*

Ultimate Driving Tours evolved from my lifelong love of motoring. From a small idea, UDT became a passion project among like-minded friends. We found a select group of clients who shared our passions for travel, enjoying the finer things in life, and driving incredible cars in great company. It soon became apparent that we had found a winning formula.

But the roots of UDT's story begin much earlier than our first tour. For over twenty years, I have participated in, created, directed and owned motoring events, starting with a celebrated tarmac rally series. After seven years of growing the rally into a beloved Australia-wide motoring event, I turned my focus to the international arena, taking a group to motorsport mecca – the Nürburgring. This initial venture was perhaps a little more rough and ready than the refinement of our current tours, but it was the genesis of a beautiful journey.

Over the years, and with the help of our ever-growing global team, Ultimate Driving Tours has evolved into a renowned and award-winning luxury adventure travel business—the world's premier provider of extraordinary driving, motorsport and track experiences. From Europe to the Americas and Australasia, we now offer the most diverse and far-reaching selection of incredible motoring adventures, with all the elements of an unforgettable luxury travel experience.

Our experiences are designed to let you live out your bucket-list, however adventurous it may be. Whether you would prefer to experience a fleet of supercars on the world's best driving roads, watch the Grand Prix of Monaco from the plush seats of a superyacht, get behind the wheel of a real F1 car at a private track day, or dine with motorsport legends like Sir Jackie Stewart, our events cover all of motoring's must-do experiences.

Yet an Ultimate Driving Tour is about more than simply jumping in luxury cars and driving. Our experiences take you to stay in the finest boutique and experiential accommodation, dine in celebrated restaurants, and savour unique and exclusive lifestyle experiences. This may include a private tour of one of Europe's most prestigious vineyards and champagne maisons, or a chartered private jet, helicopter or yacht. The possibilities are endless.

We hope that you too will become one of our guests, and join us for the journey of a lifetime. After perusing this brochure, please don't hesitate to reach out to our team. We look forward to hearing from you and having you along.

To a life of adventure,



Anthony Moss  
CEO & Founder  
Ultimate Driving Tours



## WHY ULTIMATE DRIVING TOURS?

*"The most fun you could ever have; it's beyond first class, it's a class of its own."*

Chuck & Margo, USA  
Guests on 2022 European Supercar Tour

FIND OUT MORE



### Long Established

One of the world's longest established driving holiday specialists, with decades of experience creating extraordinary motoring and luxury travel events.



### Award Winning

Recognised across the luxury travel industry as the world's best driving holiday provider and a multi-award winning international tour operator.



### Global Presence

The only driving tour company with a global presence, and experiences in operation throughout the Americas, Australasia and Europe.



### Exceptional Delivery

Our journeys are meticulously curated to incorporate only the very best of your chosen destination and the highest standards of service.



### Unique & Exclusive

We work closely with carefully selected boutique suppliers to ensure access to the most unique and exclusive experiences, driving or otherwise.

## TAKE A TOUR WITH ANTHONY MOSS, CEO AND FOUNDER OF UDT





# TOUR SUMMARY

San Felice · Casole · Florence

Friday 27 September - Thursday 3 October 2024

Explore one of Italy’s most renowned regions, Tuscany, in the most unique and luxurious way possible: from behind the wheel of a fleet of supercars. Your journey begins in the romantic Renaissance city of Florence and continues to the scenic countryside surrounding Siena. Experience the stunning contrast between the exquisite architectural feats in the city, and the gorgeous patchwork countryside. In short, this week-long Tuscan tour is the perfect opportunity to enjoy the very finest things in life in one of Italy’s most magnificent destinations.

## Itinerary

- DAY 1** • **Arrival & Welcome**  
Florence
- DAY 2** • **Insider’s Tour of Florence**  
Explore History, Culture, Food And Wine
- DAY 3** • **Drive Day One**  
Florence to San Felice
- DAY 4** • **Drive Day Two | Wine Tasting**  
Montepulciano Loop
- DAY 5** • **Drive Day Three**  
Felice to Ulgiano
- DAY 6** • **Drive Day Four | Truffle Hunting | Wine Tasting**  
Chianti Loop
- DAY 7** • **Departures & Farewell**  
Onward Travel Plans



Duration  
7 Days / 6 Nights



Driving  
4 Days / 800 Kilometres



Tour Start  
Florence, Italy



Tour End  
Florence, Italy



### Want to See This Tour in Action?

Check out the live video at [ultimatedrivingtours.com](https://ultimatedrivingtours.com)

WATCH IT NOW





# FLORENCE: THE HEART OF TUSCANY

Friday 27 September - Saturday 28 September



Your magnificent Italian journey begins in Florence with an insider's tour of a European city like none other. The central city of Tuscany, Florence is home to some of the world's most spectacular architecture, museums and art galleries, so there is no shortage of cultural delights and exclusive hidden gems to unearth.

Your five-star residence for the two nights in Florence is Il Salviatino. High in the Tuscan countryside overlooking the Renaissance splendour of the city, Il Salviatino defines the luxury escape. Originally built in the 15th century on the site of a 1st-century Roman fortress, the residence was a villa for an aristocratic Florentine family – an elegant history that makes it the welcoming retreat it is today.

Acres of parkland and organic gardens now surround the villa, with each room telling its own unique story through frescoes, paintings and curated artisan furnishings.

Enjoy your first evening meeting the group and sharing an exceptional Michelin-star dining experience overlooking the River Arno.

On Saturday you will be immersed in the rich history and culture of the region – and of course, its celebrated food and wine scene, on an 'Artisans of Florence' experience.

As part of the day, an expert local guide will host you on an insider's tour of this famous city's well and lesser-known sights, while you sample

delicious cuisine and wines. From the rich cheeses and delicate truffles of the city's famed indoor food market, to hidden ateliers in the backstreets, you will learn to live like a local Florentine, truly escaping the well-trodden tourist traps in flavour of authentic Tuscan tastes.

In the evening, the group will return to Il Salviatino for some time to rest, relax and reflect on a wonderful day with a gastronomic meal together on the hotel's terrace. Your culinary journey continues as you enjoy simple but refined dishes that make use of aromatic herbs and vegetables from the hotel's organic garden.



## Accommodation and Dining

Your time in Florence will be complemented with a two-night stay at the gorgeous 15th-century Il Salviatino – a renovated luxury hotel overlooking Florence's Old Town. You will also enjoy dining experiences in a handful of celebrated local restaurants. On the first evening, you experience unforgettable views of Florence from a Michelin-star restaurant overlooking the River Arno. On the second evening, you will enjoy a dinner with your fellow guests at the hotel's fine-dining restaurant.

Prepare for a truly mouthwatering experience in one of Italy's gastronomic delights!



# A DRIVING TOUR OF THE TUSCAN COUNTRYSIDE

Sunday 29 September – Thursday 3 October



On Sunday, after a driver briefing, you will be introduced to the supercars that you will pilot over the coming days. Our stunning fleet includes the Italian greats Ferrari and Lamborghini, as well as Aston Martin, Porsche, Audi, Mercedes, and more, all of which you will have the opportunity to drive. A true bucket-list experience.

After departing Florence, you will enjoy a meandering half-day loop in the countryside around the gorgeous medieval hill town of San Gimignano.

Your drive concludes in the afternoon at the enchanting Borgo San Felice, a restored 8th-century villa converted into a boutique luxury hotel. Later, you will dine at the relaxed Osteria del

Grigio sit down for a Michelin-starred dinner at the renowned Poggio Rosso.

The following day you will drive from Chianti out to Montepulciano in the heart of Tuscany and back, before experiencing a private tour and wine tasting at the renowned Castello di Brolio – the oldest winery in Italy (since 1141), set inside a rural castle. On your return to Borgo San Felice, sit down for a Michelin-starred dinner at the renowned Poggio Rosso.

On your third day of driving, it's time to cruise south through the heart of the Tuscan countryside around Montalcino before arriving at Villa La Massa, built in the 13th century as an enchanting country house for an aristocratic

Florentine family. Here you can trade car keys for a well-earned glass of champagne and dinner at Il Verrocchio

Your final drive day will continue with a run back through Chianti towards Florence. The day will conclude with a spot of truffle hunting, followed by lunch, then dinner and wine tasting at the romantic Tenuta Torciano.

Over this exceptional driving tour, you will navigate a curated mix of fast straights, tight switchbacks and our favourite meandering country roads, on a route that will challenge and exhilarate any avid driver.

To add to the experience, it is also breathtakingly scenic.

Enjoy lush pastures, snow-capped mountains, turquoise lakes, charming historic villages and eerie evergreen forests cloaked in fog.

Each day, we guarantee that your surroundings will delight you as much as the stunning cars and incredible roads.

This Italian experience truly is *la dolce vita* at its finest!



## Accommodation and Dining

To complete your experience, you will stay in a series of luxury residences, and spend your evenings dining in celebrated restaurants.

Your accommodation includes a curated selection of historic properties, now converted into opulent five-star hotels. This includes the gorgeous 13th-century Villa La Massa, as well as Borgo San Felice nestled in the hills of Chianti.

The restaurants at which you will dine include an array of fine-dining destinations complemented by hidden local gems. The Michelin-starred dinner at Poggio Rosso is a real highlight!



# THE FLEET

The vehicles you will pilot

Our fleet includes a selection of latest release supercars, designed to complement the driving location and tour type. The final selection may vary depending on participant numbers and vehicle availability.



**ASTON MARTIN  
VANTAGE F1 ROADSTER**

Marking an exciting moment in Aston Martin's history, the most powerful V8 Vantage ever delivers the F1 to the roads. You'll feel the thrill of the track with its unique aerodynamic body kit, new 21" wheels and race-inspired graphics.



**AUDI  
R8 V10 SPYDER**

If you're hungry for a gorgeous, driver-friendly supercar that's quick-as-lightning, the new release update to the incredible R8 delivers, and then some. Consider your wish granted.



**FERRARI  
488 SPIDER**

The successor to the adored 458 sees the eager-revving and naturally aspirated V8 retired in favour of a turbocharged powerplant. This supercar will propel you from 0 - 100 in just three seconds.



**LAMBORGHINI  
HURACAN SPYDER**

The Huracan Spyder combines speed, a sharp design, and the pure roar of power and fun. The convertible offers an ingenious 4WD system, sophisticated technical specs and performance to boot.



**MCLAREN  
720S**

Be warned: while there are many fast cars out there, few have the performance capabilities that require drivers to up their game so profoundly. Are you ready for this beast?



**MERCEDES  
AMG GTR**

With a dauntingly low driving position, way back over the rear axle, the devastatingly handsome GTR draws heavily on the lauded SLS. An agile yet comfortable grand tourer.



**PORSCHE  
GT3 992**

A phenomenal car from Porche's iconic collection, the 992 GT3 epitomises the very best of what Porsche has to offer. Powered by the same four-litre flat-six engine the Motorsport department fits to its GT3 Cup race car, it's sure to thrill.





# TOUR ITINERARY

DAY 1: FRIDAY 27 SEPTEMBER  
ARRIVAL + WELCOME

After arriving into Florence, you will be transferred to Il Salviatino, where you will spend the afternoon settling in and relaxing at this beautiful luxury hotel.

In the evening enjoy an exceptional Michelin-star dining experience overlooking the River Arno.

<b>Accommodation inc Breakfast</b> Il Salviatino	
<b>Lunch</b> Own arrangements	<b>Dinner</b> Borgo San Jacopo

DAY 2: SATURDAY 28 SEPTEMBER  
FLORENCE CITY TOUR

It's time to immerse yourself in the rich history, culture, food and wine of Florence, and wider Tuscany.

Today, your expert local guide will host you on an insider's tour of the city's well and lesser known sights, while you sample delicious regional cuisine. From the city's famed indoor food market, to hidden ateliers in the backstreets, you will learn to live like a local Florentine, escaping the well-trodden tourist traps in favour of authentic Tuscan flavours and tastes.

<b>Accommodation inc Breakfast</b> Il Salviatino	
<b>Lunch</b> On Tour	<b>Dinner</b> Giacomo

DAY 3: SUNDAY 29 SEPTEMBER  
FIRST DRIVE DAY

Today will be an early but worthwhile start. After breakfast and a driver briefing, you will be introduced to the supercar fleet that you will pilot over the coming days.

Departing Florence, you will spend the day tracing the backroads to the south-east of the city. In the early evening we will arrive into Borgo San Felice, a restored 8th-century villa converted into a boutique luxury hotel.

<b>Accommodation inc Breakfast</b> Borgo San Felice	
<b>Lunch</b> On route	<b>Dinner</b> Osteria del Grigio

DAY 4: MONDAY 30 SEPTEMBER  
SECOND DRIVE DAY

On Monday, you will continue the drive with a meandering half-day loop in the countryside around San Gimignano. In the afternoon you will enjoy a private tour and wine tasting at Castello di Brolio, before arriving back at Borgo San Felice then dining at the Michelin-starred Poggio Rosso.

<b>Accommodation inc Breakfast</b> Borgo San Felice	
<b>Lunch</b> On route	<b>Dinner</b> Poggio Rosso

DAY 5: TUESDAY 1 OCTOBER  
THIRD DRIVE DAY

Your third day of driving will continue on Monday with a full day cruise from Chianti out to Montepulciano in the heart of Tuscany and back. Arrive into Villa La Massa and enjoy some downtime before dinner at the romantic Il Verrocchio.

<b>Accommodation inc Breakfast</b> Villa La Massa	
<b>Lunch</b> On route	<b>Dinner</b> Il Verrocchio

DAY 6: WEDNESDAY 2 OCTOBER  
FOURTH DRIVE DAY

Today, the drive will continue with a half-day run back through Chianti towards Florence, with the convoy spending a final day among the vine-covered hillsides of Tuscany.

In the afternoon you will conclude the drive at an award-winning vineyard and enjoy an afternoon of truffle hunting (and eating!), before returning to Villa la Massa.

This evening, the group will discuss fine wines, your favourite supercars, and reminisce about an unforgettable week.

<b>Accommodation inc Breakfast</b> Villa la Massa	
<b>Lunch</b> On route	<b>Dinner</b> A light supper

DAY 7: THURSDAY 3 OCTOBER  
DEPARTURE & FAREWELL

Enjoy a sleep-in and a leisurely breakfast. Check-out from the hotel is midday. From here the day is yours before transfers and onward travel plans.

<b>Accommodation inc Breakfast</b> Own arrangements	
<b>Lunch</b> Own arrangements	<b>Dinner</b> Own arrangements





# TOUR PACKAGE

Inclusions, exclusions, and options to complete your experience

Our tours are designed to be end-to-end luxury travel experiences.

Your total Tour Investment is comprised of your Tour Package, Optional Add-Ons, and Accommodation and Dining Package. The Optional Add-Ons are designed to enhance and complete your experience, as you wish to build on it.

Accommodation and Dining Packages are outlined on the next page.

## Inclusions

- Guided tour of Tuscany, hosted over seven days and six nights
- An insider's tour of Florence's food, wine, culture and history, including all tastings
- Four days driving a selection of latest-release supercars on some of the region's best country roads, autostradas and more technical alpine roads, including:
  - Supercar hire and insurance
  - Detailed route instruction/navigation with experienced guides
  - Two-way in-car communication system
  - Lunch each day of the drive
  - Full support including lead and sweep vehicles
- Six nights' accommodation in a standard room in each of the luxury hotels, including breakfast each morning and parking
- An aperitif on arrival at the hotel each day, followed by a signature dining experience at each of the celebrated restaurants featured on the tour, coupled with an accompanying wine package and non-alcoholic beverages
- An afternoon at the renowned Castello di Brolio including a private guided tour of the property and a tasting of select special wine vintages
- An afternoon of truffle hunting, wine tasting and a gourmet supper (with truffles from the hunt) in the countryside around San Gimignano
- Separate luggage transport and full portorage
- A team of support staff to manage all aspects of the experience
- Professional photography and videography
- A chauffeured transfer on arrival (or departure if you would prefer)^
- Luxury transfers to all destinations throughout the tour

Per Person: £12,250 GBP (Double Occupancy) | Enquire for Single/Twin Occupancy

^ Transfers are based on travel within metropolitan regions. Regional/inter-city transfers will vary depending on location.

## Exclusions

### Flights Before or After The Tour

Your own travel arrangements are to be made before the commencement of the tour and following its conclusion. On request, the UDT team can provide advice or assistance with arranging flights.

### Travel Insurance

Participants must have a comprehensive travel insurance policy in place before leaving for the tour. Particular attention should be paid to cover for items such as medical/dental, personal effects, cancellations and rental vehicle excess.

# OPTIONAL ADD-ONS



Complete your experience

Our Optional Add-Ons allow guests to create a tailored experience.

How you decide to complement and complete your journey is at your discretion.




## + Upgrade Your Accommodation & Transfers

### PLATINUM PACKAGE

-  Upgrade your room to a premium category at each hotel.
-  Upgrade your transfers to include a pick up from your point of arrival to the commencing hotel and from the concluding hotel to your point of departure.^

Double (pp)  
**£750** GBP  
Enquire for  
Single/Twin  
Occupancy

### BLACK PACKAGE (LIMITED NUMBERS)

-  Upgrade to priority access to suites and/or the best rooms at each luxury hotel.
-  Upgrade your transfers to door-to-door return limousine transfers from your home to the airport and commencement hotel, and from the concluding hotel to the airport and back to your home.^
-  Our team of luxury travel professionals will be on hand to curate every aspect of your travel experience down to the finest detail.

Double (pp)  
**£1,650** GBP  
Enquire for  
Single/Twin  
Occupancy

^Transfers are based on travel within metropolitan regions. Regional/inter-city transfers will vary depending on location.





# CALCULATE YOUR INVESTMENT

Tour Package + Optional Add-Ons =  
Your Tour Investment



TOUR PACKAGE		
Double/Twin Occupancy (PP)	£12,250 GBP	Enquire for Single/Twin Occupancy
+		
OPTIONAL ADD-ONS		
	PLATINUM	BLACK
Upgrade Your Accommodation & Transfers	Double (pp) £750 GBP	Double (pp) £1,650 GBP

# COMMON QUESTIONS

Below you will find a selection of common questions from our guests.  
For any further queries, please contact our team.



Which vehicles will be in the fleet?

Each tour is replete with a curated selection of latest release supercars. Your destination's driving conditions are considered alongside vehicle characteristics in order to provide the best possible experience. The number of cars in the convoy will depend on the number of guests, and is based on two guests per vehicle. Our average tour size is 16 people and 8 supercars. Over the course of the tour you have the opportunity to drive the entire fleet of cars, cycling in a set order through 2-3 cars each day. Professional instructors are always on hand to provide assistance as you change cars, and all cars are insured with a deductible in place.

How does the driving work?

The drive operates in a loose convoy, with a lead and sweep car (driven by professional drivers), and two-way radio contact between all vehicles. The lead car navigates for the convoy and provides updates on conditions, so drivers can focus on enjoying the cars and drive. The sweep car ensures no one becomes lost or separated from the group.

The drive per day is around 250km/155mi over 6-8 hours including regular stops for morning/afternoon tea, lunch, and driver/ car changes.

What type of roads do we drive?

Our team has spent over a decade researching and testing the best roads in the world. All tours are planned so as to avoid heavily trafficked cities and seek out the freedom of the open road. The routes chosen for our tours cover a variety of road types that accentuate both the location and the tour type. You can expect to navigate tight switchbacks and hairpins on alpine passes, and then enjoy loose, flowing country backroads, and fast-paced autostradas. We always choose roads that are incredibly scenic, so whether you're behind the wheel or passengering for a section, you will find plenty to enjoy.

What type of guests join your tours?

Guests from around the world attend our tours. We typically host a mixture of groups of friends, families, business associates, and plenty of couples. While we do recommend sharing the experience with someone your know or as a group, we also cater for guests coming on their own. In this case, you will be partnered with another solo driver.

Ultimately, our tour groups are made up of like-minded people who share a passion for motoring, and enjoying the finer things in life. Many go on to keep in contact after the tour and often become life-long friends.

How does pricing work?

Your tour package is priced per person and is based on two people per vehicle. Typically the driving is shared between occupants, who alternate between being behind the wheel and being a passenger. In the case that one participant prefers not to drive, the other will be able to enjoy double the time behind the wheel, while the passenger can soak up the stunning scenery and excitement of riding along. If you are travelling as a solo driver, you will be paired with another solo driver in the vehicle. As outlined on [page 13-15](#), your Tour Investment consists of your Tour Package and any Optional Add-Ons.

Where do guests stay and dine?

Accommodation and dining is designed to complement your overall experience. Our team seeks out the most luxurious and unique hotels, which can include ornate castles, private villas, boutique resorts, and more. Dining is always a social affair, pairing gourmet cuisine with fine wine, over which the group can share stories and experiences.

Guests may stay as a collective, or diverge into smaller groups at nearby luxury hotels, commensurate with your selected package. Accommodation packages and upgrades dictate the hotel and room category.





# EXPLORE MORE TOURS

Can't make The Taste of Tuscany?  
Explore a selection of our other incredible and unforgettable experiences below.



## Driving Tours

Our award-winning signature tours put you behind the wheel of our full fleet of supercars on some of the world's greatest roads, while enjoying a fully-managed luxury holiday in Europe, the UK, the USA, or Australia. Alternatively, our 'Drive Your Own' car tours allow you to bring out a favourite drive from your garage for a guided adventure.



Scan to see more details  
online or [click here](#).

## Self-Guided Drives

Celebrate your love of driving with our range of luxurious self-drive holidays. Perfect for guests seeking maximum flexibility or a solo escape. Simply choose your favourite car from our fleet, then follow your perfectly-planned route complete with stunning luxury accommodation and our team on call.



Scan to see more details  
online or [click here](#).

## F1 Hospitality + More

Love motorsport? So do we! Our packages let you enjoy luxurious hospitality at the world's most exciting events. Experience Monaco GP aboard our superyacht, head to legendary Monza for a thrilling weekend at the Italian GP, or choose to arrive into Goodwood in a chartered helicopter and watch the action from a luxury suite. The choice is yours.



Scan to see more details  
online or [click here](#).

## Bespoke Events

Is your company seeking a unique way to delight VIP clients, or reward and incentivise key employees? Or perhaps you have a group of friends looking for an exclusive way to celebrate a special milestone? Contact our team today to find out how our bespoke events can be the perfect corporate incentive or private luxury escape.



Scan to see more details  
online or [click here](#).







Ultimate Driving Tours is a celebration of luxury travel, motoring, and the finer things in life. Discover a new world of unforgettable journeys with our incredible driving tours, exclusive motorsport packages, and bucket-list track events.



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