



100 anni di LANCIA Lambda

Joachim Griese



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A journey along a century

Joachim Gries

The Lambda is 100 years old and is still almost as alive as when it was born, who would have thought!

Today, we can celebrate a car model that amazed and delighted experts at its birth. With its features (to name but a few)

- the innovative frameless vehicle with excellent road holding
- the independently suspended and shock absorbed front wheels
- the powerful 4-cylinder narrow V engine with overhead camshaft
- equally powerful brakes on all 4 wheels

it was more than 20 years ahead of its time. It is fascinating to watch the birth of the Lambda from prototype to production, to admire the inventiveness of Vincenzo Lancia and the engineering achievement of Battista Falchetto and other collaborators in designing the prototype. And then to see the impressive organisation of the Lancia factory, the use of some of the most sophisticated machinery of the time, and to realise that the production of the Lambda was at least as innovative as the Lambda itself.

The birth was followed by a first life cycle, i.e. the rapid worldwide distribution of the Lambda, the advancement of innovation through the development and production of a total of 9 series, cooperation with coachbuilders on the basis of body platforms and customer satisfaction.

After the Second World War, during which many Lambdas disappeared, the miracle happened that enthusiasm for the Lambda was rekindled, that former and new Lambda owners - often with their own resources - repaired and restored their vehicles, organised themselves nationwide and today form a worldwide network to share and appreciate the still impressive Lambda features and to enjoy them in races and competitions with friends, thus heralding the Lambda renaissance.

Let us take you on a journey through 100 years of the Lancia Lambda!

Prototype

On March 15, 1921 Vincenzo Lancia and Battista Falchetto met with other employees of the Lancia Technical Office to discuss a new Lancia model based on the patent of March 28, 1919 (fig. 1). Vincenzo Lancia suggested that the project should also include the development of independent suspension and shock absorption for the two front wheels. After the meeting 'Monsù' Lancia distributed the tasks for a prototype: Battista Falchetto was responsible for the design of the bodywork, the development of the independent suspension and shock absorption for the front wheels as well as coordination with the engine development, Primitivo Rocco was responsible for the engine development, Augusto Cantarini was responsible for the design and Mr. Quarello for the details.

Some details are known from the work on the prototype. Battista Falchetto was obviously the most important person. Falchetto had graduated with top marks from the Istituto Tecnico Industriale in Turin in 1911, had worked in aeronautics during the First World War, had become interested in the rapidly growing automobile industry after the end of the war, and had now been employed at Lancia for about a year, first in the workshop and then in the Technical Office as a designer. Falchetto's thoughts on bodywork design were trendy. He proposed incorporating the transmission into the platform in the form of a tunnel and closing the open boat-shaped bodywork at the rear end. Both solutions contribute greatly to the body's torsional rigidity. To achieve independent suspension and shock absorption of the front wheels, Falchetto presented several solutions after a sleepless night of work (fig. 2). From these, Vincenzo Lancia selected the variant marked in red in fig. 2 for the prototype. Photo 3 shows the engine of the prototype.

REGNO D'ITALIA
 MINISTERO PER L'INDUSTRIA, IL COMMERCIO E IL LAVORO
 UFFICIO DELLA PROPRIETÀ INTELLETTUALE

Attestato di Privativa Industriale

(Legge 100 ottobre 1900, n. 3700)

Al N. 105 Vol. 490 del Registro degli Attestati a moto aerodinamico
 la domanda depositata, nei documenti voluti dalla legge, all' r. *Lancia e C.*
 Corvino, nel giorno *14* del mese di *Marzo* 1919
 alla ore *11* della *Lancia e C.*
 residente a *Corvino*
 per ottenere una privativa industriale per il veicolo descritto nel titolo:

Lettura automobil.

La privativa ha la durata di anni *10* a decorrere dal *14* marzo
1919 salvo i casi di novella, annullamento e decadenza previsti dalla legge.
 Il presente attestato non garantisce che il veicolo abbia i caratteri voluti dalla legge
 perché la privativa sia valida ed efficace, e viene rilasciato unico scopo primario del
 servizio e della scelta di non

Itano, il *15* marzo 1919.



IL DIRETTORE
[Signature]

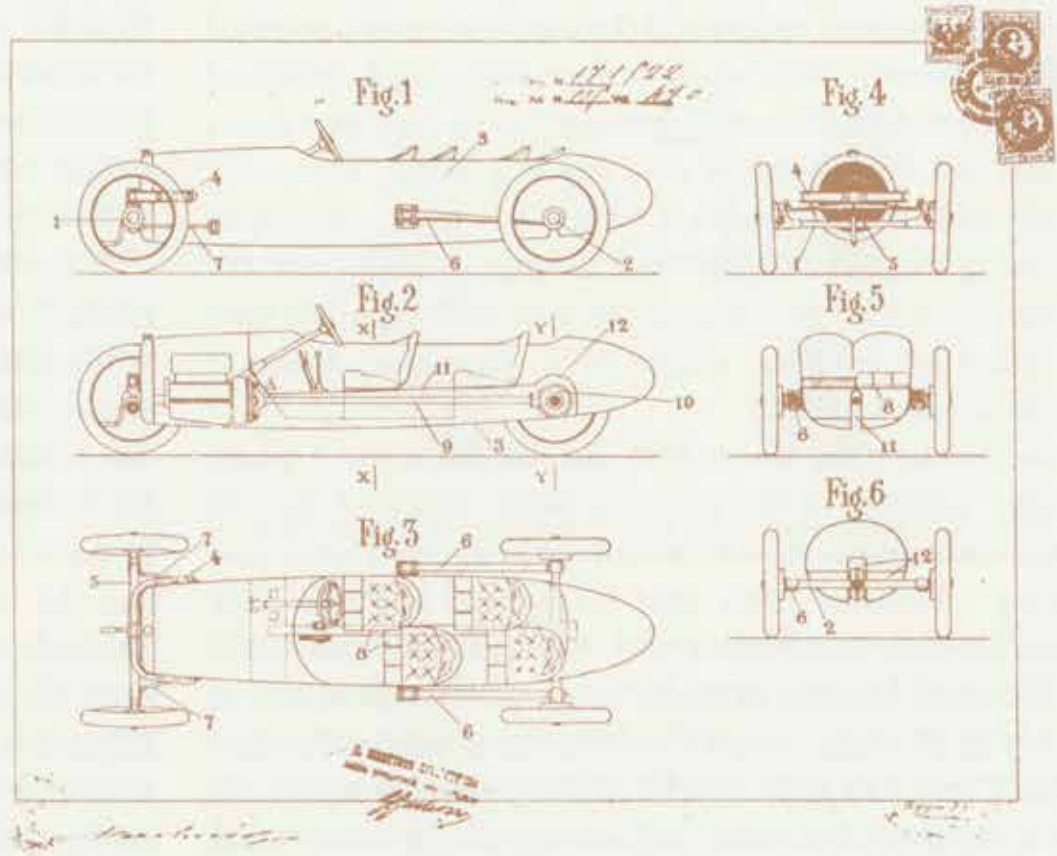


Figure 1: The patent for a frameless vehicle dated 28 March 1919 for the company Lancia e C.

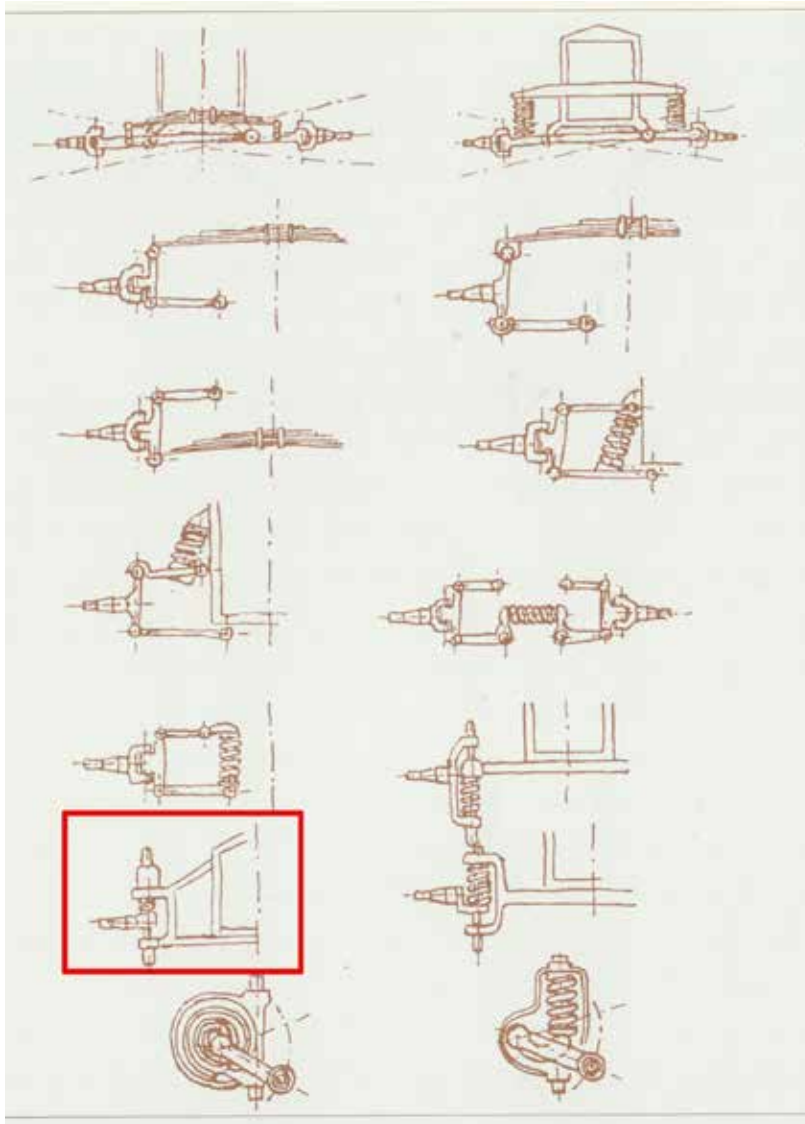


Figure 2: Variants for the design of the front suspension and shock absorber with independent wheels (the variant chosen by Vincenzo Lancia in red)

Work progressed rapidly with team members working 9 hours a day, 6 days a week. Already on 1 September 1921 - only 5 and a half months after the first meeting - testing of the first prototype (photo 4) began at Moncenisio near Turin (photo 5). The test drives were very satisfactory and Vincenzo Lancia invited his collaborators Claudio Fogolin (his former partner), Battista Falchetto, Luigi Gismondi, Manlio Gracco, Francesco Pallavicini, Cesare Scacchi, Rodolfo Zeppegno, Ernesto Zorzoli and the brothers Franco and Vittorio Bocca to a dinner followed by a game of bocce at the Giaconera restaurant in Condove. The first step was successfully taken!

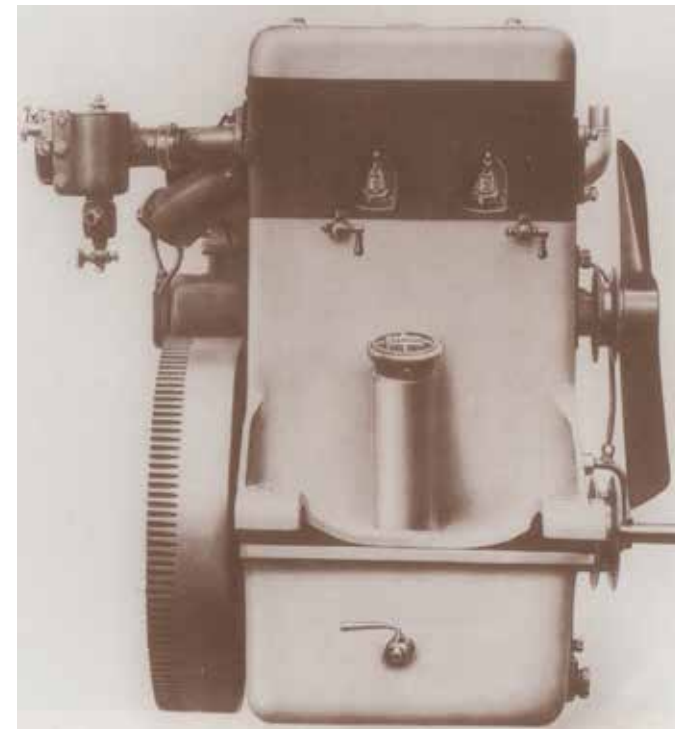


Photo 3: Prototype engine



Photo 3: Prototype Lancia Lambda

Photo 5: Test drive with the Lancia Lambda prototype at Moncenisio (at the wheel: Vincenzo Lancia, Luigi Gismondi as co-pilot and in the back seats the brothers Franco and Vittorio Bocca)



Pre-production

Now it was a question of using the experience gained with the prototype to develop and produce a production car with which Vincenzo Lancia intended to present the Lambda at the great international motor shows in Paris and London in 1922. An initial article on the new Lancia model appeared as early as 30 November 1921 in the Milanese weekly *Motori Aero Ciclo e Sports*: "Imagine a long, roomy car of normal dimensions, very low with four or five seats, but weighing as little as 450 kilos; which, with a four cylinder engine and a bore and stroke of 75 mm by 300 mm, can do 120 km/h on the flat and 70-80 km/h uphill towards Superga and Moncenisio; which copes well with the road, which has neither chassis nor front axle and which even satisfies that meticulous and unconquerable self-critic, Cav. Lancia." Under great pressure, work on the type of engine was continued. The type 67 engine had in fact, as could already be read in the Milan weekly, a bore and stroke of 75 mm by 300 mm, a sectional drawing can be seen in fig. 6. In addition to the engine, almost all other technical components were also revised and improved, in particular the independent suspension and the shock absorption of the front wheels. At the same time, other test drives were carried out, one of which is shown in photo 7.

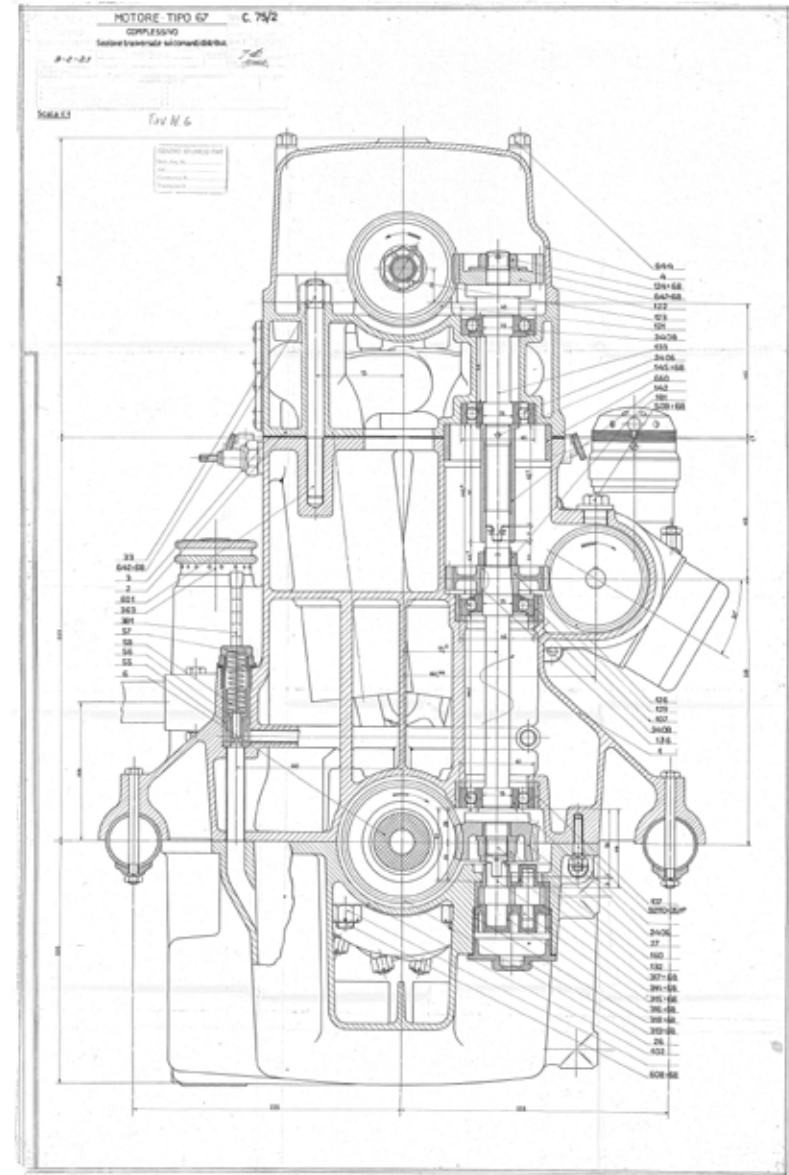


Figure 6: Sectional drawing of the Type 67 engine for the pre-production Lambda



Photo 7: Test drive with the pre-production Lambda type (Battista Falchetto in the foreground)

In the spring of 1922, work on the pre-production type of the Lambda was already well advanced. One Sunday morning Vincenzo Lancia undertook a long test drive together with Battista Falchetto to San Dalmazzo, returning via Savigliano and Carmagnola. The accompanying vehicle was a Trikappa driven by Battista Ajassa, who was Vincenzo Lancia's mechanic at the time of his racing career. After Savigliano the route became very tortuous and Vincenzo Lancia said to Battista Falchetto: "Now let's go a bit faster!" Soon Battista Ajassa's Trikappa was out of sight behind them. They stopped before Carmagnola to wait for the Trikappa. Eventually they turned back and met the Trikappa at the edge of a pond, into which it had driven with its front end, as it was no longer possible to keep the vehicle on the road in tight bends at the speed set by the Lambda. Vincenzo Lancia was very satisfied with his Lambda. In the late summer of 1922, specialist journalists from various countries were invited to drive and evaluate the pre-production type of the Lambda. They got documents containing, among other things, the following text: 'The motorist of the past demanded a car that was robust and reliable, but today's motorist has a higher goal. Not only does he demand robustness and reliability, which all modern cars should possess, but he also expects qualities that can be achieved by modern technical developments, namely high speed, fast climbs, comfortable suspension, controllable and powerful brakes, and, above all, a car that is perfect on the road. Such a combination, which is desired by all motorists, can usually only be achieved at great cost, and manufacturers who have attempted to produce cars with these qualities have found that the result is an expensive vehicle, a car that is heavy and expensive to maintain, and can therefore only be sold to a limited range of customers. However, these difficulties are not insurmountable, and the new Lancia 'Lambda model' combines all the essential features described above in a moderately priced car. To achieve this, it was necessary to move away from many past practices, test new theories and carry out experiments of considerable scope. The LAMBDA is therefore radically different from the cars already known. Its mechanical qualities, its efficiency, its exceptional acceleration, the speed it

reaches and maintains, the smoothness and power of its brakes, and the particularity of its bodywork mean that it can compete with cars of the highest class, but in terms of price, engine size, weight, low consumption and general economy, it must be included in the class of small cars. We are therefore confident of offering our customers a car that, despite its low price, is on a par with, if not superior to, any motor vehicle offered in the past." Even before the Paris and London motor shows, articles about the Lambda appeared in the international press in September 1922, for example in *The Auto Car* with photos of the body and engine and very positive reviews. At the Paris motor show in the beginning of October 1922, the Lambda was exhibited (photo 8), as a Torpedo (photo 9) and as a body with all the mechanicals (photos 10 to 13).

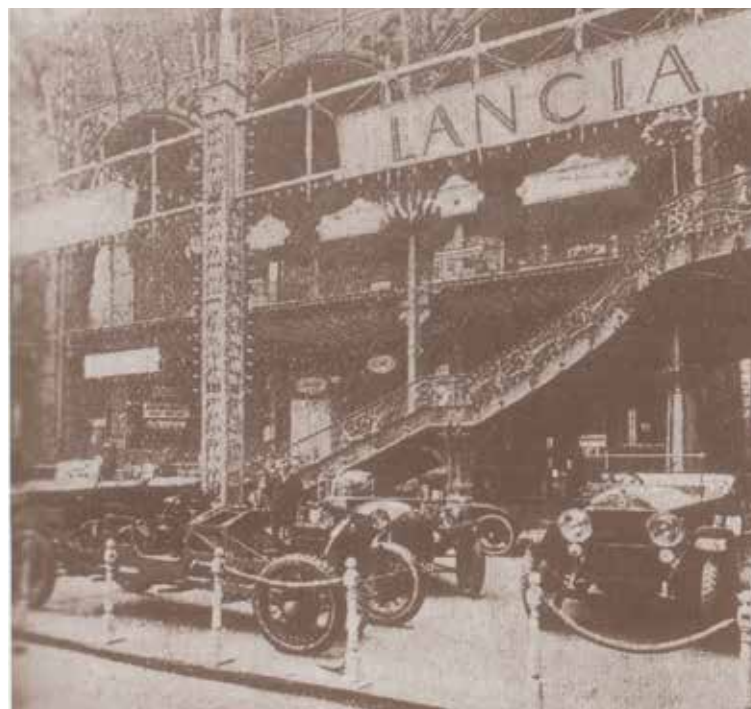


Photo 8: Lancia stand at the Paris Motor Show in early October 1922

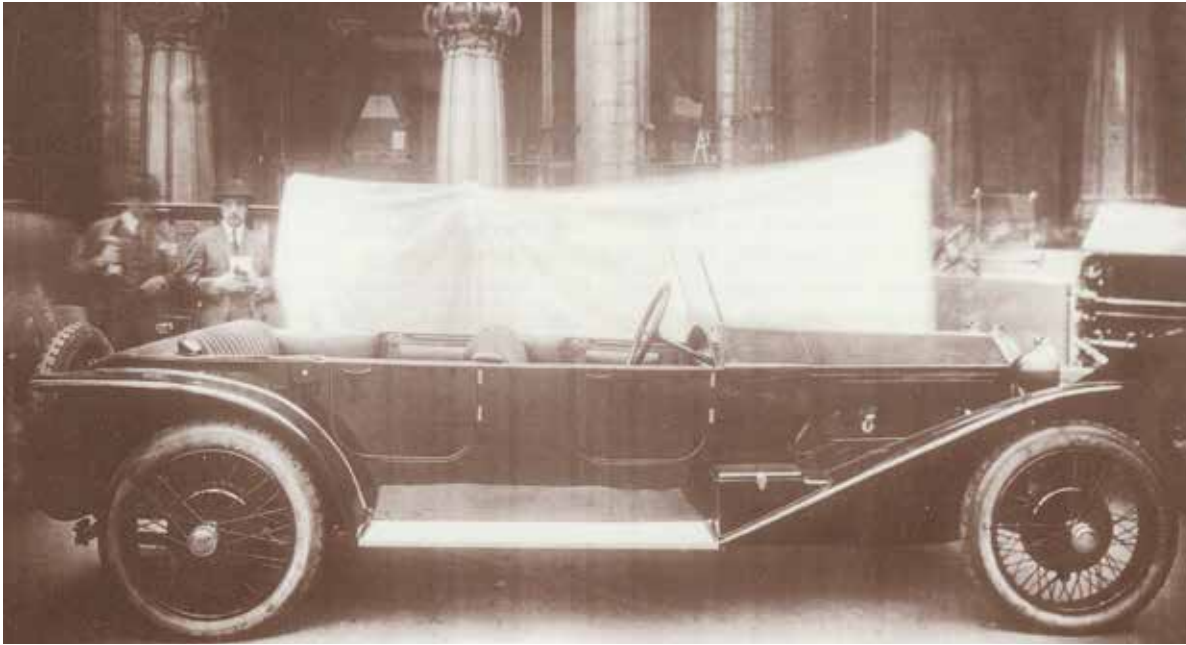


Photo 9: Lambda Torpedo at the Paris Motor Show in early October 1922

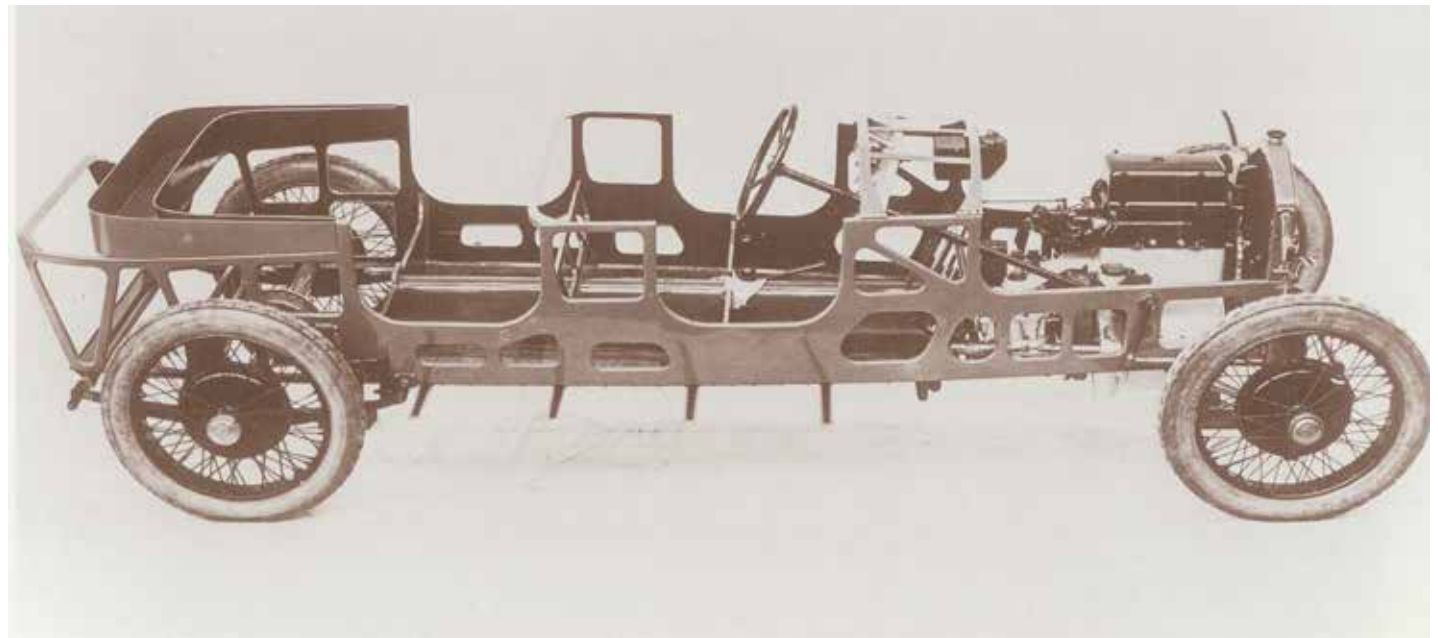


Photo 10: Structure of the Lambda with all mechanics in Paris at the beginning of October 1922

Photo 11: Front of the Lambda in Paris at the beginning of October 1922 with a view of the engine

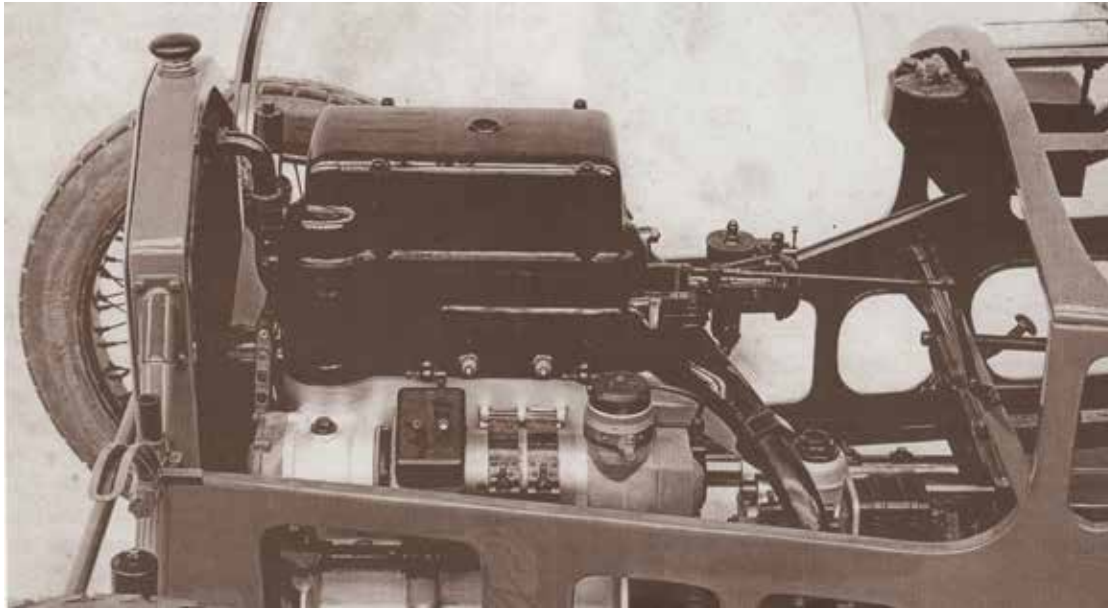


Photo 12: Front of the Lambda in Paris in early October 1922 with a view of the dashboard

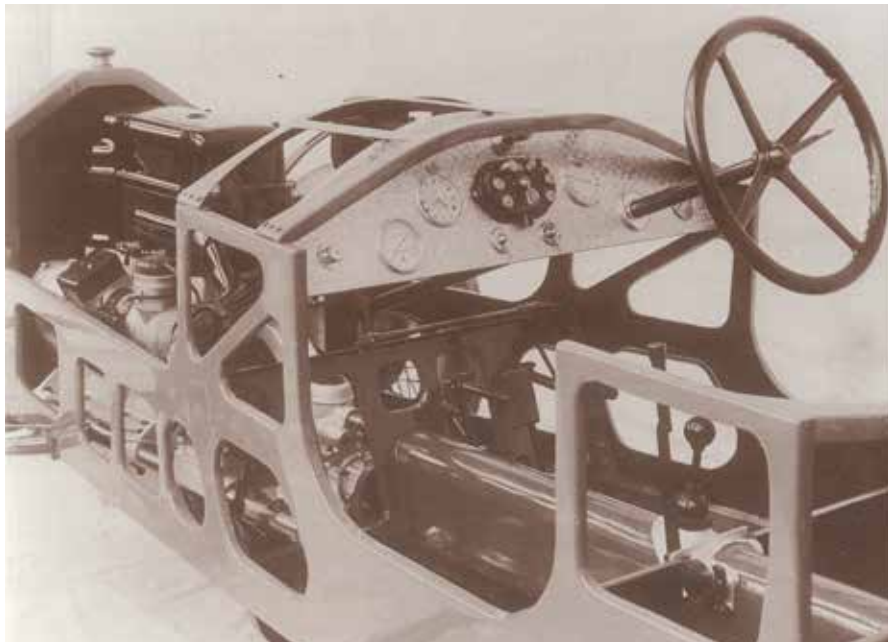
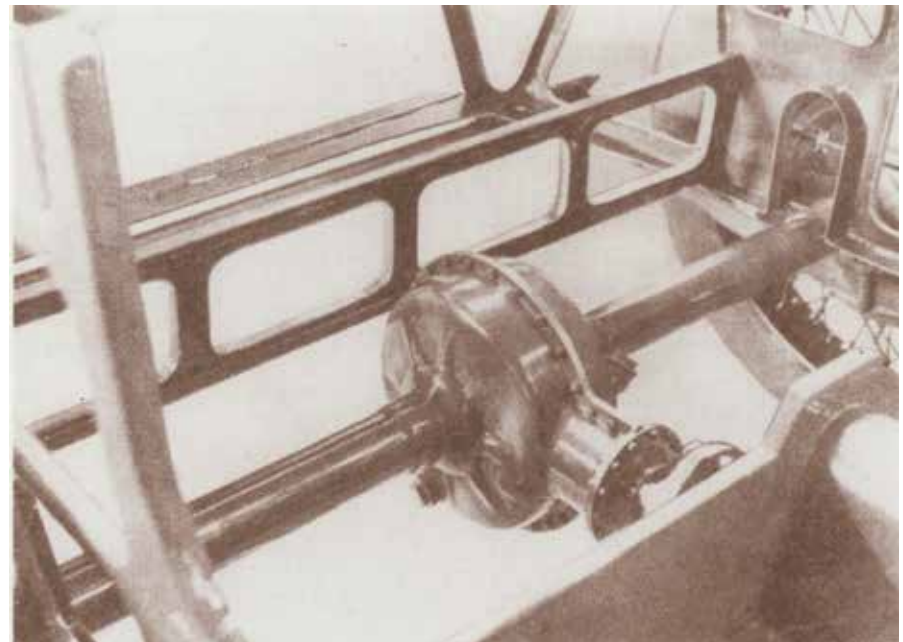


Photo 13: The rear axle of the Lambda in Paris at the beginning of October 1922



Vincenzo Lancia was not present in Paris; in fact he married Adele Miglietti on 12 October 1922 in the Gesù Nazareno church in Piazza Martini in Turin and then used London for his honeymoon. The London Motor Show started in early November 1922 and the demand for stands was very high, Lancia was assigned stand 270 out of a total of 1,050 stands. As can be seen from fig. 14, the Lambda was again exhibited as a complete torpedo and as a body on wheels with all the mechanicals.

The Lambda received a lot of attention in the British automotive press. *Autocar*, *The Motor* and *The Automobile Engineer* were particularly impressed by the bodywork, but also by the engine, the front suspension/shock absorption and even the Bosch Dynamomagneto in the Lambda, which was shown for the first time. The relatively low price of £625 also received a positive mention. In addition, there was a photo in *The Motor* of Luigi Gismondi and Battista Falchetto riding their Lambda from Turin to London. The Lambda also received very positive attention in London road traffic, particularly for its brakes. The police have complimented a car with reliable braking by saying "it brakes like a Lambda!"

Vincenzo Lancia was not part of the official Lancia team, but of course he did not miss the opportunity to appear unrecognised on the Lancia stand from time to time, and he must have been delighted with the many positive comments from visitors.

Vincenzo Lancia and his wife Adele made the return journey from London to Turin together with Luigi Gismondi and Battista Falchetto with the Lambda from the exhibition. The Paris and London exhibitions were a great success for the Lambda. There were numerous orders from abroad, but also from Italy. Production could thus begin. A year later - at the 1923 Paris show - Lancia had to inform customers that the delivery time for the Lambda would be about a year caused by the enormous demand.

270 Lancia & Co.,

18, Berkeley Street Piccadilly, London, W.1

28/80-H.P. 8-Cylinder LANCIA "Tri kappa" Touring Car.

Engine 75 bore x 130 stroke (Treasury rating 27.8 h.p.), 105 b.h.p. overhead valves, pump circulation, forced oil feed, Bosch magneto, Zenith carburetter, 4 speeds and reverse, bevel drive, detachable wire wheels, 895 x 135 Michelin cable tyres, Lancia dynamo lighting and electric starting equipment, 2 spare wheels, 4-5 seated torpedo body by Maythorn & Sons, with back scuttle, folding screens to front and rear seats, hood and side curtains, tool box, scuttle ventilators, painted seagull grey with black leather upholstery; fully equipped. Price, chassis, £1,150; complete car, £1,600.

LANCIA

28/80-H.P. 8-Cylinder LANCIA "Tri kappa" Saloon.

Chassis details as above; special 4-door 4-5 seated saloon by H. J. Mulliner & Co., Ltd., with soft leather head, frameless windows with mechanical lifts, full equipment, painted orange with cloth upholstery. Price, chassis, £1,150; complete car, £1,650.

14/40-H.P. 4-Cylinder LANCIA "Lambda" Torpedo Car.

Engine 75 bore x 120 stroke (Treasury rating 13.9 h.p.), 50 b.h.p. overhead valves, pump circulation, forced oil feed, Bosch ignition, starting and lighting, Zenith carburetter, 3 speeds and reverse, bevel drive, detachable wire wheels, 765 x 105 Michelin cable tyres, 1 spare wheel and tyre; 4 seated torpedo body with hood, screen, tool and luggage boxes, full equipment, painted maroon with black leather upholstery. Price, complete car, £625; with detachable saloon head, £685. Chassis not supplied.

14/40-H.P. (13.9) 4-Cylinder LANCIA "Lambda" Skeleton Torpedo.

Showing constructional details as above.

8-Cylinder LANCIA "TRIKAPPA" Engine Unit in Sections.

Figure 14: Stand 270 from the exhibition catalogue
(Lambda highlighted in red)

Production

First, it seems worthwhile to take a look at the Lancia factory where production of the Lambda took place. An aerial view of the factory is shown in photo 15. The biggest component of the Lambda's mechanics is the aluminium cylinder block, a work of art that contains the cast iron cylinder liners in the casting as well as all the copper oil pipes and is subject to multi-layer machining after casting.

We are fortunate that in 1927 a specialist American journalist was invited to spend several weeks in the Lancia factory to write articles for the American Machinist magazine, supplemented

by a large number of photographs. As a result, many of the production processes and machines are well documented. Photo 16 shows the machining of Lambda cylinder blocks on a large grinding machine, photo 17 shows the dimension control. Photo 18 shows the upper side of the Lambda cylinder head, photo 19 shows the side view during machining. Photo 20 shows the Lambda crankshaft in a machining phase. Photo 21 shows the two brackets for the Lambda front suspension and the shock absorber being machined.

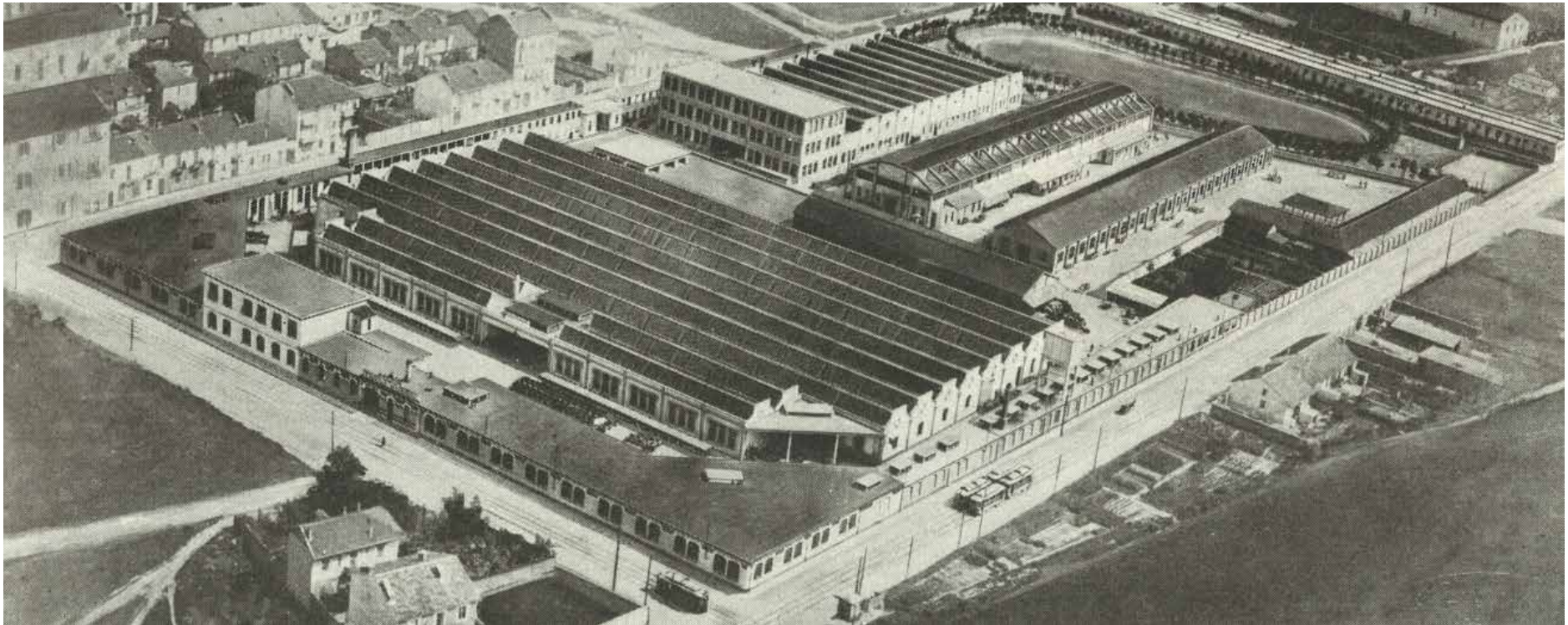


Photo 15: The Lancia factory in 1927

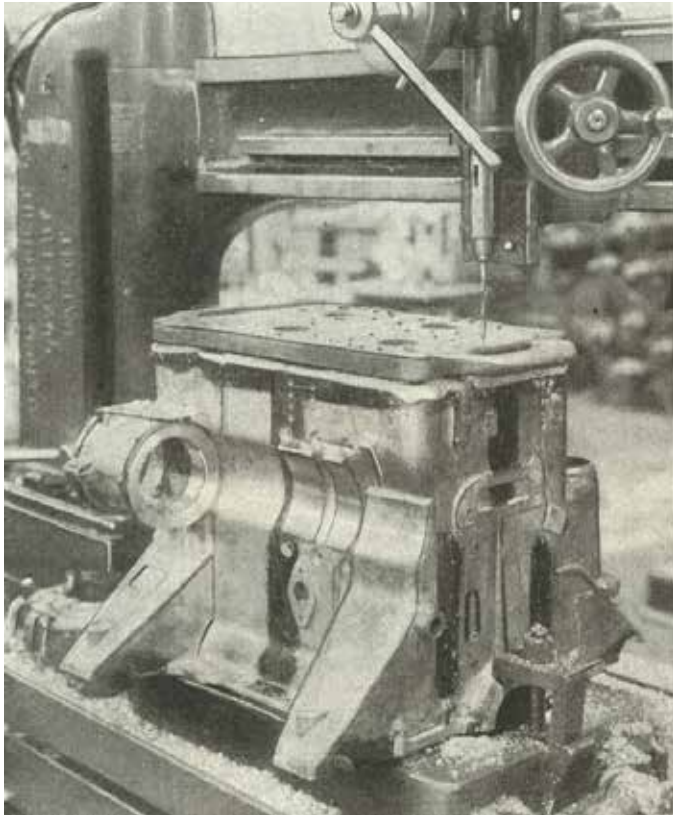


Photo 16: Machining the Lambda cylinder block

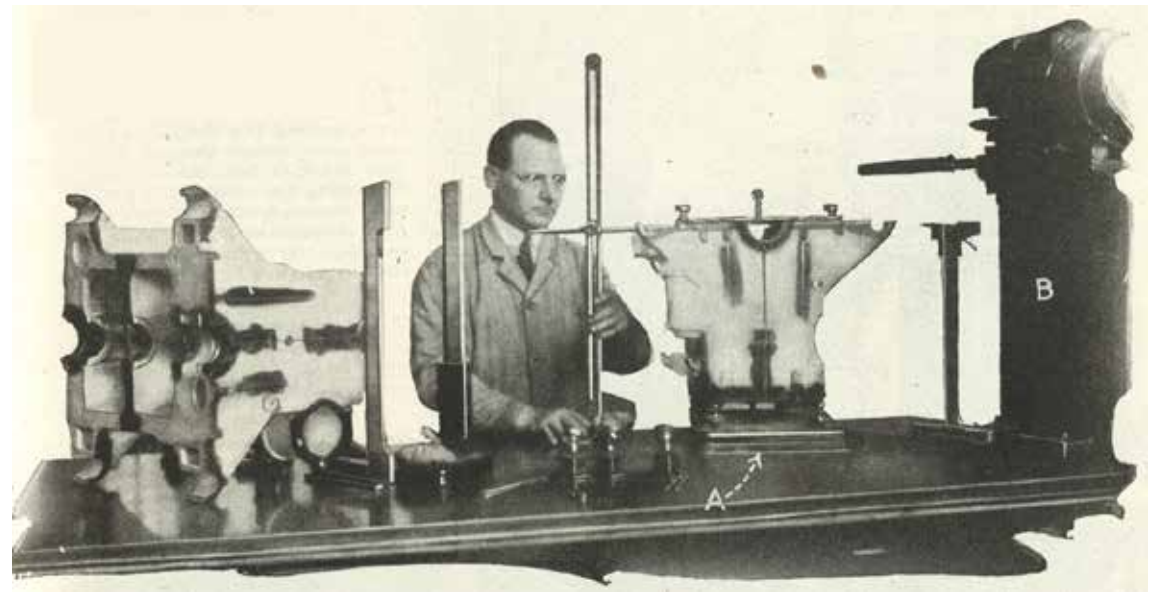


Photo 17: Checking the dimensions of the Lambda cylinder block

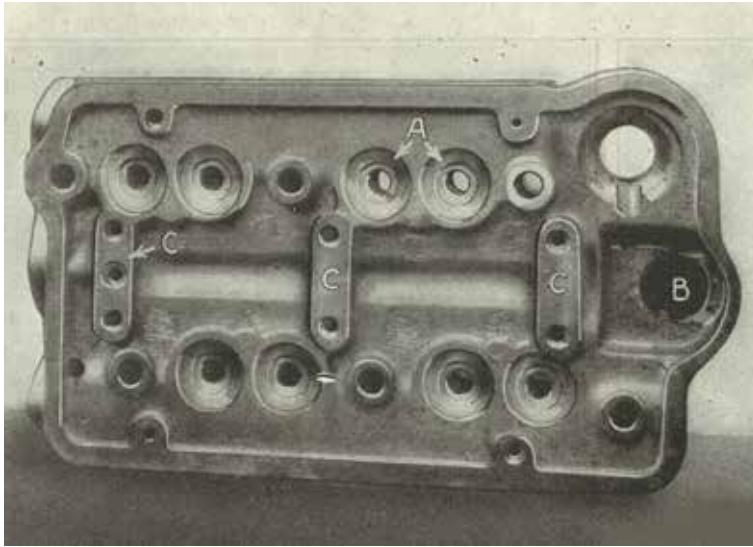


Photo 18: Lambda cylinder head

Photo 20: Machining the Lambda crankshaft

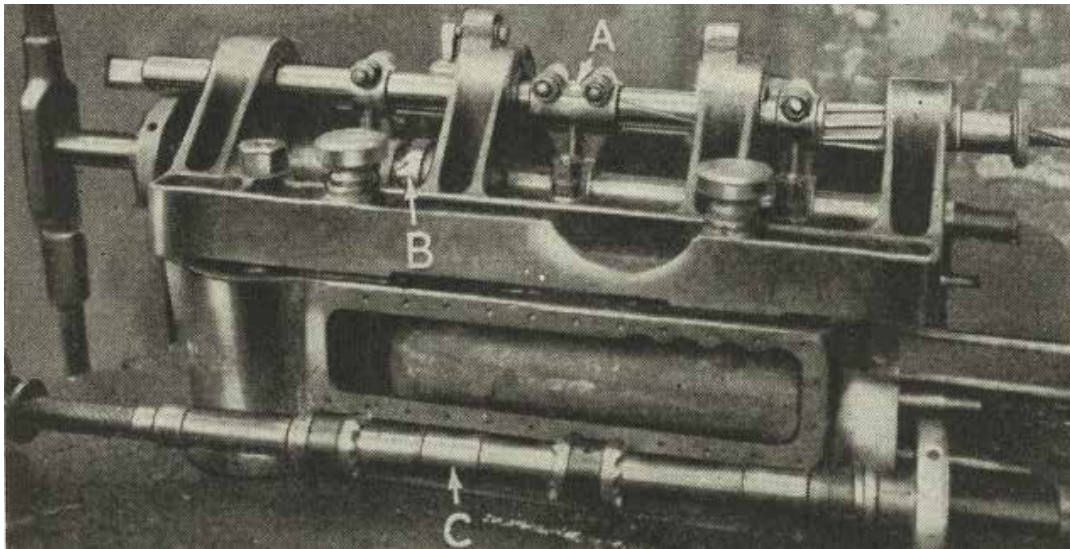
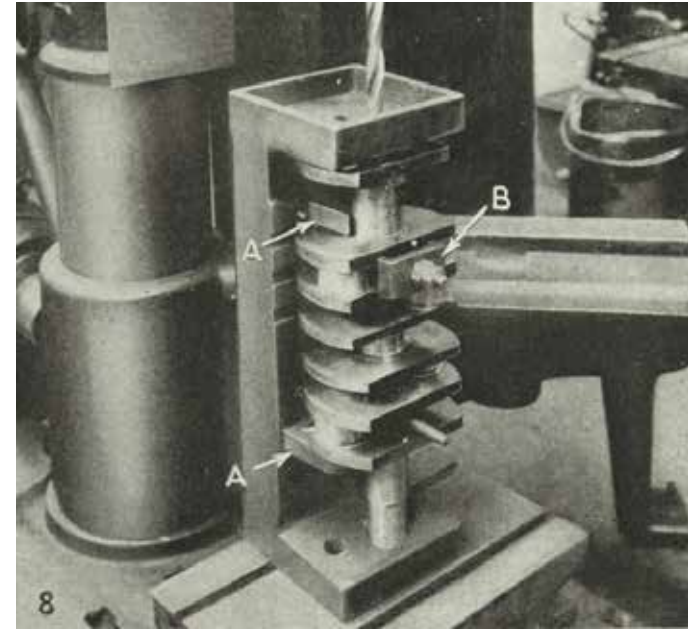


Photo 19: Lambda cylinder head being machined

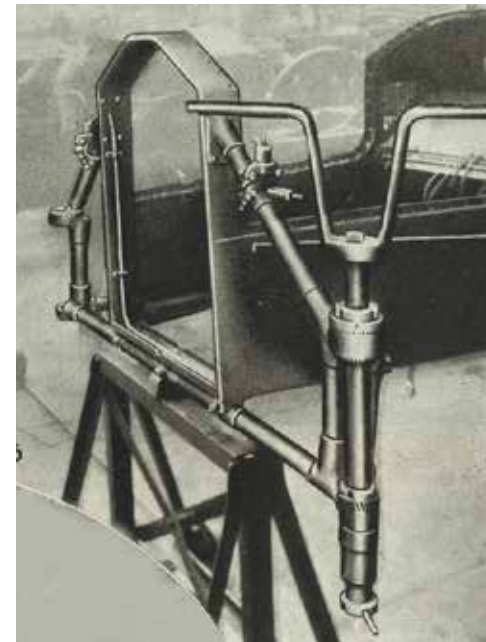


Photo 21: Mounting the Lambda front wheel suspension and shock absorber

Photo 22 shows the testing device for the Lambda differential. To finish the look in the factory, two pictures of the bodywork. In photo 23 the "ballons" for the torpedo are built, in photo 24 you can see the queue in front of the paint booths. But now back to the production of the Lambda. The Lambda was produced in 9 series from February 1923 to September 1931 with a total number of 12,998 cars. We divide the description into two parts: Production of series 1 to 6 and production of series 7 to 9. The reasons for this division will soon become apparent.

SERIES	PERIOD	CARS	Type bodywork	Type engine	Type gearbox	Type differential
1	02/23 - 09/23	400	214	67	109	151
2	09/23 - 04/24	1.100	214	67	109	161
3	04/24 - 10/24	800	214	67	109	161
4	10/24 - 04/25	850	214	67	109	161
5	02/25 - 10/25	1.050	214	67	112	161
6	09/25 - 06/26	1.299	216/217	67	112	164

The first series Lambda (photo 25) largely corresponded to the pre-production Lambda (the number of pre-production cars were also included in the total number of 400). The type 67 engine had a displacement of 2,120 cm³ and a power of 50 hp at 3,000 rpm. The bodywork type 214 remained up to and including the fifth series. On this type of bodywork it was possible to put a -ballon - (photo 26), which gave the impression of a Lambda limousine. However, the assembly/disassembly involved a considerable effort, so that the owner often chose either the torpedo solution or the torpedo with ballon solution. In the near foreign countries the vehicles were often wheeled to Lancia representatives in the individual countries, as shown in photo 27 for the transfer of the vehicles from Turin to Vienna. This supported advertising the Lambda. In the second series of the Lambda, from the 1000th vehicle onwards, it was possible to have the buckled windscreen of the torpedo version as an option, as shown in photo 28, then it became standard from the third series up to and including the fifth series.

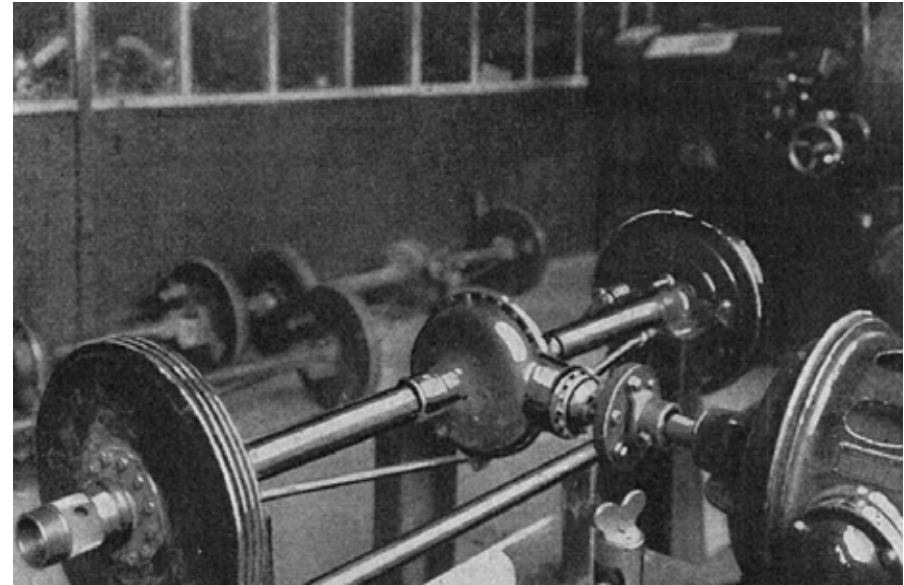


Photo 22: Device for testing the Lambda differential (the differential is driven by an electric motor)



Photo 23: Assembly of the 'ballon' for the Lambda Torpedo



Photo 24: Lambda Queues in front of the paint booths

Photo 25: Lancia Lambda Torpedo 1^a series with bodywork type 214

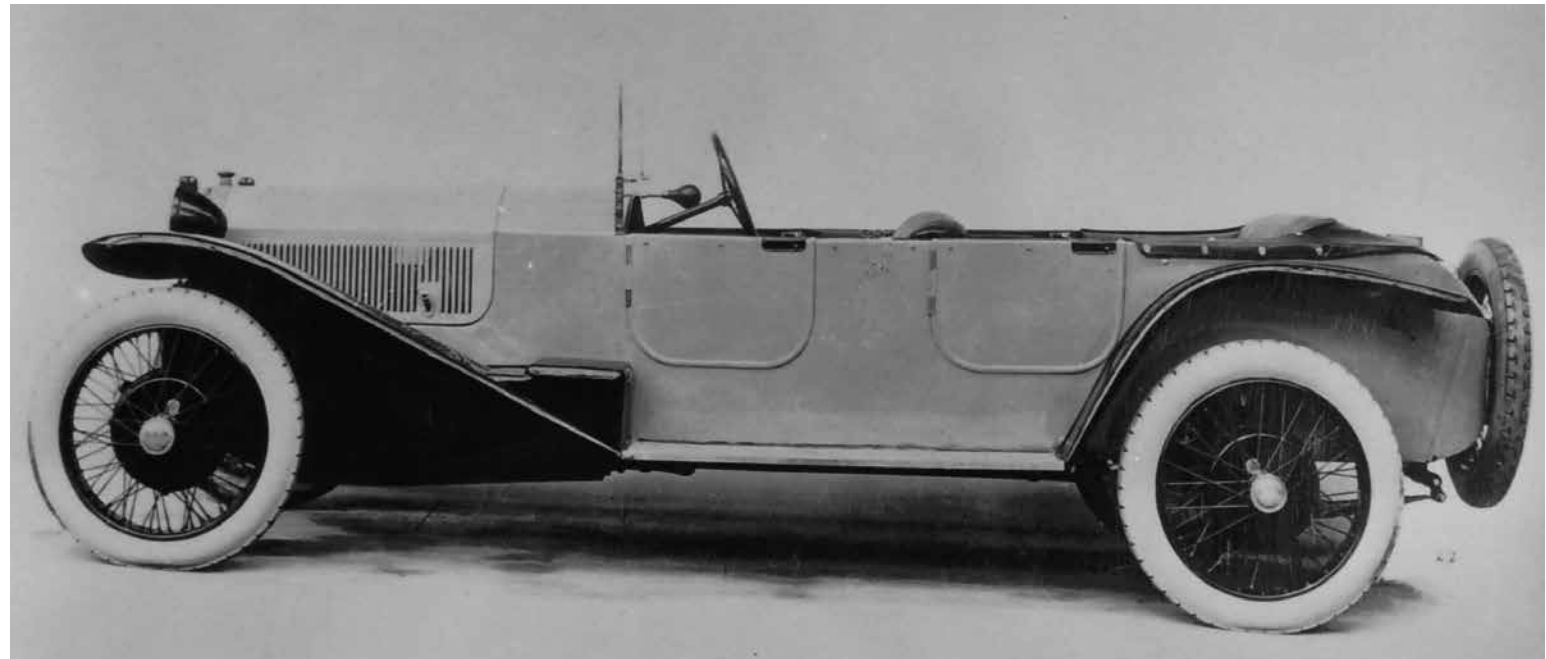


Photo 26: Lancia Lambda Torpedo 1ª series with Ballon

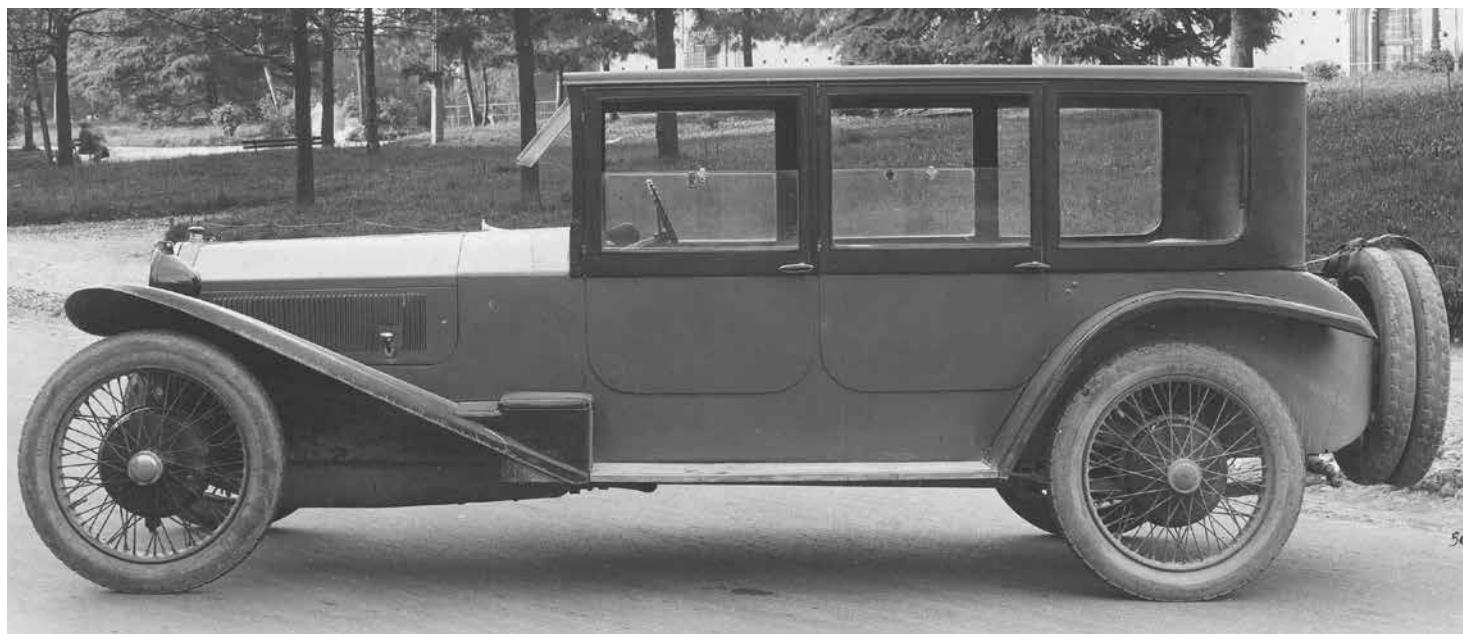


Photo 27: Presentation of the new consignment (3 Lambda Torpedo and 3 Lambda Torpedo with Ballon) at the Vienna Lancia dealership in Stubengasse 20 (the photo is dated 15.12.1924 and probably concerns the Lambdas of the 4ª series)

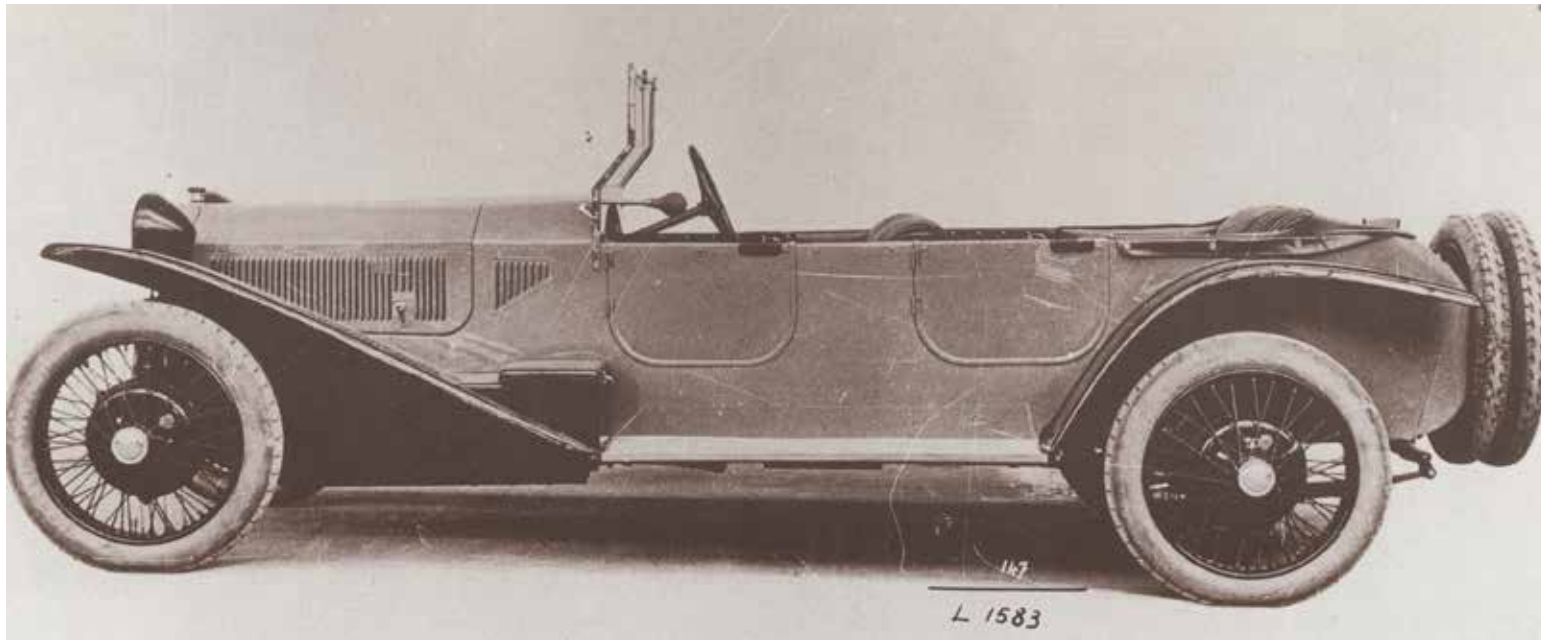


Photo 28: Lancia Lambda Torpedo 3^a series

In the third series, the electrical equipment was changed from Bosch to Magneti Marelli, for the starter motor and the dynamo-magneto, and from Bosch to Zeiss for the headlights; from vehicle 4.601 of the sixth series, the entire electrical equipment returned to Bosch.

For the fourth series, much of the Type 67 engine was revised. In the fourth series there were changes to the fenders, as shown in photo 29. In the fifth series the 3-speed gearbox was replaced by a 4-speed gearbox and some of the modifications for preparing the later series from 7 to 9 were made to the bodywork and the mechanics.

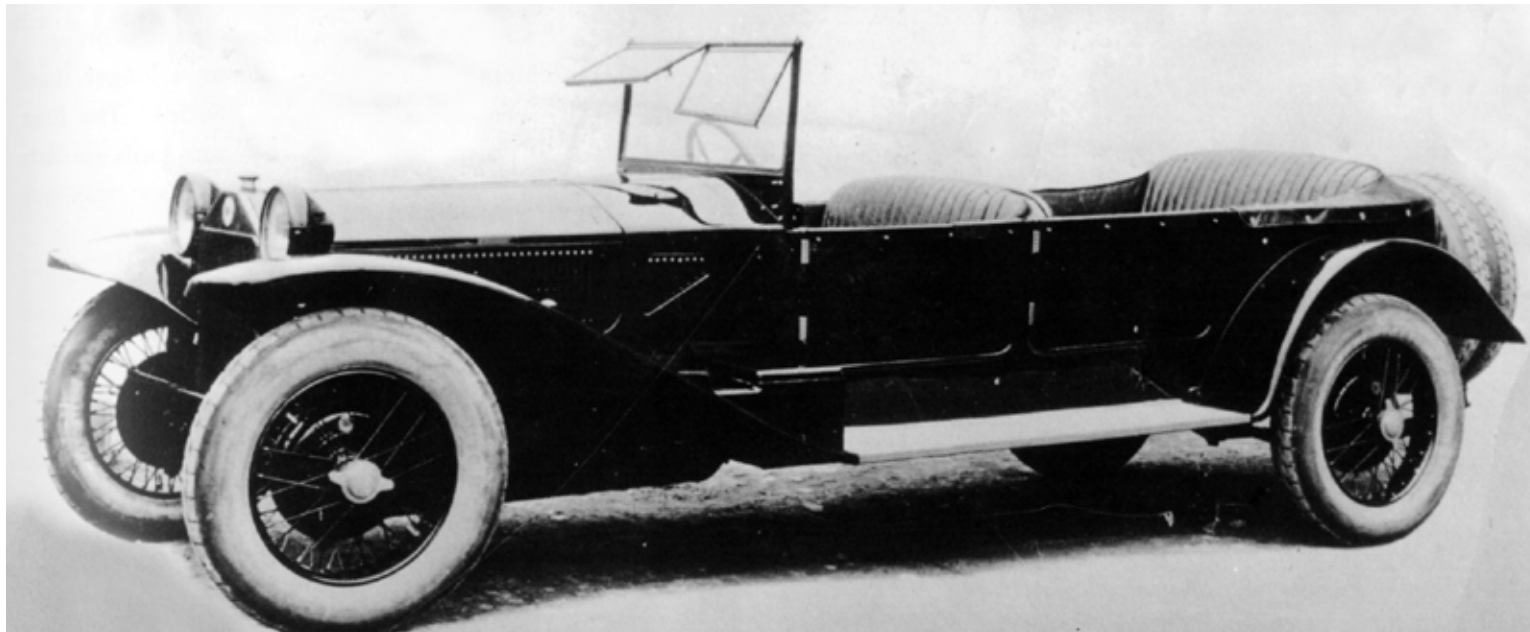
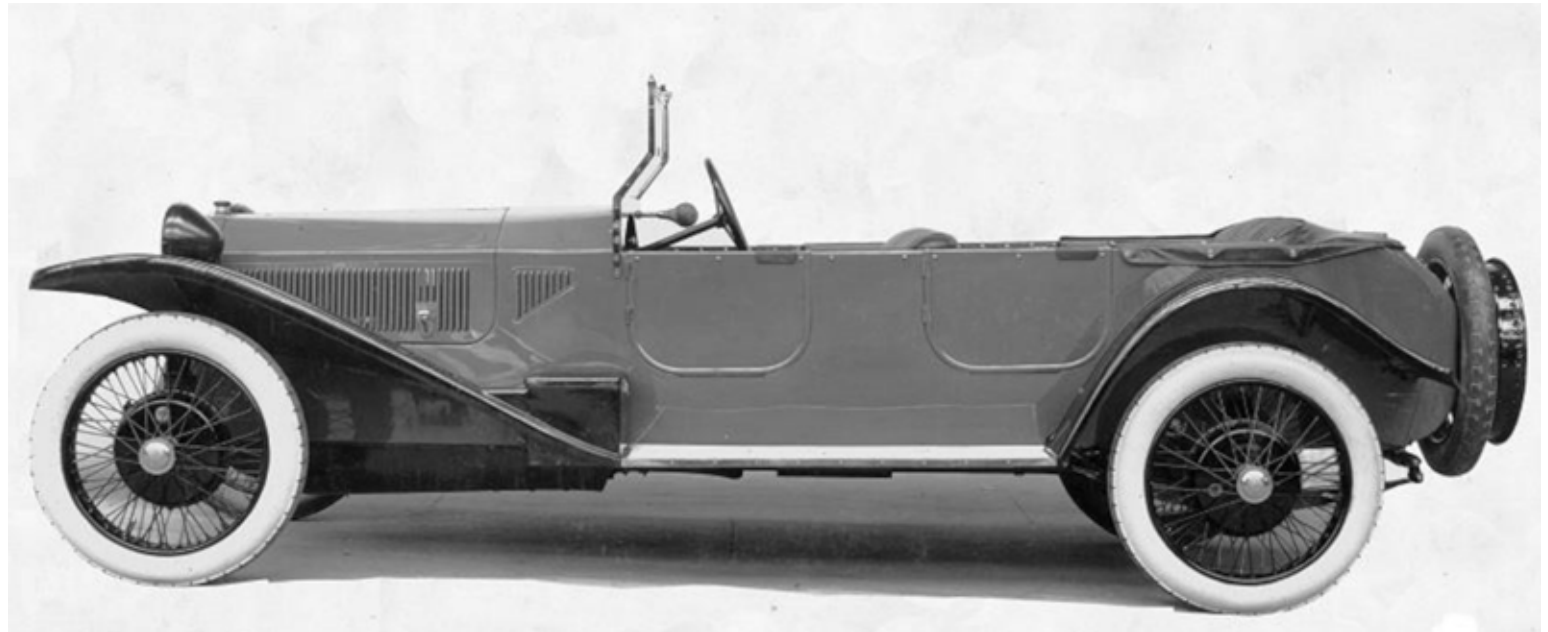
The sixth series (photo 30), with 3.42 m wheelbase, has a different wheelbase measurement (body type 216) compared to the previous five series with 3.10 m. The greater length allows seating for 6 people (4 normal seats and 2 auxiliary seats in the rear). In addition,

the differential is changed from type 161 to type 164 and the second part of the modifications to the mechanics and bodywork are carried out in preparation for the later series 7 - 9. Finally, Lancia returns to the Bosch supplier for the electrical equipment - as already mentioned - from car 4.601 onwards.

However, the biggest change is that a platform will be offered for a body with all the mechanicals of the sixth series (body type 217 - photo 31), on which bodies other than the previous ones (from Lancia and third parties) can be produced.

Many bodyshops in Italy, but also in other countries, have been waiting for this. In the past, it was normal for every customer to have two suppliers for his car, one supplying the mechanics and the other the bodywork. Vincenzo Lancia had previously disappointed the coachbuilders by offering everything - mechanics and bodywork - from a single source, namely the factory itself.

*Photo 29: Lancia Lambda
Torpedo 4ª series*



*Photo 30: Lancia Lambda
Torpedo 6ª series with
bodywork type 216*

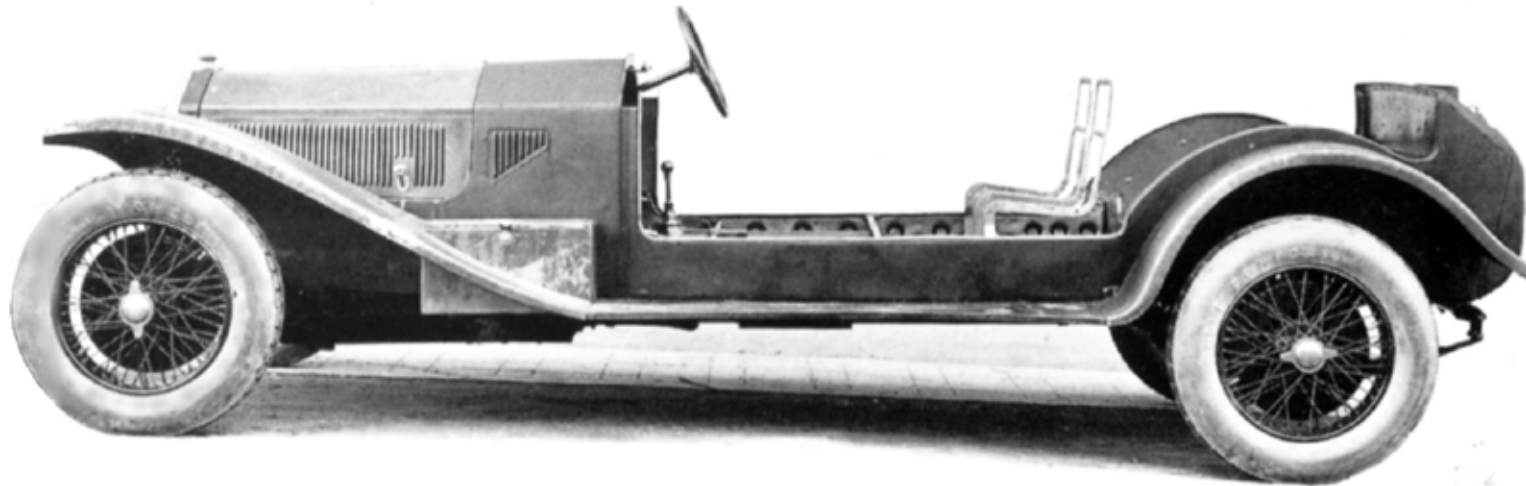


Photo 31: Type 217 body (wheelbase 3.42 m) with a platform for the 6^a series Lambda

Now others can build different bodies to enter a favourable market already opened up by Lancia and to make the Lambda even more successful. Lancia offers coachbuilders the possibility to distribute their bodies built on the platform through the Lancia sales organisation, so that a much larger market is immediately available to them. We will see this development into a market of around 2,000 Lambdas built on Lancia platforms.

In addition to the Lambda Torpedo and the 217 platform, the sixth series of the Lancia Lambda also offered a Torpedo Ballon (photo 32), as with the previous series.

It is clear that the Lambda world has become more diverse, a change that is also in line with demand. With this we can enter the second part of production, the Lambda 7, 8 and 9 series.

SERIES	PERIOD	CARS	Type bodywork	Type engine	Type gearbox	Type differential
7	05/26-02/28	3.098	216/7/8/9	78	112	164
8	03/28-01/31	3.901	221/2/3/4/5/6	79	112	164
9	01/31-09/31	500	221A/2A/3/4	79	112	164

The great variety of body types can be seen very well, for example in the seventh series are offered the same types as in the sixth series, namely 216 and 217 (both with a wheelbase of 3.42 m) and in addition two body types 218 and 219 with a wheelbase of 3.10 m; in the case of 218 (photo 33) is a Lambda Torpedo, in the case of 219 is a platform, as visible in photo 31, but with a short wheelbase.

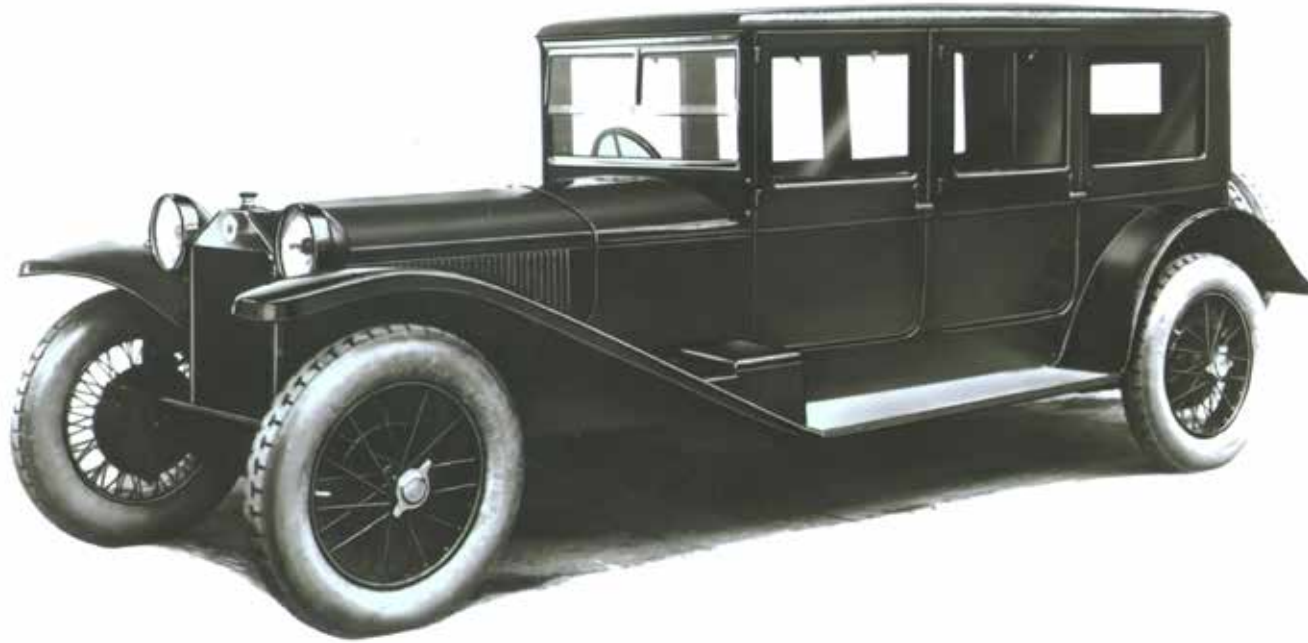


Photo 32: Lancia Lambda Torpedo Balloon 6^a series

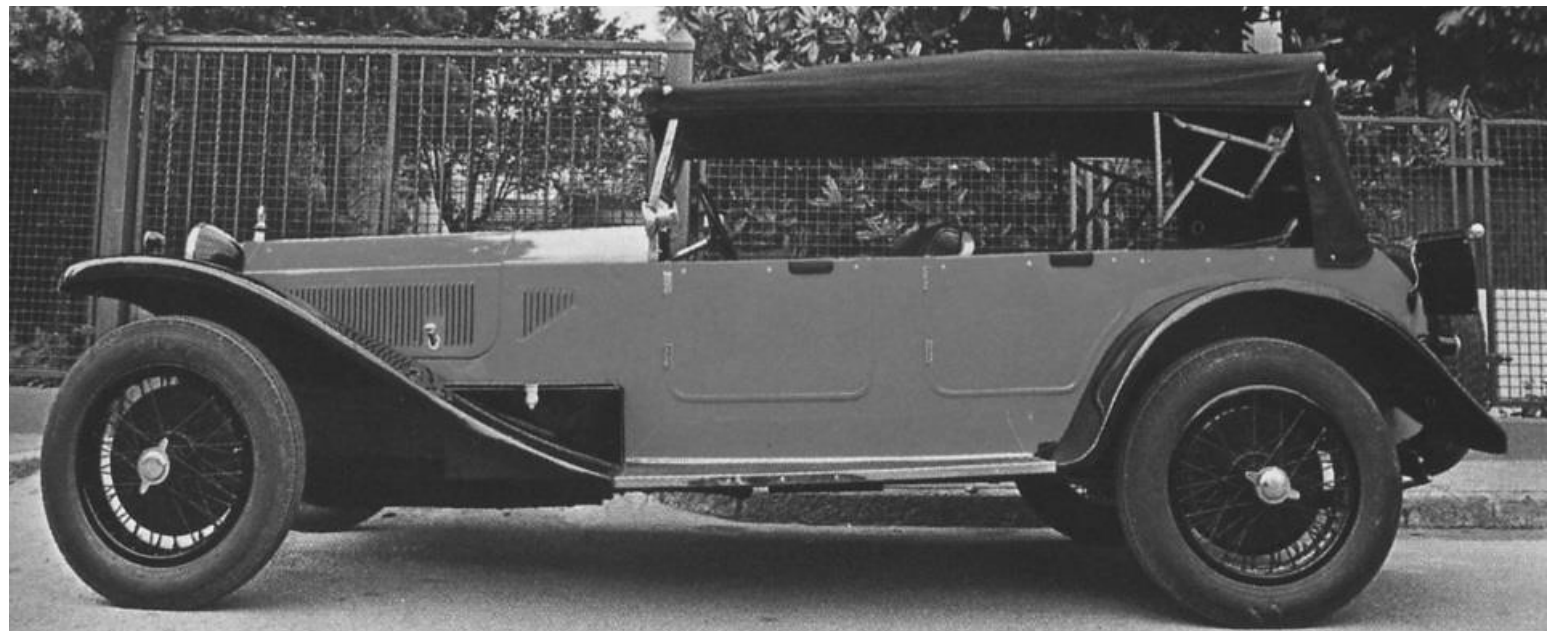


Photo 33: Lancia Lambda Torpedo 7^a series with bodywork type 218 (wheelbase 3,10 m)

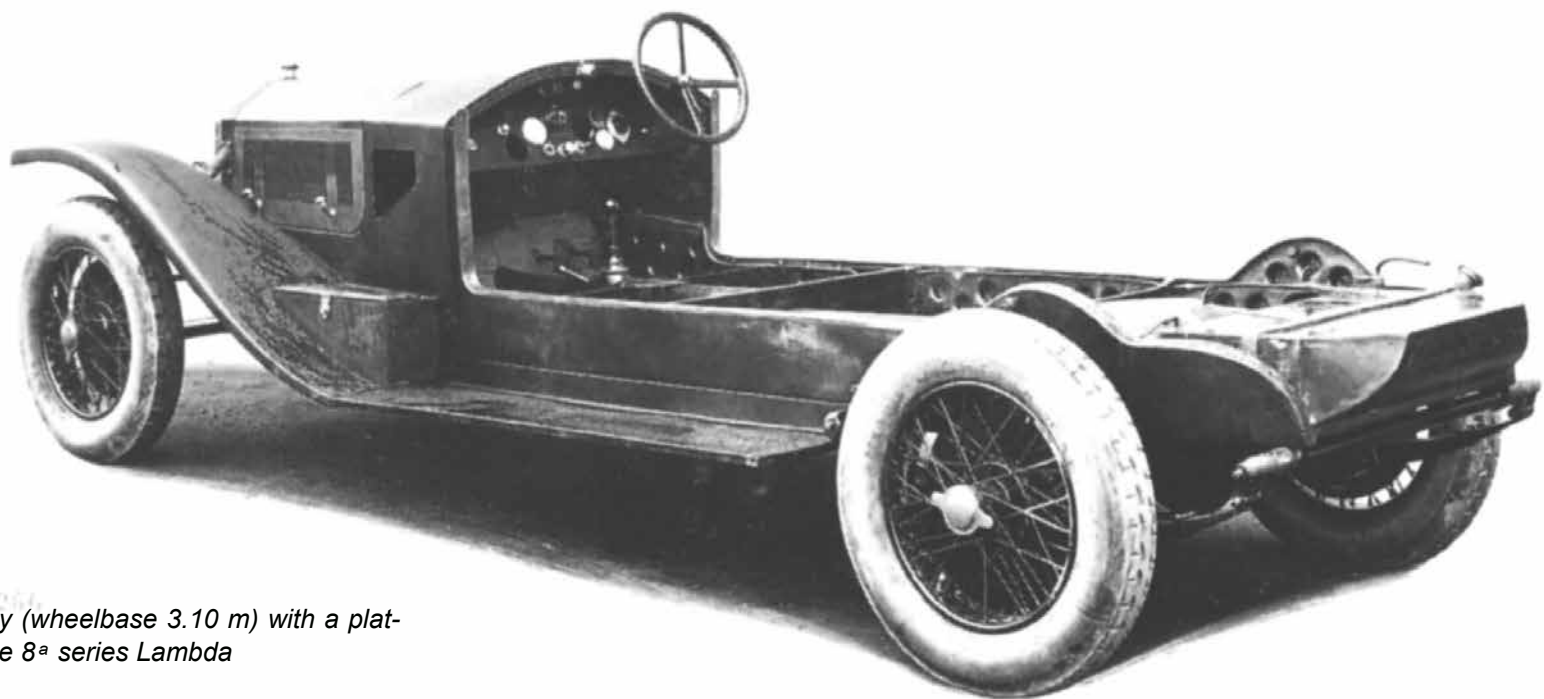


Photo 34: Type 221 body (wheelbase 3.10 m) with a platform for the 8^a series Lambda

The essential change in the mechanics is in the engine. Further development led to the Type 78 engine, which increased its displacement from 2,120 cm³ to 2,375 cm³ with a larger cylinder diameter and thus achieved a power of 59.4 hp at 3,250 rpm. The spark plugs, which in the previous engine type were in the cylinder block, are now located in the cylinder head. In the eighth series the variety becomes even greater, in addition to the wheelbase variants mentioned so far with the 221 platform (photo 34) and 222 there are variants with the Lambda Torpedo (body types 223 and 224 in photo 35) and in addition now two wheelbase variants of a closed Lambda Berlina Weymann (body type

225 in photo 36 and 226 in photo 37). Vincenzo Lancia had bought a licence from the French company C.T. Weymann to build a light version of a closed vehicle. The engine was further developed to type 79 with a displacement of 2,569 cm³ and a power of 69 hp at 3500 rpm. A larger carburettor is used and the oil pipes, previously located in the cylinder block, are now located externally and connected to an oil filter. In the ninth series the Bosch magneto is replaced by an ignition coil. As body types there are in the ninth series the platform variants - now as type 221A and 222A with the type 79 engine - and the torpedo variants 223 and 224, which were already mentioned in the eighth series.

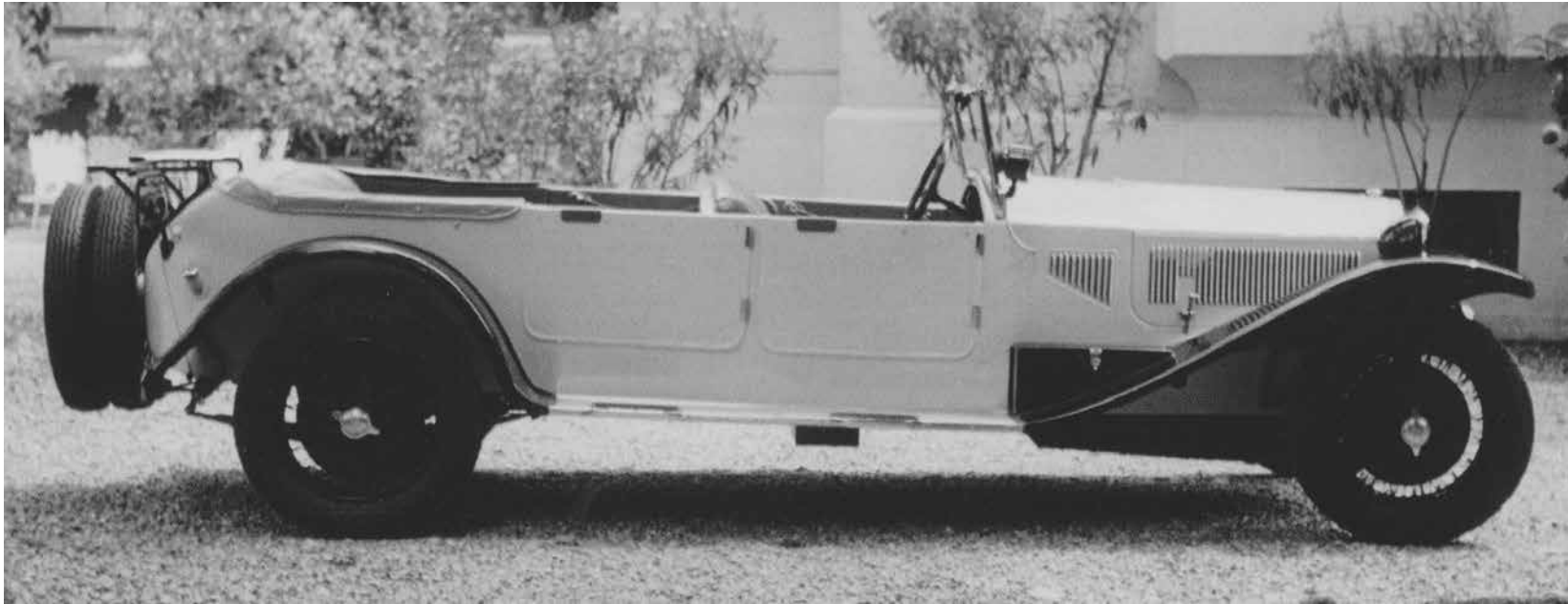


Photo 35: Lancia Lambda Torpedo 8^a series with body type 224 (wheelbase 3.42 m)

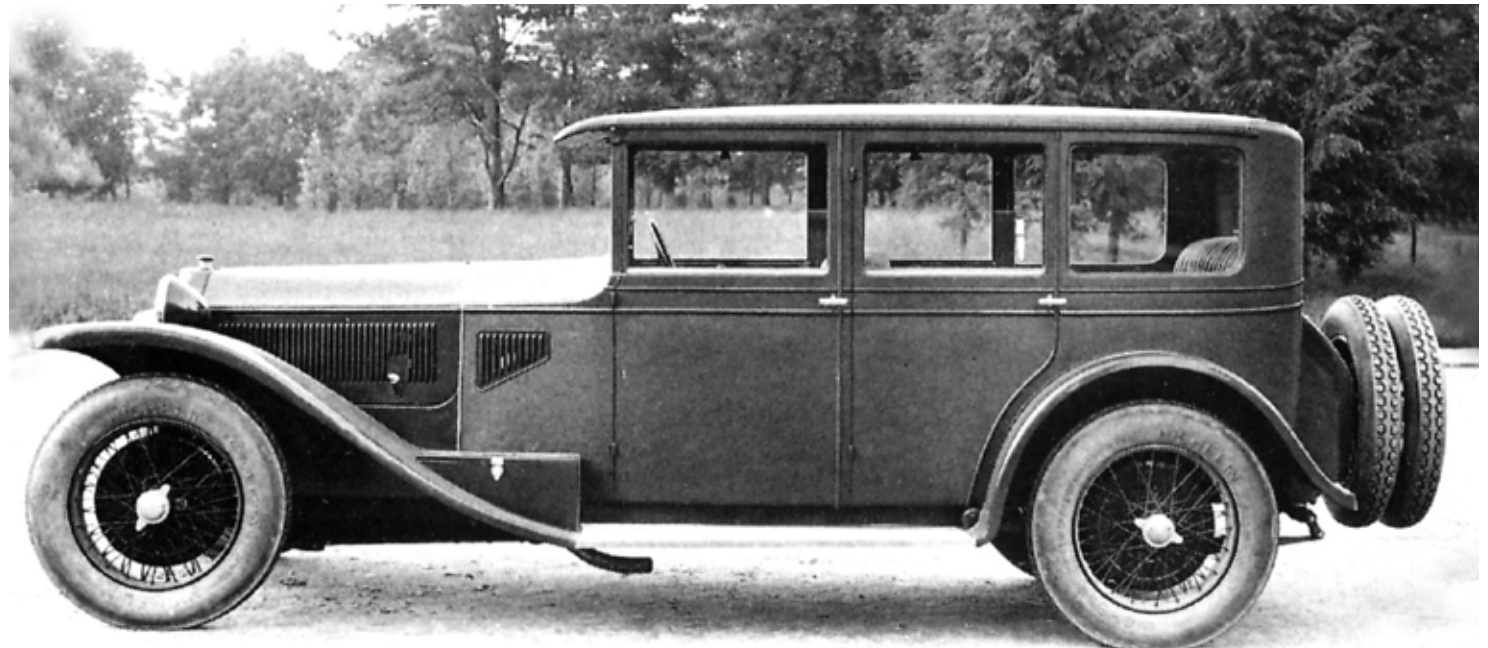


Photo 36: Lancia Lambda Berlina Weymann 8^a series with body type 225 (wheelbase 3.10 m)

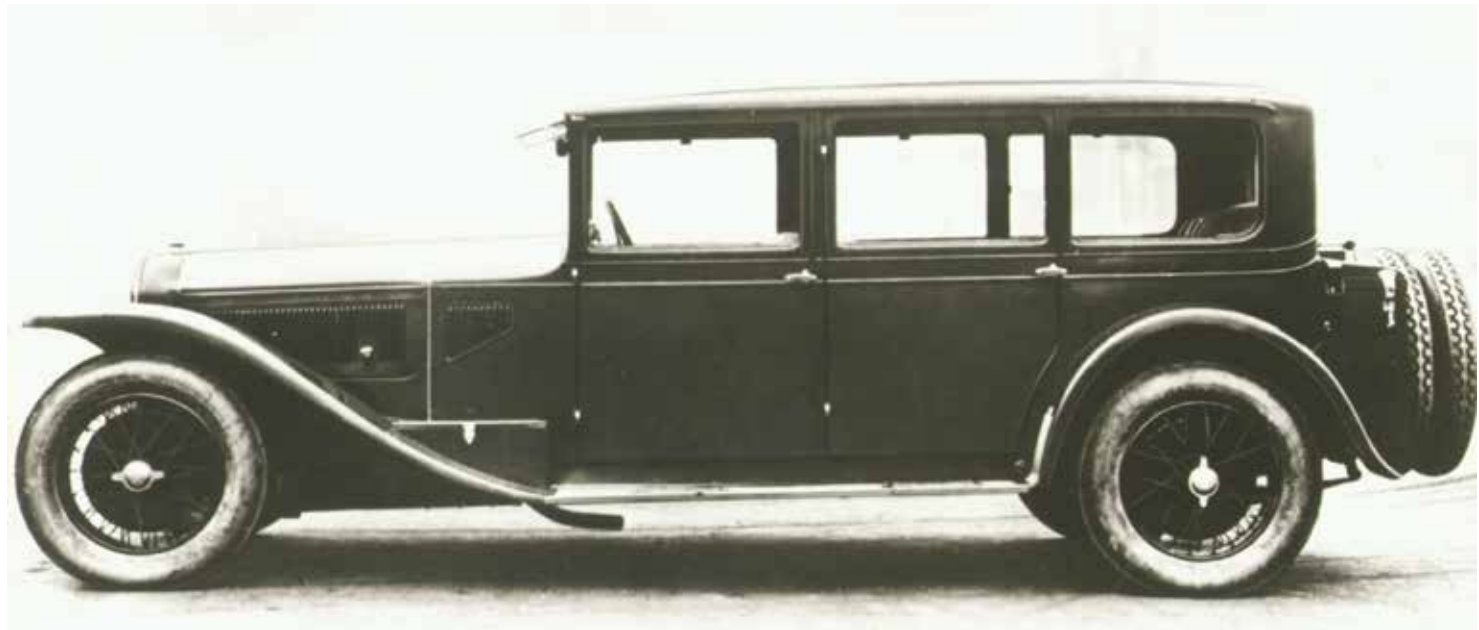


Photo 37: Lancia Lambda Berlina Weymann 8ª series with body type 226 (wheelbase 3.42 m)

Lambdas from other companies

Some coachbuilders and customers didn't wait until the sixth series of the Lambda had a specific platform to develop and produce Lambda models. So coachbuilder Mario Casaro of Turin bought a fifth-series Lambda from normal production, cut away part of the body and turned it into a sporty and luxurious Lambda Casaro Spider (photo 38). This Lambda met with considerable demand, especially in the United States. Then, when body platforms became available, a number of well-known coachbuilders in Italy, but also in many other countries, began to build Lambda models and market them through Lancia. Today in addition to the Lancia Lambda models more than 90 Lambda models are known worldwide, made by more than 30 different coachbuilders. This means that the Lambda has the largest diversity of versions of all Lancia models. Some of the Lambdas

from other companies are illustrated below. Mario Casaro in Turino produced Lambda Mille Miglia models for Lancia in addition to the aforementioned sports model; photo 39 shows the Lambda model for the 1928 Mille Miglia.

The Stabilimenti Farina in Torino, often called Farina for short, built a whole series of Lambda models, 3 of which are mentioned here: the Lambda Farina Berlina - photo 40, the Lambda Farina Spider - photo 41 and the Lambda Coupé de Ville model for Arturo Toscanini - photo 42.

Touring in Milan also produced a series of Lambda models; shown here is a Limousine Coupé model - fig. 43 - and a Weymann Grand Sport interior drive model - fig. 44, as well as the Carrozzeria Moderna - fig. 45.

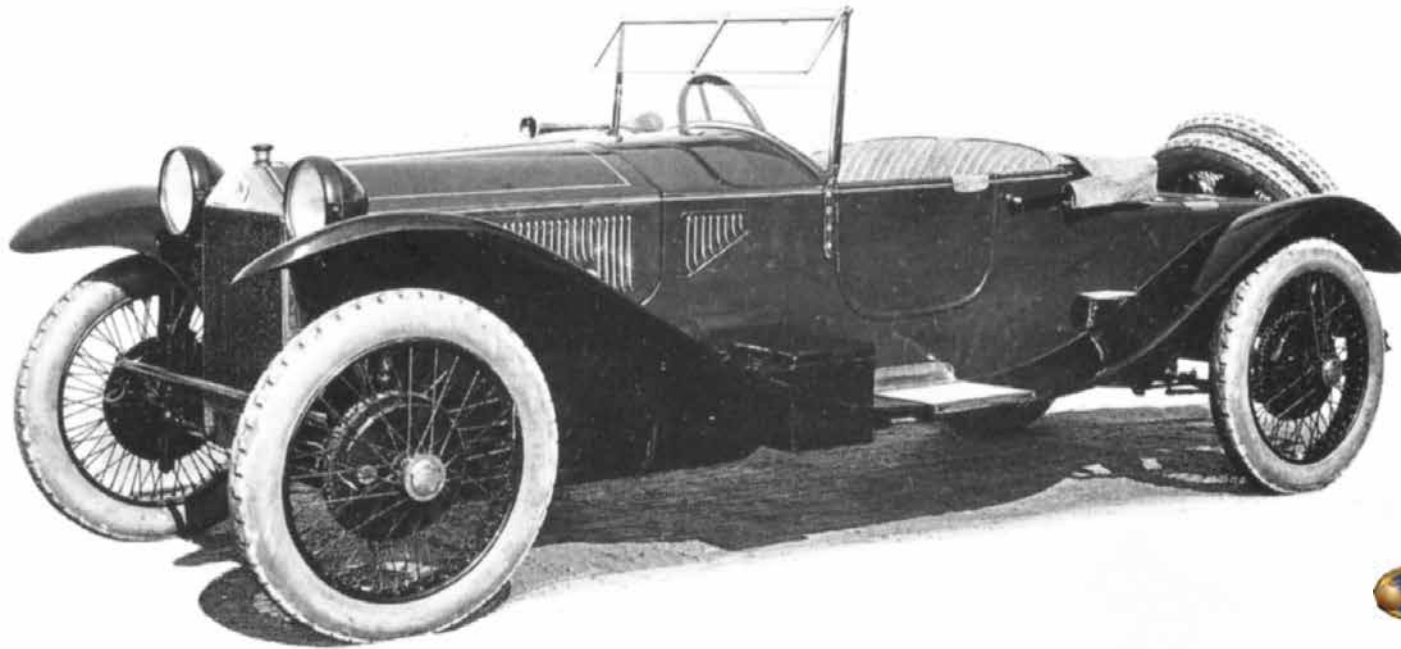


Photo 38: Lambda Casaro Spider, based on the Lambda Torpedo 5^a series

CARROZZERIA MCASARO
TORINO VIA NIZZA 168 ANG. VIA THOMON

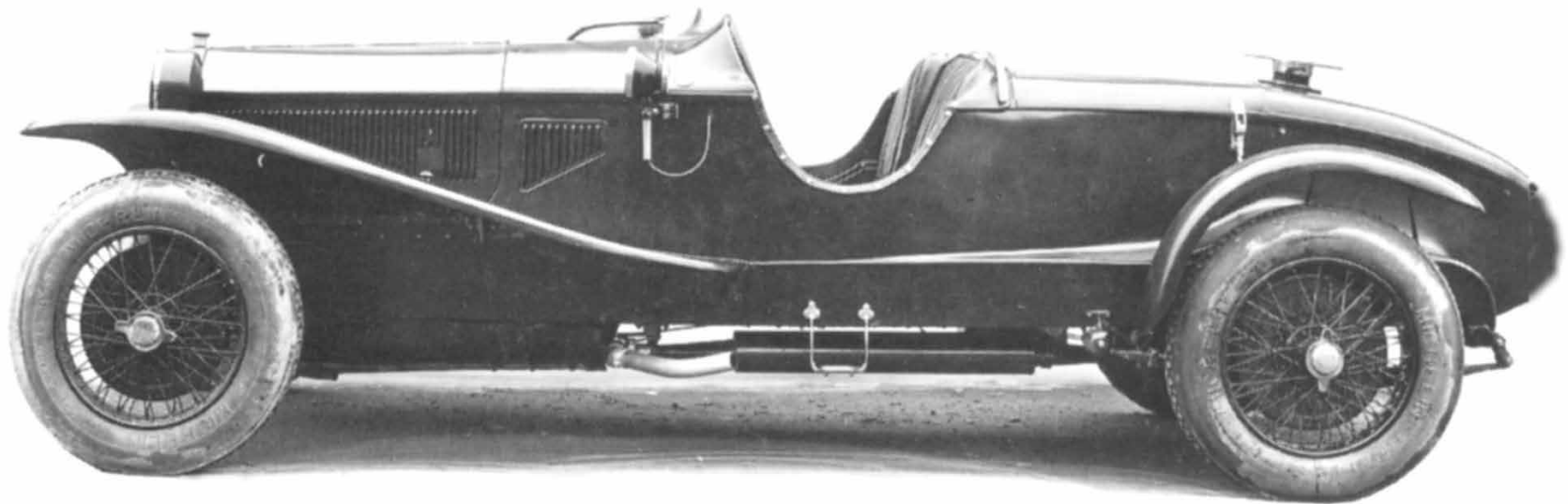


Photo 39: Casaro Lambda Mille Miglia, based on a 221-type platform of the Lambda 8^a series

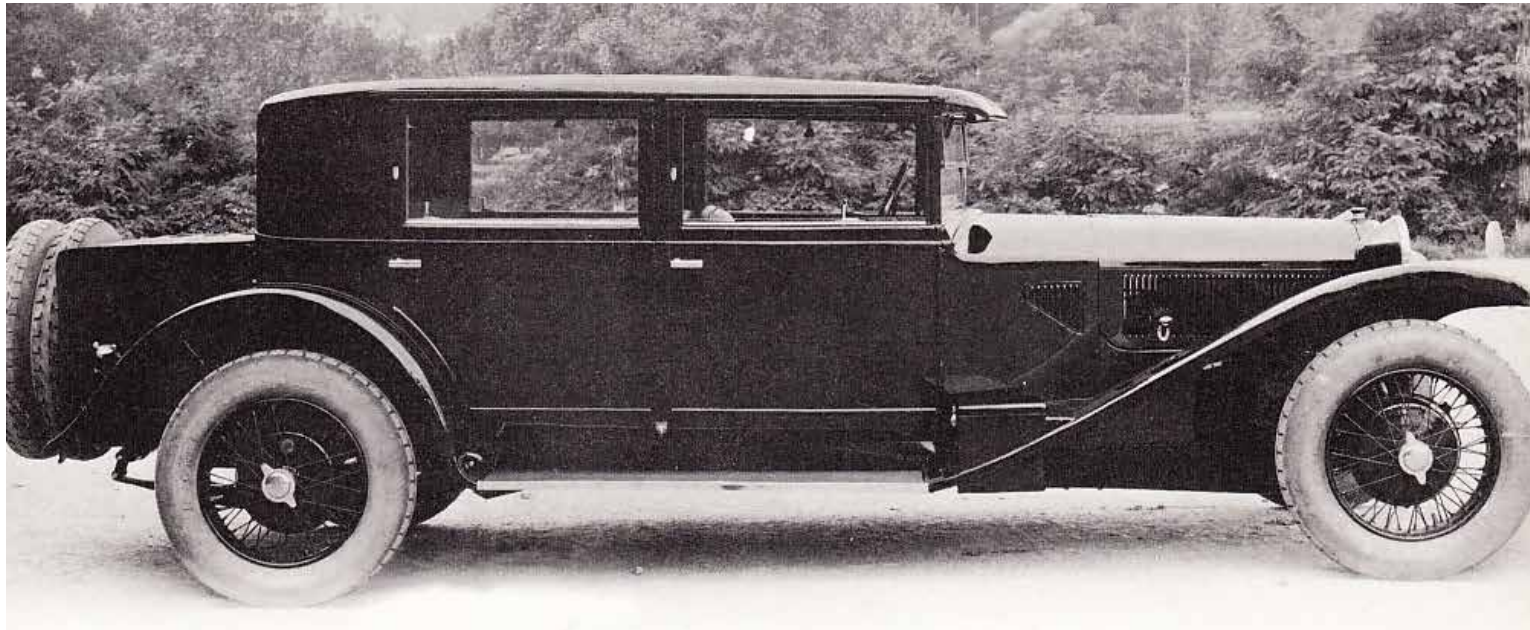
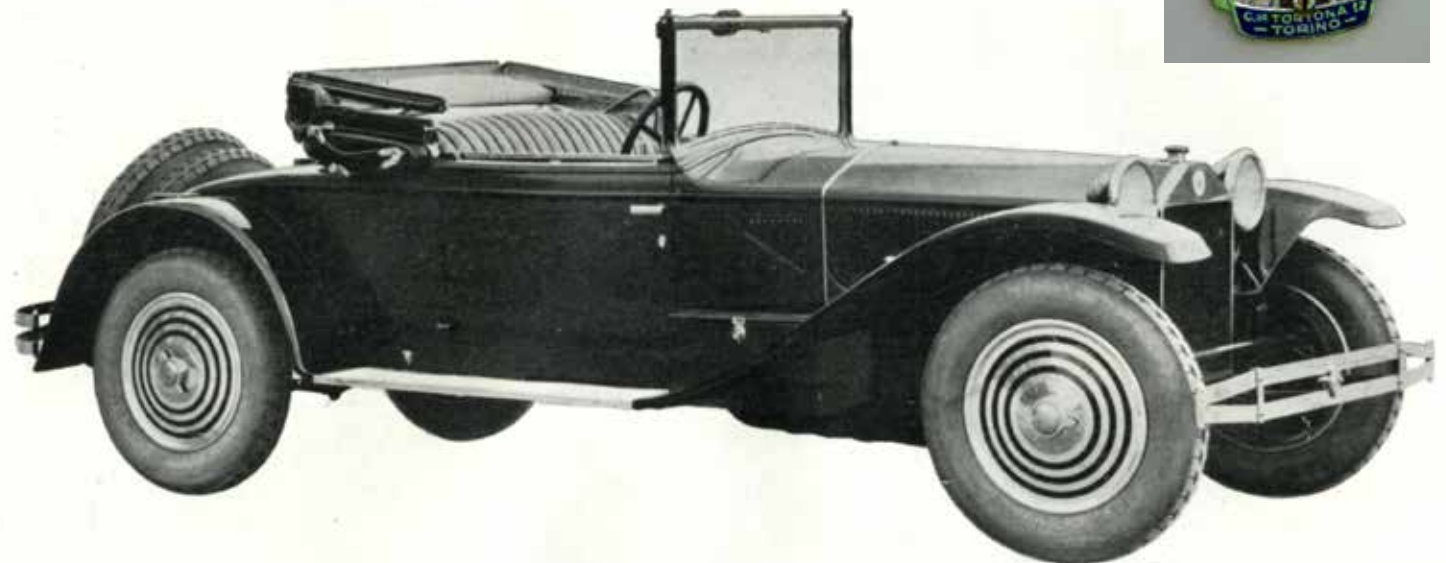


Photo 40: Lambda Farina Sedan, based on a 217-type platform of the Lambda 6^a series



Photo 41: Lambda Farina Spider, based on a 219-type platform of the Lambda 7^a series



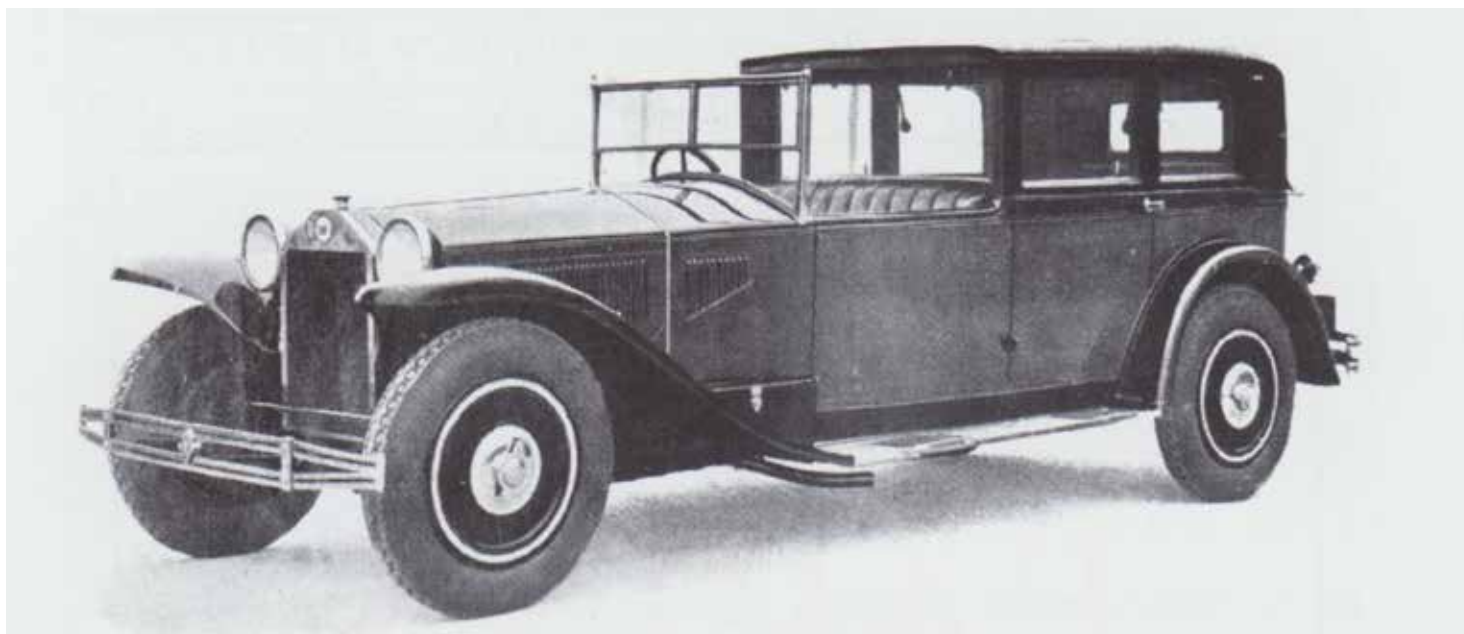


Photo 42: Lambda Farina Coupé Limousine for Arturo Toscanini, based on a 222-type platform of the Lambda 8^a series

Photo 43: Lambda Touring Limousine Coupe, based on a 222-type platform of the Lambda 8^a series



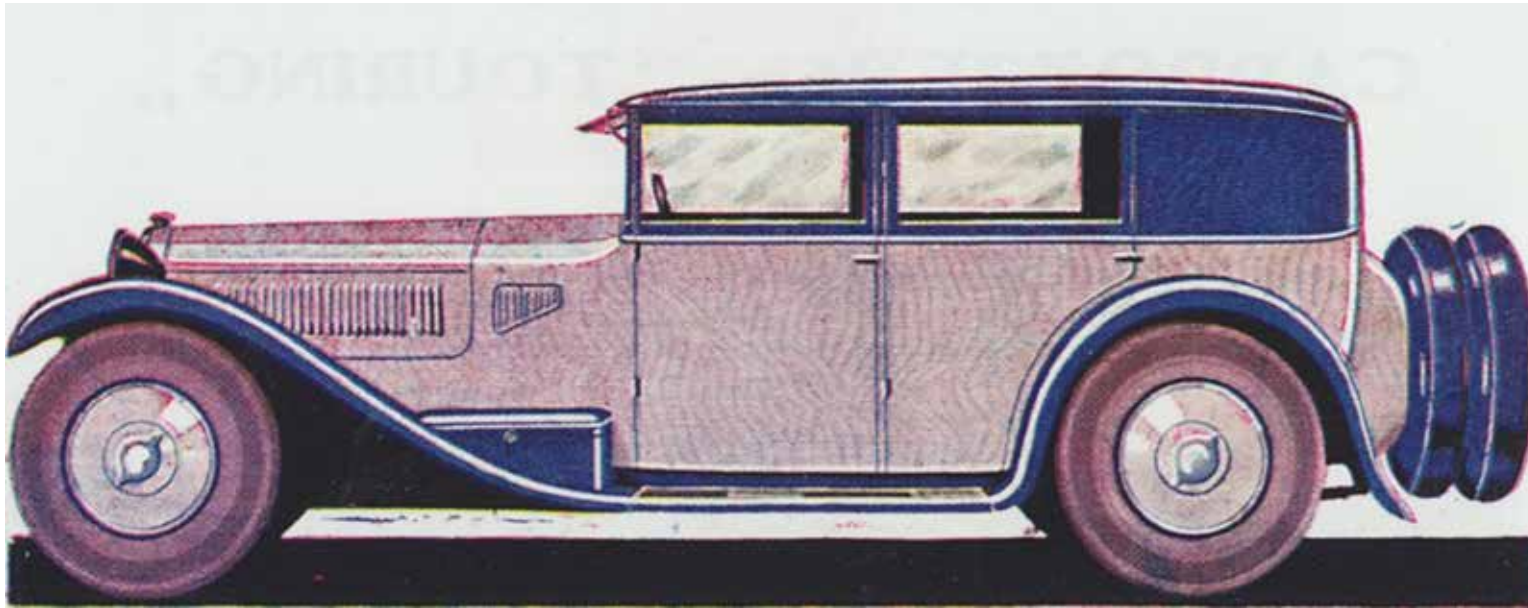


Figure 44: Lambda Touring Internal drive Weymann Grand Sport, based on a 221-type platform of the Lambda 8^a series

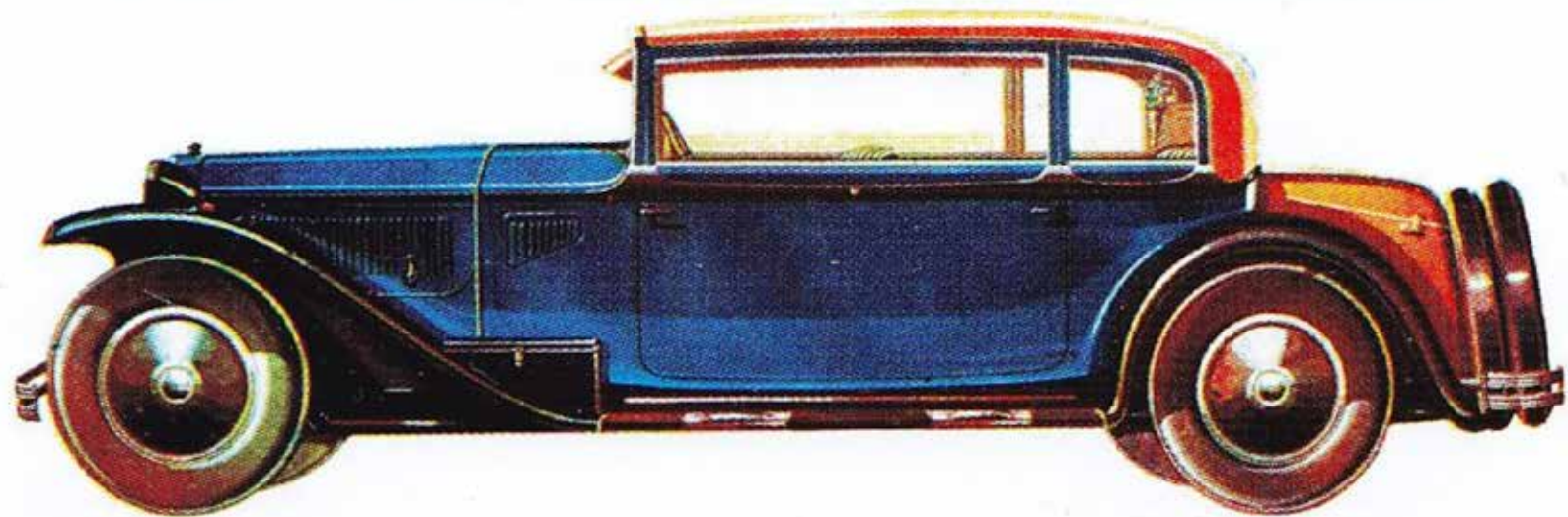
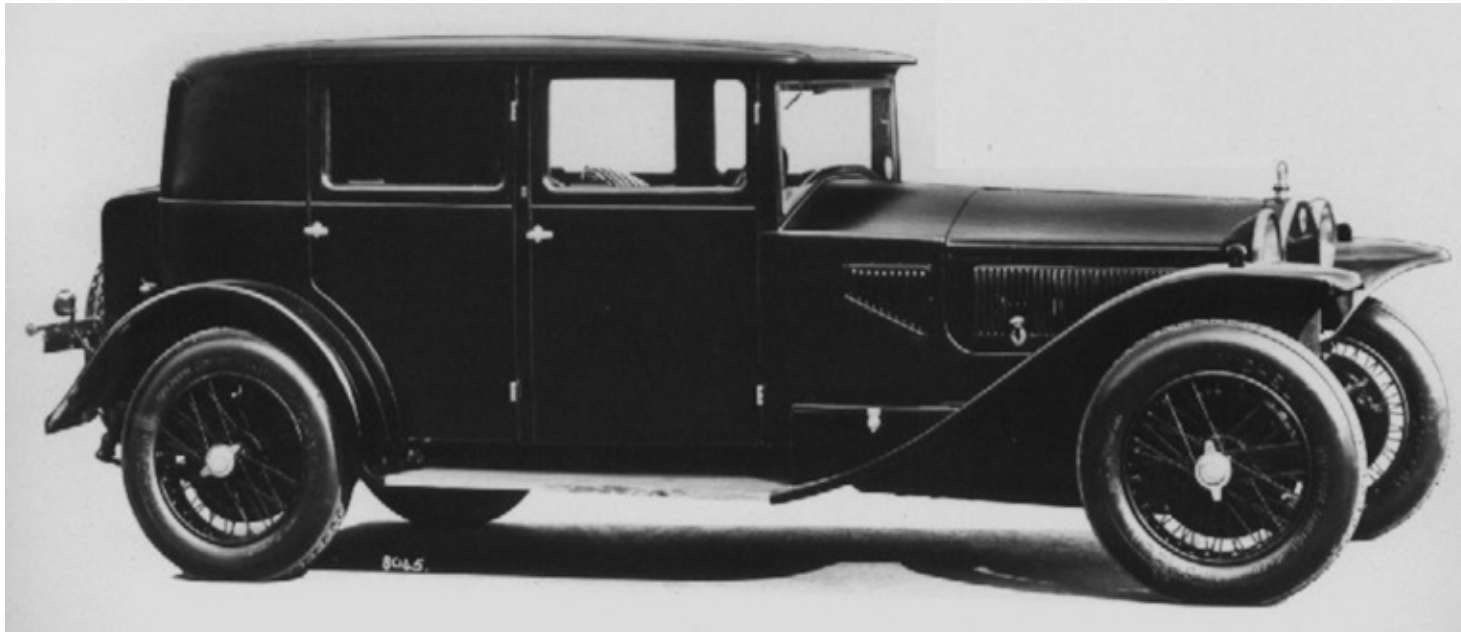


Figure 45: Lambda Modern Double Entrée bodywork, so called because the door can be opened from both sides (front or rear) - based on a 221-type platform of the Lambda 8^a series

Besides the Italian ones, there were many foreign coachbuilders offering Lambdas. A selection of 8 countries is shown here, each with a Lambda model.



Albany

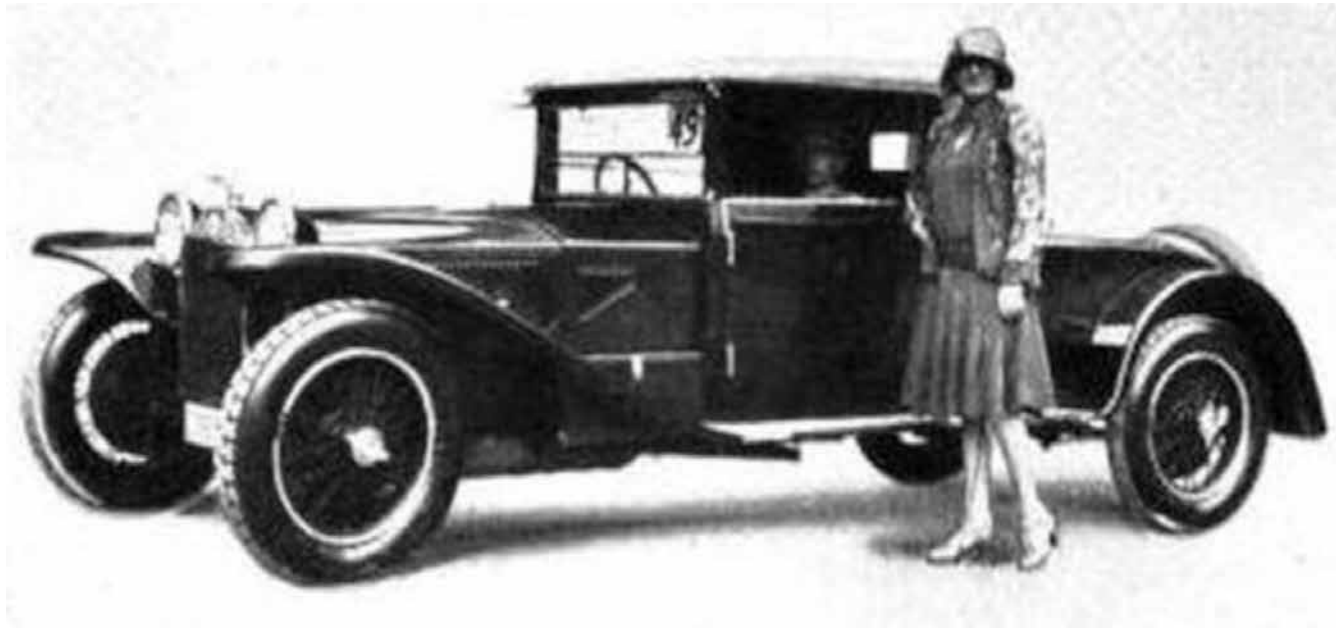
United Kingdom - London

Photo 46: Lambda Albany Sedan Weymann, based on a 221-type platform of the Lambda 8^a series

Hungary - Budapest

Photo 47: Lambda Antal Zupka six-light saloon, based on a 222-type platform of Lambda 8^a series





Austria - Vienna

Photo 48: Lambda Armbruster Sport Cabriolet Contessa Maria Wenckheim, based on a 222-type platform of the Lambda 8^a series



Belgium - Brussels

Photo 49: Lambda D'leteren Faux cabriolet, based on a 217-type platform of the Lambda 7^a series





France — Colmar
Switzerland — Geneva

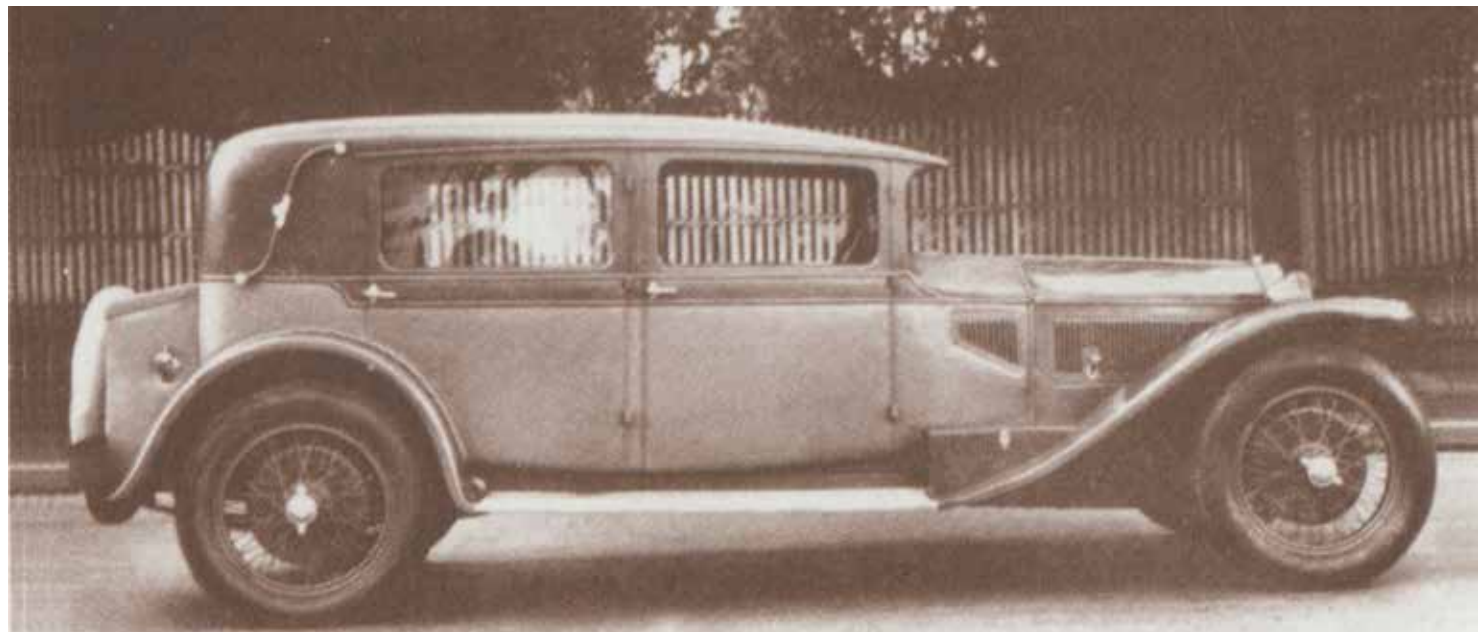
Photo 50: Lambda Gangloff convertible, based on a 222-type platform of the Lambda 8^a series



JAMES FLOOD PROP LTD
MOTOR BODY BUILDERS.

Australia - Melbourne

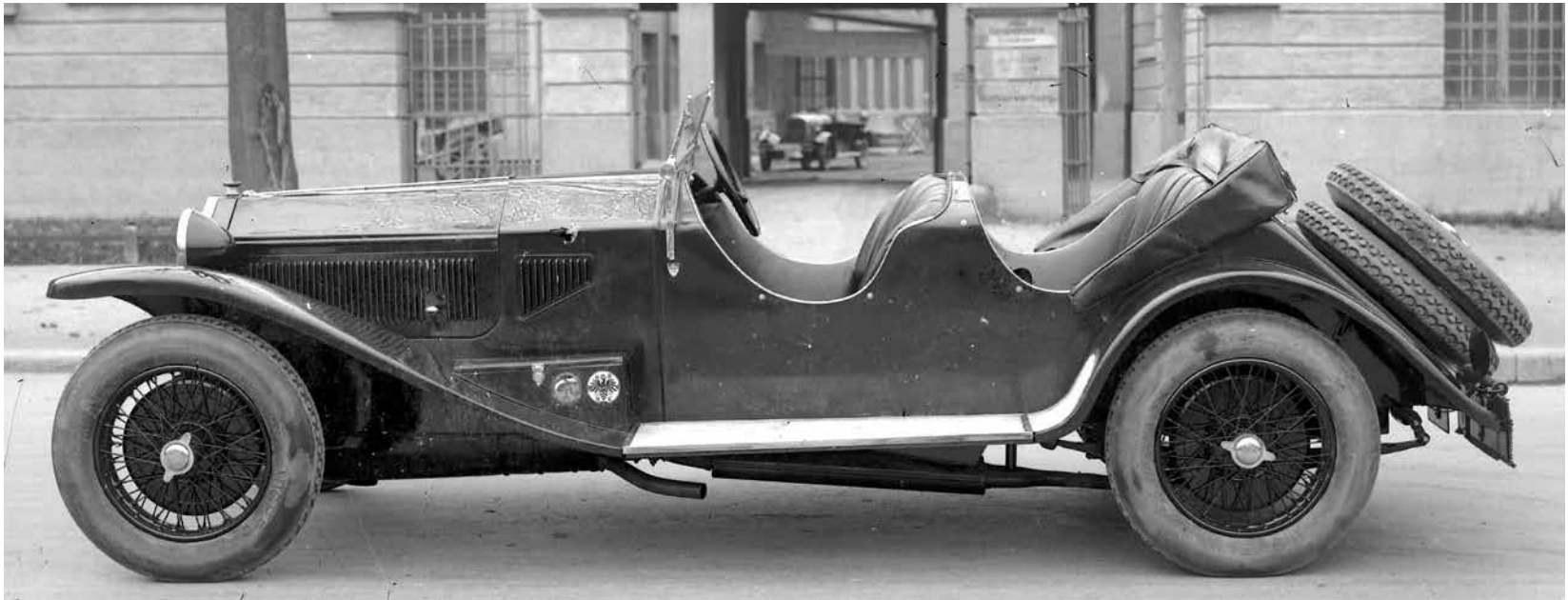
Photo 51: Lambda James Flood Sedan, based on a 221-type platform of the Lambda 8^a series





Germany - Ulm

Photo 52: Kässbohrer Torpedo Sport, based on a 221-type platform of the Lambda 8^a series



France - Paris

Photo 53: Lambda Labourdette 6-light saloon, based on a 222-type platform of the Lambda 8^a series



Advertising and sales organisation

Lancia had already set up a worldwide sales organisation for the Theta and Kappa, and this could now be used for the Lambda. With the start of production, advertising also began, at first with product information in newspapers, but soon with more refined advertising information, such as a target group approach or an emphasis on the advantages of the Lambda.



Figure 54: Product information in newspapers, financed by Lancia

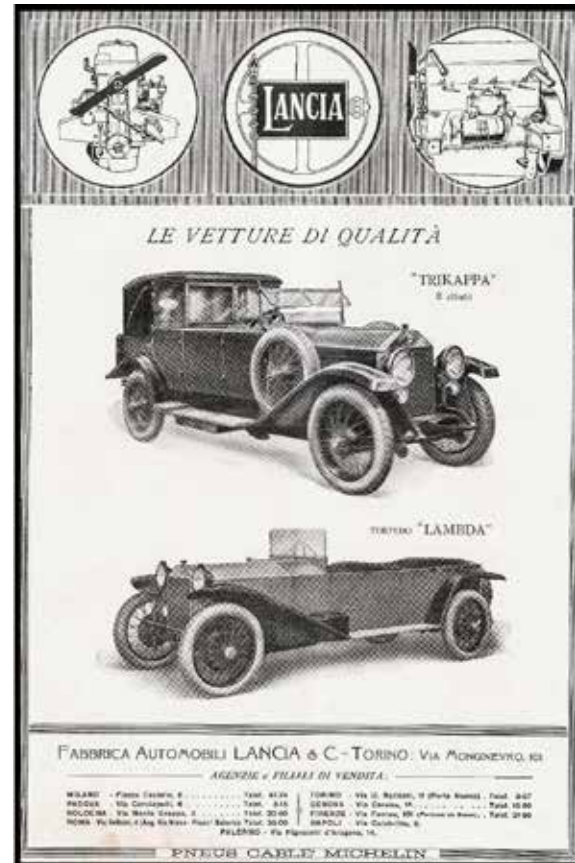


Figure 55: Information on products financed by Lancia, suppliers or dealers



Figure 56: Advertising aimed at young people and sportsmen and women



Figure 57: Advertising to culturally interesting targets

Distinction.

The new 16 h.p. Lancia "Lambda" for 1927 is manufactured in Chassis form with two lengths of wheelbase in which all types of bodies can be fitted, ranging from a smart Sports Two-Seater to a spacious and comfortable Saloon, according to customer requirements.

The following is our schedule of bodywork on these chassis:—

LONG WHEELBASE		SHORT WHEELBASE	
Chassis including bodywork	value £11	Chassis including bodywork	value £11
English Weyman Saloon —	£576 0 0	English 2's Folding Road	£576 0 0
English 2's-Seat Dr-Loc	725 0 0	English 2-seater with "Bicycle"	725 0 0
English Continental Saloon —	859 0 0	Italian 2-seater Tourer	875 0 0

LANCIA
"LAMBDA"



STAND 63
OLYMPIA

Latest Catalogue C.L.1
on application.

Sole Representatives:
CURTIS AUTOMOBILE CO., Ltd.
18, BERKELEY STREET, LONDON, W. 1.

The price of complete Cars as above includes all extras, ready for the road; amongst this equipment being a very highly efficient damping device.

Figure 58: Advertising to customers living in rural areas

July 6, 1928. Number 29

you can always tell a Lancia



See it cornering . . . how it holds the road! Low-built, steady, smooth—the safest and most comfortable car you can drive.

See it on hills. It spurs them, like it is built, unobscured just anything, steady, smooth, anything, doing things for a fact that other automobiles' attempts. See it above all on a bad road, still as it goes high speed, riding it as a good dip into a slight one, giving it a smaller one and that would shake another car's driver off its hinges.

• It can climb steeply with a car 300 miles in a day and be ready for leaving at the end of it. Recently you corner of a standard motor Lancia come from Chicago in London at an average of 45 by the top week.

• It can go perhaps a dozen other uses—most of them far more expensive—which give a clear idea of what you'd do something to buy the Lancia's remarkable money value as best. We say "perhaps," because they come on the chance, as given, in England. But there is no car that can touch a Lancia, for above best it, as a long run over ordinary roads. No other car is as comfortable. No other car can average the same speed.

The Lancia Chassis (214), including wings, lamps, motor, fuel tank, oil, vacuum, running boards, door handles and so on. The English built Weyman Saloon and the Two-seater Coupé both cost £741. The Open Two-seater costs £717 and the Four-seater £731.

Make an appointment by telephone for a trial run or write for the book, "The Low-built Lancia."

Curtis Automobile Company Ltd., Sole Lancia Commissionaires, Curtis Buildings, Park Royal, London, N.W. 22.
Phone: M11046-11048. Telegrams: Carlisland, London.
West End Showrooms, London, and Complete Sales Distribution Ltd., 18, Berkeley Street, Finsbury, London, W. 1.
Phone: Mayfair 7030. Telegrams: Carlisland, Finsbury, London.

. . . the low-built Lancia

WHOLESALE BUYERS—THE MOTOR—WEEK CORRESPONDENTS WITH APPROVALS

100 THE MOTOR ADVERTISEMENTS. October 1928, 1928

THE AIR LINER ON LAND!



The outstanding feature of this year's Show—the Lancia Aeras Saloon! The car that's as smooth and speedy as a great aeroplane, as handy and responsive as the Schneider Cup winner. Never has so remarkable a car body ever been built before. Brilliantly finished appearance, perfect streamlining, amazing speed and Pullman-like comfort! A searchlight! Workless set. Flexible Cams. Kodak! Air speed indicator, gasoline meter, compass! An illuminated ladder or full catalogue of all models will be gladly sent on request.

Sole
LANCIA
COMMISSIONARIES
CURTIS AUTOMOBILE COMPANY, LTD.
18, Berkeley Street, Finsbury, London, W.
Telephone: Mayfair 7030

The Advertisement Index is on the Second Page. Preceding the Classified Advertisements.

Figure 59: Highlighting the advantages (cornering stability, suspension) of the Lambda

GRATIS AI SOCI

RIVISTA MENSILE DEL
TOVRING
 TOVRING CLUB ITALIANO
 Via Monte Napoleone 14 - MILANO

PROVATE LE AUTOMOBILI
LANCIA

Agenzia
 Commerciale
 dell'Automobile
 - E. MINETTI -

- MILANO -
 5 VIA QUINTINO SELLA
 (ANGOLO PIAZZA CASTELLO)
 IND. TELEGR. MINETTAUTO
 TELEFONO = 41-24



Figure 60: Advertising image as a work of art

Of course, price lists were part of the customer information, here a price list of an Italian dealer (fig. 61). Those interested in the Lambda could get more information (product details, sales organisation, sales conditions) from a brochure published by Lancia (fig. 62 and 63). The sales organisation of the Lambda covered 17 regions in Italy and 25 countries worldwide. Of course, immediately after the delivery of the first Lambda, there were also test drive results, which gave impressive values in terms of performance, acceleration and braking and were promptly included in the advertising (fig. 64 and 65). The acceleration of the Lambda was achieved by the average car only in the 1940s, and in terms of performance of the braking it took about 40 years for the average cars to achieve the same results.




 <p>AGENZIA COMMERCIALE DELL'AUTOMOBILE E. MINETTI MILANO (9) - Via P. Tognola, 5 - MILANO (9) FABBRICA AUTOMOBILI LANCIA & C. TORINO</p>	 <p>FABBRICA AUTOMOBILI LANCIA & C. TORINO</p>
<p>LISTINO PREZZI (in vigore dal 9/3/1928) delle vetture LANCIA tipo "LAMBDA 8.a serie con carrozzeria NORMALE a 4-6 posti e COSTA a 4 posti</p>	<p>LISTINO PREZZI N° 01 Bis (in vigore dal 1° aprile 1928)</p> <p>-----000000-----</p> <p>VETTURE SPECIALI SU LAMBDA VIII SERIE</p>
<p>-----</p> <p style="text-align: right;">Prezzi Italia</p>	<p>-----</p> <p style="text-align: right;">Prezzi Italia</p>
<p>1* - TORPEDO completa come da Catalogo, con 6 ruote Rudge Whitworth e con 6 pneu Michelin Comfort "Bibendum" 14x50:</p> <ul style="list-style-type: none"> - Tipo normale e tipo corto a 4 posti . . . L. 57.000.- - Tipo normale a 6 posti 59.000.- 	<p>* - SPYDER - 2 posti-senza valigia- completo come da catalogo con 6 ruote e 6 gomme Michelin Comfort Bibendum 14x50 Lit. 60.000.-</p>
<p>2* - CONDOTTA INTERNA "WEYMANN" completa come da catalogo, con 6 ruote Rudge Whitworth e con 6 pneu Michelin Comfort "Bibendum" 14x50:</p> <ul style="list-style-type: none"> - Tipo normale e tipo corto a 4 posti - (quest'ultimo con sedili ant. scorrevoli) . . . L. 71.000.- - Tipo normale a 4 posti con divisorio a cristalli fra i posti anteriori e posteriori 72.000.- - Tipo normale a 6 posti 73.000.- - Idem con divisorio a cristalli fra i posti anteriori e posteriori 74.000.- 	<p>1) - SPYDER CABRIOLET -2 posti completo come sopra . . . * 70.000.-</p> <p>2) - SPYDER CABRIOLET -4 posti completo come sopra . . . * 72.500.-</p> <p>3) - BERLINA WEYMANN FALSO CABRIOLET su chassis corto 4 posti-completo come sopra * 75.000.-</p> <p>4) - BERLINA WEYMANN FALSO CABRIOLET su chassis lungo 4 posti-completo come sopra * 76.500.-</p> <p>5) - CONDOTTA INTERNA RIGIDA su chassis lungo-4 posti completa come sopra * 80.000.-</p>
<p>3* - LAMBDA GREGGIA Tipo "WEYMANN", completa come da catalogo, con banchette, parafranghi e 6 ruote Rudge Whitworth e con 6 pneu Michelin Comfort "Bibendum" 14x50</p> <ul style="list-style-type: none"> - Tipo normale e tipo corto a 4 posti L. 53.500.- - Tipo normale a 6 posti 54.350.- 	<p>-----000000-----</p> <p>NOTA - Detti prezzi s'intendono per vetture rese franco di ogni spesa nella Sede Provinciale di ogni nostro Concessionario di vendita e possono essere variati in qualsiasi momento senza preavviso.</p> <p>Essi seguiranno il corso della tariffa pneumatici Michelin.-</p>
<p>4* - LAMBDA GREGGIA MODIFICATA Tipo "WEYMANN", completa come sopra, con 6 ruote Rudge Whitworth e con 6 pneu Michelin Comfort "Bibendum" 14x50, senza coda e senza parafranghi posteriori, per carrozzerie speciali.</p> <ul style="list-style-type: none"> - Tipo normale e tipo corto a 4 posti . . . L. 53.500.- - Tipo normale a 6 posti 54.350.- 	<p>AGENZIA COMMERCIALE DELL'AUTOMOBILE E. MINETTI</p>
<p>NOTA - I prezzi del presente listino s'intendono per macchine rese franco di ogni spesa alla Sede di ciascuna Agenzia, o Filiale o Sub-Agenzia.</p> <p>Essi seguiranno il corso della tariffa pneumatici Michelin.</p>	


Figure 61: Price list of the Italian car dealer Minetti in Milan valid from 9 March 1928

1^{er} JANVIER 1914



FABBRICA DI AUTOMOBILI
LANCIA & C.
VIA MONGINECRO NUMERO 101
TURIN

VOITURE TYPE
LAMBDA



LAMBDA TORPEDO

Caractéristiques

Moteur	quatre cylindres en monobloc à V
Alésage	mm. 75
Course	mm. 129
Capacité totale	litres 2,12
Puissance taxable en France	HP ⁹ 12
Réservoir d'huile	litres 8
Réservoir d'essence	litres 64
Freins sur roues AV et sur roues AR.	
Changement de vitesse	trois marches avant et marche arrière
Suspension	AV spéciale avec frein hydraulique AR par ressorts demi-elliptiques max. 1050 x 50
Roues	amovibles à rayons métalliques Rodge Worth avec pneu ou deux roues de rechange.
Pneus Michelin	765 x 165 caillés
Empattement	mt. 3,100
Voie	mt. 1,330
Longueur maximum	mt. 4,400
Largeur maximum	mt. 1,640
Hauteur du sol au plancher	mt. 0,420
Hauteur du sol au dessus de la capote du torpédo	mt. 1,600
Hauteur du sol au dessus de la voiture fermée avec conduite intérieure	mt. 1,650
Hauteur maximum du sol au point plus bas de la voiture	mt. 0,200
Carrosserie	torpédo pouvant se transformer en voiture fermée conduite intérieure.
Poids de la voiture complète, environ	kg. 1080

NOMI ET ADRRESSI DEI AGENTI
PAGES 12, 13, 14

Figure 62: Lambda data brochure

ÉTRANGER

ANGLETERRE. *Curia Automobile C. Ltd.*, 18, Berkeley Street, London W. 1
 ALLEMAGNE. *Deutsche Lancia Automobil Verkauf A.G.* Barenstrasse, 26, Monaco.
 AUSTRALIE. (VICTORIA ET TASMANIA) *Schmidt Motor Co.* Melbourne, Flinders St.
 (NOUVELLE GALLES DU SUD) *Hoskins et Hoskins*, Sydney.
 (STR.-AUSTRALIE) *Frison Lewis Ltd.*, 162, Gawler Place, Adelaide S.A.
 AUTRICHE. *Automobiler Fabrick-Silberstein & Co.* Wina, 1, Dominikanerbstei, 22.
 BELGIQUE. *Société Industrielle Italo-Belge*, Bruxelles, Chaussée de Vleurgat, 251.
 BRESIL. *Colombo Camberini & Co.* R. So de Janeiro, Rua Esvaristo de Veiga, 51.
Irmão Grossi, San Paulo, Rua Barão de Itapetininga, 37.
 BULGARIE. *Mario De Donato & Neco Chifoculoff*, Rue Icar, 4, Sofia.
 CANTON TESSIN. *Agencia Commerciale dell'Automobile E. Minetti*, Milano, Via Porta Tonaglia, 5.
 EGYPTE. *G. Fummo*, Alexandria, Rue Fouad I, 22.
 FRANCE. *Agence Generale Lancia pour la France*, 23, Avenue de Roule, Neuilly-sur-Seine.
 GRECE. *Clavans & Komris*, 6, Rue Saint Constantia, Athens.
 HONGRIE. *Falants & Societas Anonima per Azioni per il Commercio d'Automobili*, Jokai tér 10, Budapest.
 HOLLANDE. *N.F. Automobiel Maatschappij de Frenery & Groen*, Zaanstraat, 82, La Haye.

INDES (NORD). *M.T. Ltd. Porcupine Buildings*, British Indian Street, Calcutta.
M.T. Ltd. Douglas Road, Bombay.
 INDES HOLLANDAISES. *A. E. Kiderlen*, Packstraat, 77, La Haye.
 IRLANDE. *Irish Italian Trading Co.*, 16, 1. R. O'Connell Street, Dublin.
 PEROU. *Tassara Botta & C. Lima*, Maestas, 145-153.
 POLOGNE. *Syndykat Handlowy & Co. Ltd.* Przeskok 4 m. 7, Varsavia.
 PORTUGAL. *Ferrovias Lus Led.* Rua Passos Manuel 191-1°, Porto.
 ROUMANIE. *Société Italo-Roumaine H. Rolfo & Co.* Via Gregori Alexandrescu, 67, Bucarest.
 SUÈDE. *Rich F. Bjorkmann Meier A. B.* Stockholm, Kungsgatan, 28.
 SUISSE. *Adler & C. Lansanne*, 11, Avenue d'Onchy.
 TCHÉCOSLOVAQUIE. *Silberstein & Co.* Duraich, 26, Brno.
 URUGUAY. *Domingo Zandra*, Montevideo, Sierra 2428.
 YOUgoslavIE (CROATE ET SLAVONIE). *Franchi I Drug.* Marticeva Ulica, 10, Zagreb.

ITALIE

PIEMONTE. *Bocci & Musy*, Torino, Via Urbano Rattazzi, 11.
 LIGURIA. *A. & M. Maledo*, Genova, Via Cattica, 1 A.
 LOMBARDIA. *Agencia Commerciale dell'Automobile E. Minetti*, Milano. Uffici esposizione, vendita: piazza Castello, 6, telefono 41-24. Riparto pezzi ricambio, deposito vetture: via Porta Tonaglia, 5, telefono 4-73. Officina riparazioni: via Castelbreto, 36, telefono 66-321.

TRE VENEZIE e FIUME. *Agencia Commerciale dell'Automobile E. Minetti*, Padova, Via Conciapelli, 6, telefono 5-15.
 TOSCANA. *Agencia Automobili Lancia Augusto Bastagliani*, Firenze, via Faenza, 101 (Fortezza da Basso).
 EMILIA. *Agencia Commerciale dell'Automobile E. Minetti*, Bologna, uffici via Monte Grappa, 3, telefono 20-30. Officina Garage: Via Lame, 111.
 LAZIO. *Agencia Commerciale dell'Automobile E. Minetti* }
 ABRUZZI. *Agencia Commerciale dell'Automobile E. Minetti* } Roma
 UMBRIA. *Agencia Commerciale dell'Automobile E. Minetti* } via Velletri, 4
 MARCHE. *Agencia Commerciale dell'Automobile E. Minetti*, Milano, piazza Castello, 6, telefono 41-24.
 Roma, via Velletri, 4.
 CAMPANIA. *A.M.A. Agencia Meridionale Automobilistica* }
 MOLISE. *A.M.A. Agencia Meridionale Automobilistica* }
 PUGLIE. *A.M.A. Agencia Meridionale Automobilistica* } Napoli
 BASILICATA. *A.M.A. Agencia Meridionale Automobilistica* } via Calabritto, 6
 CALABRIA. *A.M.A. Agencia Meridionale Automobilistica* }
 SARDEGNA. *Carboni & Boroli*, Cagliari, Via San Giuseppe, 8.
 SICILIA. *Figo & Cordaro*, Via Michele Ripisardi, 5, Catania.



Figure 63: Lancia's sales organisation at the time of the Lambda

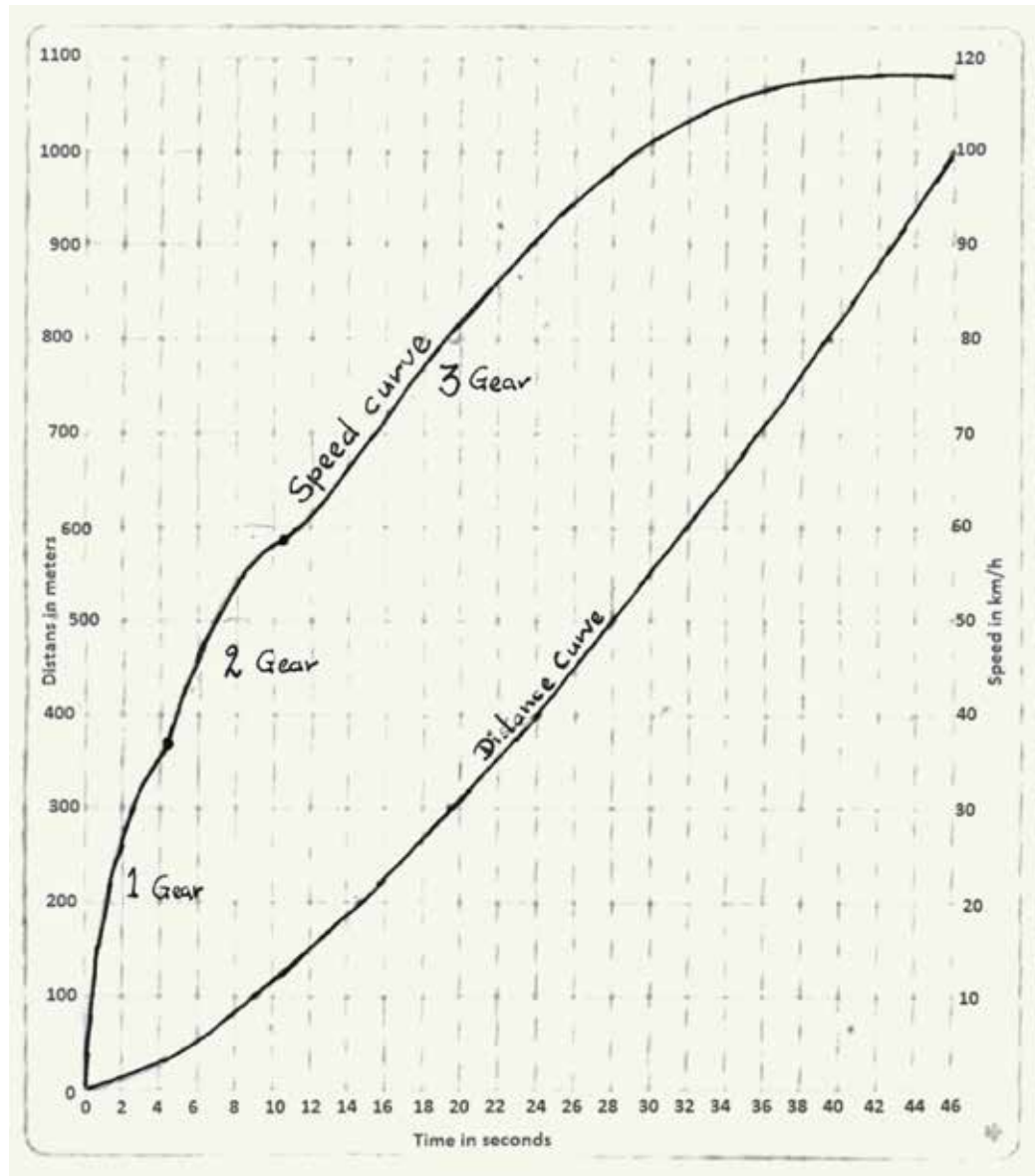


Figure 64: Acceleration of the third Lambda series

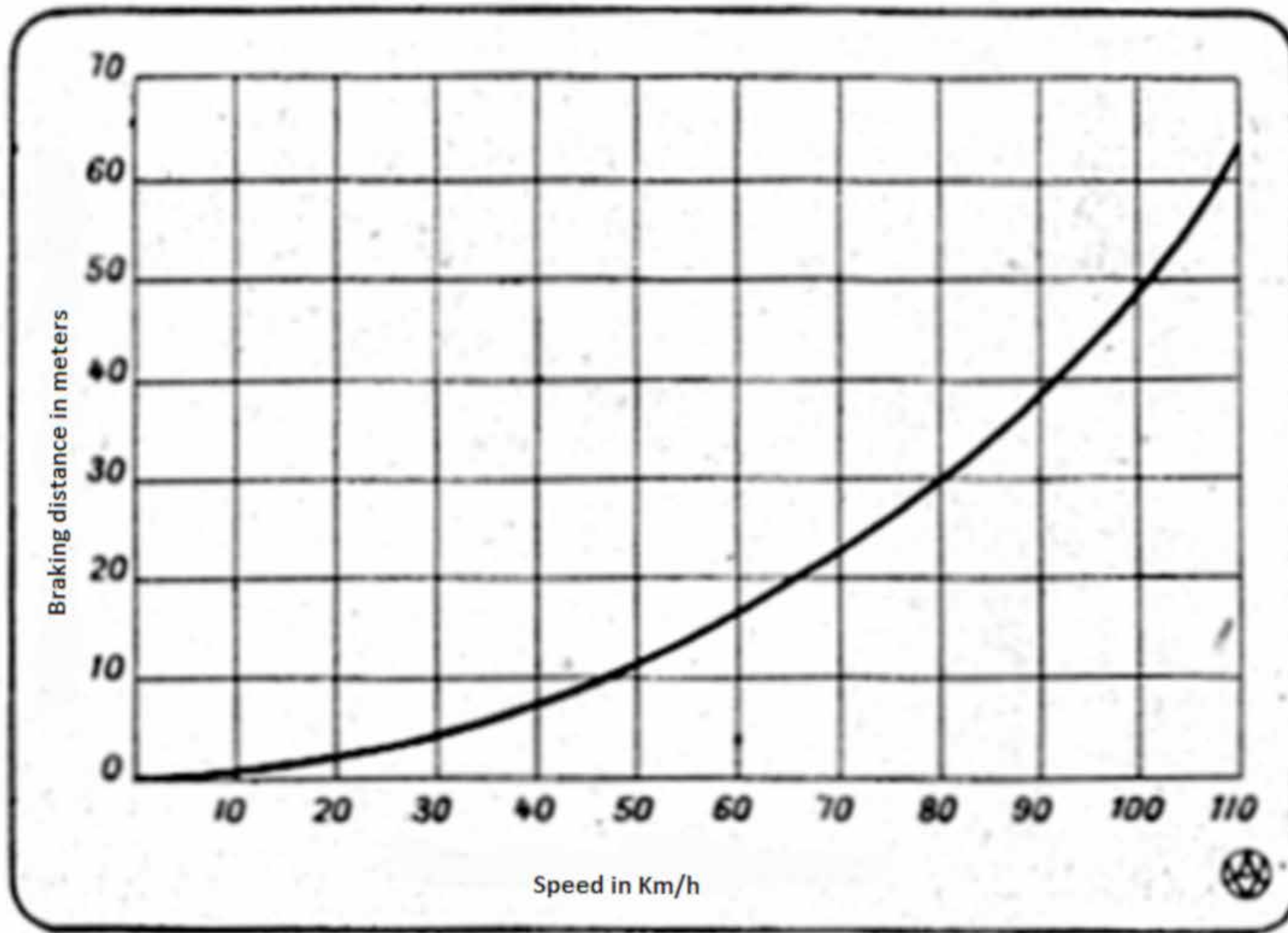


Figure 65: Braking performance of the third Lambda series

Lambda owners

The new owner of a Lambda had - as with any new car - to study the instruction manual (fig. 66). It was useful to study the technology a little more than today, as some examples from the Lambda manual show.

The disassembly and assembly of the wheels seems easy enough,

but it is more difficult to disassemble a spring from the suspension system of a front wheel incorporating the shock absorber. All necessary equipment was supplied with the Lambda. All operating instructions were available in several languages - at least in English, French, German and Italian.

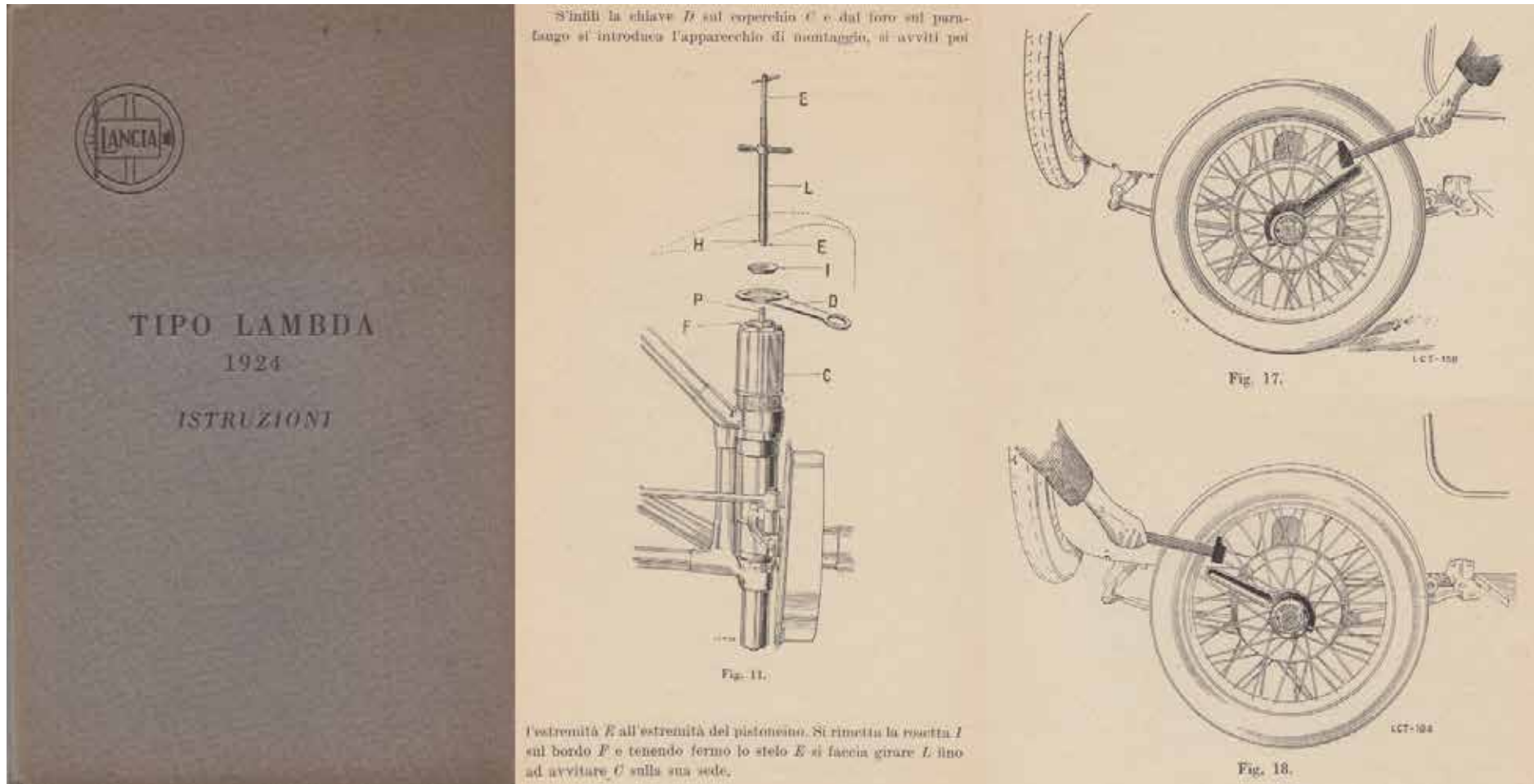


Figure 66: Extracts from the operating instructions

To the delight of Japanese Lambda owners, the Japanese operating instructions were also provided in Japanese language.

In addition to the operating instructions, there was also a spare parts book (fig. 67). This was only available in Italian for series 1 to 6.

From the seventh Lambda series, however, it was quadrilingual English, French, German and Italian. The special feature was the sketches of the individual parts, drawn by Count Carlo Biscaretti di Ruffia, a friend of Vincenzo Lancia.

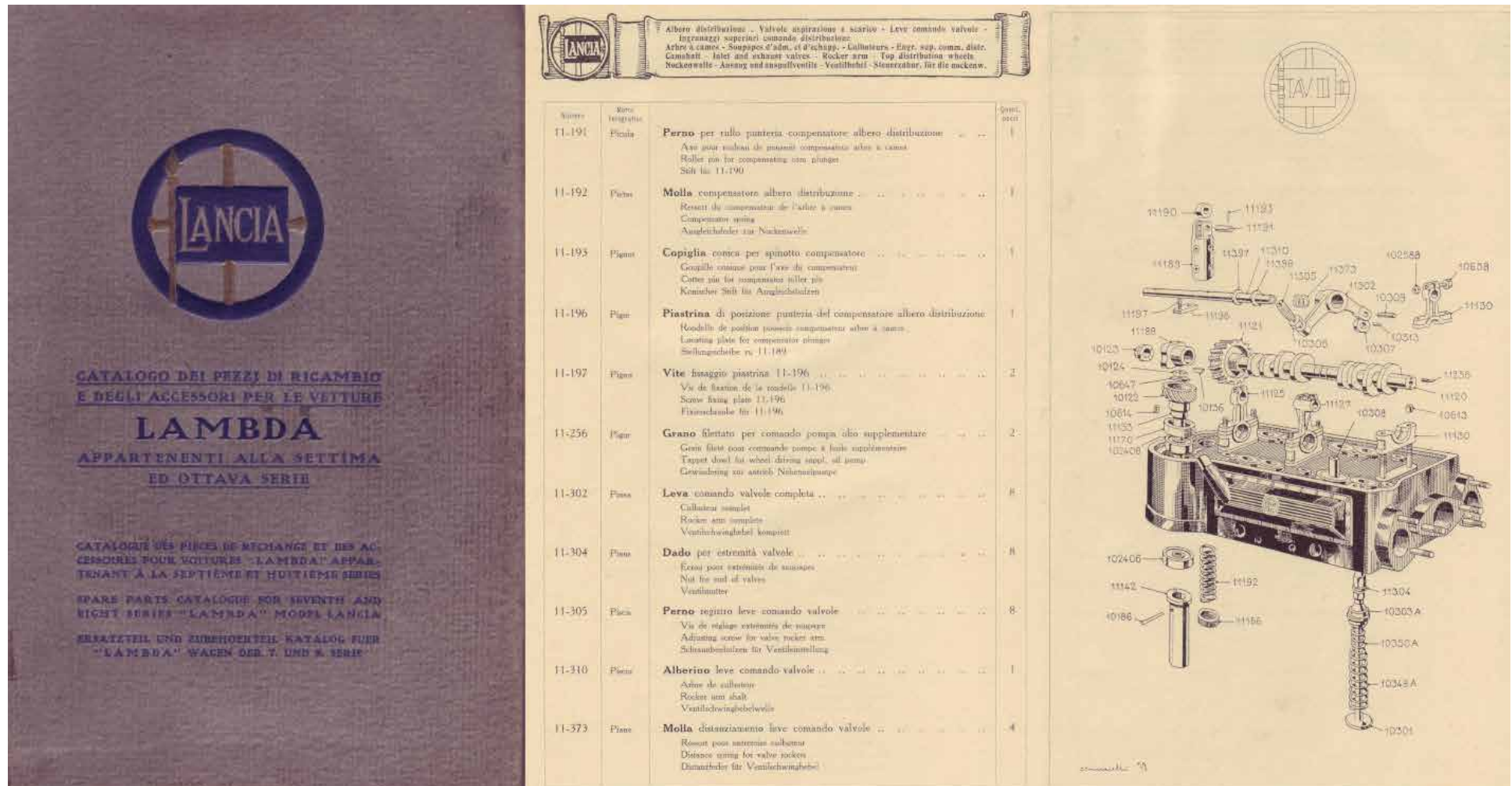


Figure 67: Spare parts catalogue

Who were they, the Lambda owners? Unfortunately at Lancia, there is no data about the names of the owners of the Lambda. Therefore, we only know who they were from famous people, such as the composer Giacomo Puccini, who was very enthusiastic about his Lambda, as well as the conductor Arturo Toscanini, who had a Coupé limousine

made for him by Farina, as we have already seen. Representative for all the Lambda owners in other countries than Italy you will see in fig. 69 a photocollage of Lambdas and Lambda owners in 16 different countries. Only the users of the Lambda in sporting events have been extensively documented with the names of the drivers and the co-drivers.

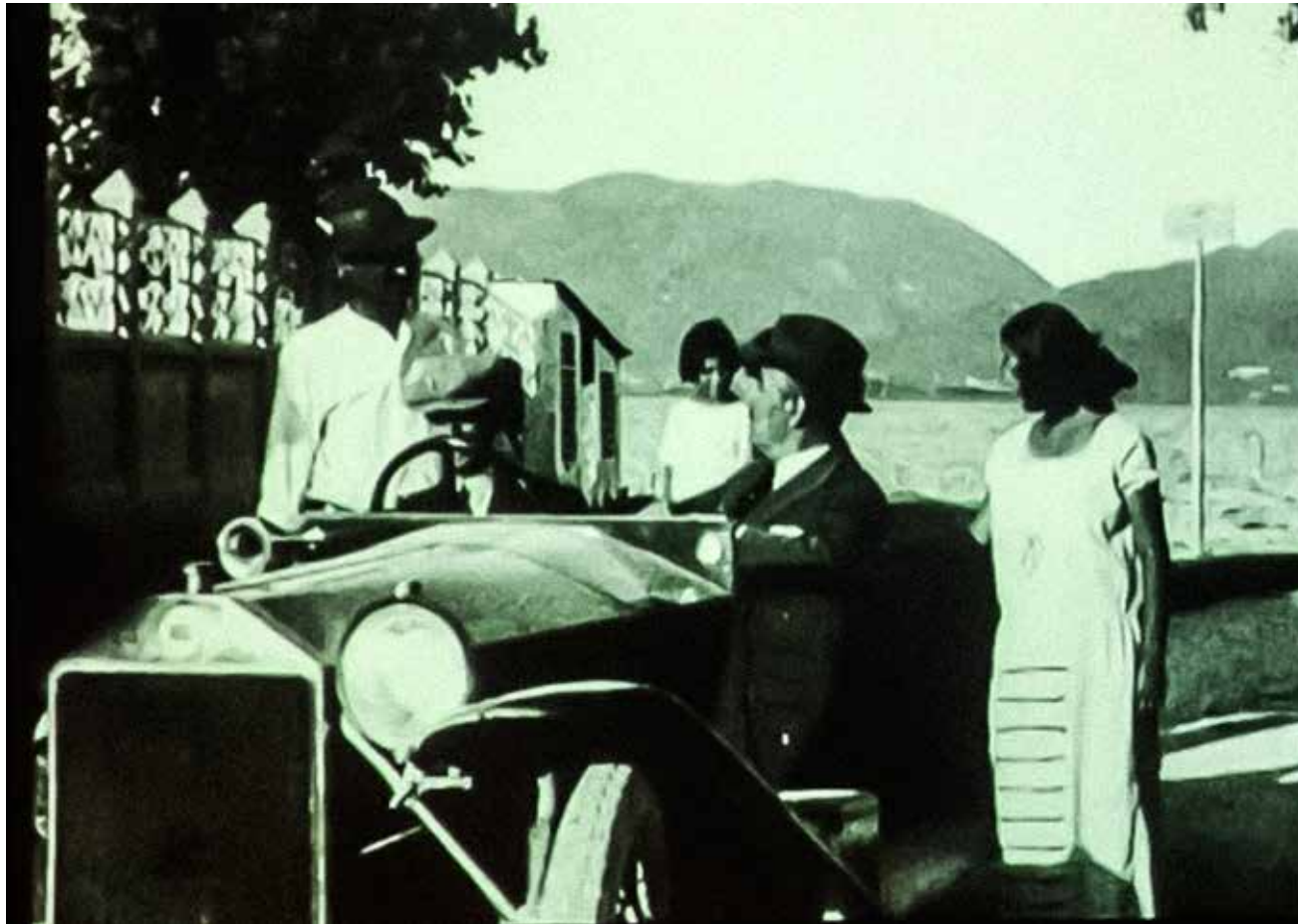


Photo 68: Giacomo Puccini in his Lambda



Figure 69: Lambdas and Lambda owners from 16 countries (top row: Germany, Hungary, Switzerland, France, Portugal; middle row: India, England, Norway, Holland, Belgium; bottom row: Spain, Austria, Libya, Australia, Japan, Ukraine)

Already very early the Lambda was used in sporting events; here is a picture of some Lambdas as participants in the Klausen race in Switzerland in 1924 (photo 70). Obviously their good road-holding and engine performance also brought advantages in motor sports. Vincenzo Lancia had no intention of officially racing the Lambda. However, when the national Mille Miglia automobile race was held for the first time in 1927, he allowed himself to be persuaded to participate in the Mille Miglia with 6 Lambdas, whose teams were selected by Lancia dealers in Milan and Turin. They were Lambda Torpedoes of the seventh series with bodywork type 218 and specially prepared engines. The success was encouraging: the Strazza Varallo team took 4th place overall and 1st place in the class up to 3,000 cm³. This prompted Vincenzo Lancia to prepare intensively for the 1928 Mille Miglia in order to improve the result. Six Lambda Torpedoes from

the eighth series with bodywork type 223 with upgraded engines and special gearboxes and differentials were used, as well as 3 Lambdas with Casaro bodywork type 221 with modified mechanics. The race went quite favourably for Lancia at the start. Luigi Gismondi had climbed up to 2nd place in the race as the driver of one of the Lambdas, but had to retire after about $\frac{3}{4}$ of the race distance due to an engine failure. However, the Strazza/Varallo team managed to finish 3rd overall (and first in the class up to 3,000 cm³). After this experience Vincenzo Lancia distanced himself from further company involvement in the Mille Miglia. However, this did not stop the driver teams from seeking further success with the Lambda in privately supported races. Ermenegildo Strazza soon proved to be the most successful Lambda driver and in figure 71 his record of achievement is listed, exclusively at the wheel of the Lambda.

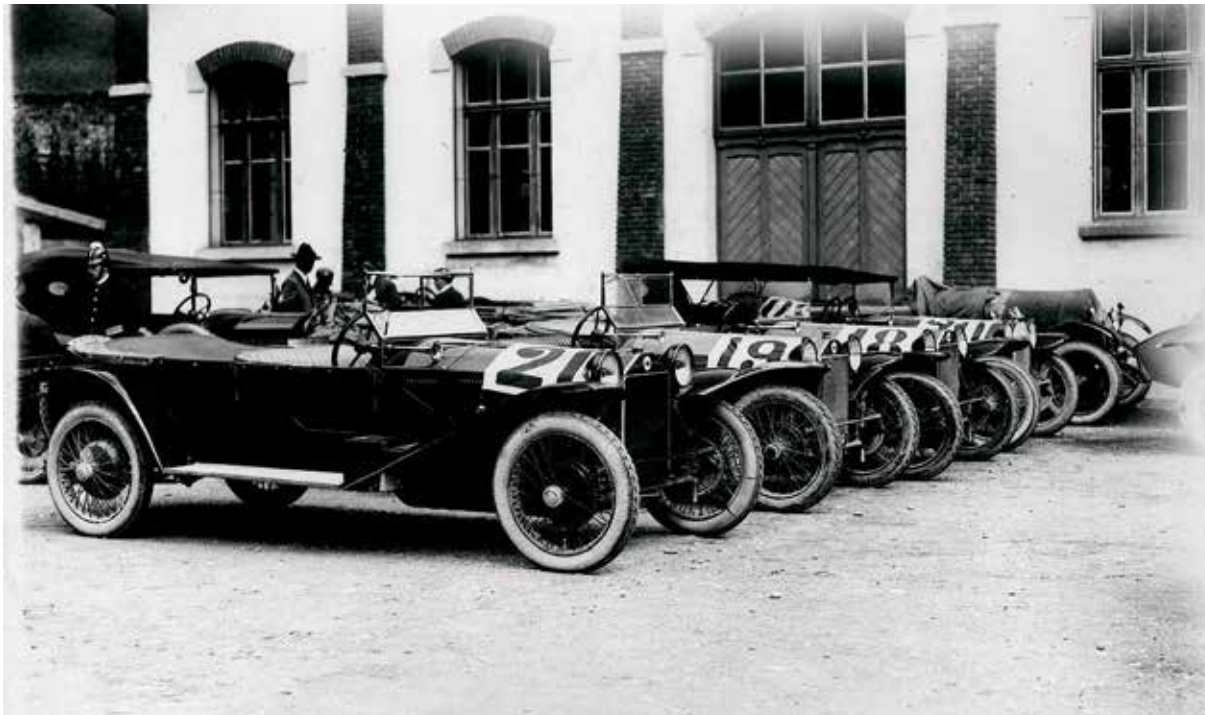


Photo 70: Some Lambdas in the Klausen race 1924





Data	Evento	Posizione	Commenti
12.1929	Coppa del Garda	1.	
23.02.1930	Edolo – Pontedilegno	3.	
27.04.1930	Giro della Sicilia	4.	con Viglieri
29.05.1930	Coppa Presolana	2.	
10.08.1930	Cicuito Tre Province	4.	
22.08.1930	Coppa della Bernina	1.	
22.02.1931	Edolo – Pontedilegno	1.	
03.05.1931	Giro della Sicilia	4.	con Valentino
28.02.1932	Edolo – Pontedilegno	1.	
10.04.1932	Mille Miglia 1932	8.	con Gismondi
06.08.1932	Corsa del Klausen	1.	
28.08.1932	Corsa dello Stelvio	3.	
30.10.1932	Como – San Maurizio	1.	
09.04.1933	Mille Miglia 1933	11.	con Gismondi
08.10.1933	Coppa Principessa di Piemonte	5.	
01.04.1934	Edolo – Pontedilegno	1.	
04.08.1934	Corsa del Klausen	1.	
08.1934	Corsa dello Stelvio	1.	

Palmares di Ermenegildo Strazza (solo con la Lancia Lambda)

Data	Evento	Posizione	Commenti
12.1925	Coppa del Garda	2.	
01.1926	Criterium di Gallarate	1.	
14.11.1926	Corsa di Toricelle	2.	
27.03.1927	Mille Miglia 1927	4.	con Varallo
19.07.1927	Trieste – Opicina	1.	
07.12.1927	Coppa del Garda	1.	
01.04.1928	Mille Miglia 1928	3.	con Varallo
30.09.1928	Trieste – Opicina	1.	
12.1928	Raid Milano – Oslo	1.	con Viglieri
24.02.1929	Edolo – Pontedilegno	1.	
14.04.1929	Mille Miglia 1929	4.	con Varallo
26.05.1929	Coppa Presolana	1.	
16.06.1929	Trieste – Opicina	2.	
30.06.1929	Coppa della Sila	2.	
25.08.1929	Corsa della Bernina	2.	
09.1929	Monte San Prima	1.	



Figure 71: Ermenegildo Strazza at the wheel of the Lambda with his record of achievement.

Exactly 18 years after the first run of the Lancia Lambda prototype, World War II broke out on 1 September 1939. Fig. 72 shows a typical wartime Lambda document. With confiscation, but also

with demolition, many Lambdas disappeared in the Second World War. The world plunged into chaos and awoke from the rubble on 2 September 1945. What would become of the Lancia Lambda?

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MINISTERO DELLA GUERRA
COMMISSIONE DI REQUISIZIONE DI AUTOMEZZI

REQUISIZIONE AUTOVEICOLI ai sensi del R. D. L. 20-4-42 n. 535

CENTRO DI RACCOLTA DI MILANO - Via Bozaccini, 18

PROCESSO VERBALE DI REQUISIZIONE

L'anno milanovecento quarantadue, il giorno 11 del mese di dicembre presso il Centro di Raccolta autoveicoli costituito in Milano ai sensi dell'art. 2 del R. D. L. 20-4-42, n. 535.

La Commissione di Requisizione nelle persone dei Sigg.

- Magg. Fanni Ammirabile - Presidente
- Ten. Gen. d'Arzuffo Gastone - Membro
- M. Plebani de H. Rivalta

ha in data d'oggi constatato e riconosciuto che l'autoveicolo denunciato all'Ufficio del P.R.A. ai sensi del R.D.L. 10-2-42, n. 75, in data 16.3.42 alla medesima presentato, a seguito di ordine di presentazione emesso il giorno 4.11.42 appartenente, secondo le risultanze della denuncia per detta, al Sig. Salvatoragni Stefano; contraddistinto col numero di targa MI 3065, risponde alle caratteristiche seguenti:

Fabbrica produttrice Lancia
 Tipo e serie P.S.
 N. di telaio 30640
 N. di motore 10732
 Carrozzeria (1) cabrio.
 Pneumatici n. 6 (sei) Tipo (2) Pirelli

Proceduta alla pesatura di detto autoveicolo, pneumatici esclusi, è risultato che il medesimo pesa Kg. 1445 e si è, in correlazione, redatta la bolletta di carico conforme al modulo C, di cui al capo III paragrafo 3, della circolare del Ministero della Guerra 21 luglio 1942, n. 102555 un esemplare della quale bolletta viene allegato al presente verbale.

Dopo di ciò la Commissione, preso in esame l'autoveicolo nel suo complesso e nelle sue parti, ha assegnato il medesimo alla categoria A (3) secondo i criteri di cui all'articolo 8 del R. D. L. 20-4-42 n. 535.

Di conseguenza, in base del peso come sopra accertato, l'indennità di requisizione dell'autoveicolo viene liquidata in L. 4.335.-

Poiché non si ha motivo di dubitare che i pneumatici dei quali l'autoveicolo è corredato corrispondano a quelli a suo tempo denunciati, e senza costo del loro stato d'uso, la Commissione liquida per i detti pneumatici l'indennità nella misura di L. 367.- giusta i prezzi d'impiego stabiliti dal Ministero delle Corporazioni (4)

(1) aperta, chiusa, trasformabile.
 (2) dipendenti se l'autoveicolo è previsto senza pneumatici.

Oppure: poiché la Commissione non è stata in grado di accertare se i pneumatici di cui è corredato l'autoveicolo presentato corrispondono a quelli che sono stati a suo tempo oggetto di denuncia, a tenore del paragrafo 2, capo IV, della circolare del Ministero della Guerra in data 21 luglio 1942, n. 102555, ordina depositarsi la quota di indennità per i pneumatici, che tenuto conto del loro stato d'uso, sulla base dei prezzi di impiego stabiliti dal Ministero delle Corporazioni, viene liquidata in L. _____ (1)

Oppure: non si fa luogo a liquidazione di indennità per i pneumatici quando l'autoveicolo presentato senza di essi ed essendo il detentore giustificato detta mancanza adducendo che _____ (1) (2)

La Commissione, infine, constatato che l'automezzo presentato era attualmente custodito in Legnano e che la distanza fra tale località e il Centro di Raccolta, secondo l'itinerario più breve, è di Km. 26 x 6,26 a tenore delle disposizioni di cui all'art. 6 del R. D. L. 20-4-42, manda le spese di trasporto rimborsabili nell'ammontare di L. 162.75 (Lond. 19.1965)

La somma dovuta pertanto ammonta complessivamente a:

Indennità di requisizione autoveicolo	L. <u>4.335.-</u>
" " pneumatici	<u>367.-</u>
Rimborso spese di trasporto	<u>162.75</u>
Totale	L. <u>4.864.75</u>

Poiché dal certificato del Conservatore del P.R.A. esteso in calce alla denuncia, ai sensi dell'art. 9 del R. D. L. 20-4-42 n. 535, risulta che l'autoveicolo è iscritto nel P.R.A. al nome della persona che nella denuncia stessa ne è dichiarato proprietario e che l'autoveicolo non è gravato di privilegi, allora che il proprietario sopra liquidata, sia immediatamente pagata al Sig. Salvatoragni Stefano personalmente (oppure) al Sig. Salvatoragni Stefano di regolare procura del proprietario (1);

Oppure: poiché dal certificato del Conservatore del P.R.A. esteso in calce alla denuncia, risulta che le indicazioni relative alla proprietà dell'autoveicolo non concordano con quelle del Pubblico Registro Automobilistico nel quale l'autoveicolo stesso è iscritto (1);

Oppure: poiché dal certificato del Conservatore del P.R.A. esteso in calce alla denuncia risulta che l'autoveicolo è tuttora gravato da privilegi e garanzia di creditori (1);

La Commissione delibera di soprassedere al pagamento delle somme come sopra liquidate e rilascia al presentatore dell'autoveicolo una attestazione nelle forme previste dall'art. 9 del citato R. D. L. 20-4-42.

Del che, perché consta, si è redatto il presente verbale come infra sottoscritto

IMPORTO LORDO L. 4864.75
 TASSA QUINTAZIA A.R.
 L. 4862.75 SOMMA ARROTONDATA L. 4862.-

I Membri per accettare e liquidare
 MEMBRO SOLLICITATORE DELLA COMMISSIONE (Ten. Ammiraglio Capo e Maggiore Generale) Luigi Lina V. Salvatoragni **Il Presidente**
 MEMBRO RAPPRESENTANTE L'INTERO (On. Ammiraglio Capo) Salvatoragni Stefano **Il Presidente della Commissione**
 MEMBRO RAPPRESENTANTE L'INTERO (On. Ammiraglio Capo) Salvatoragni Stefano

Figure 72: Seizure of a Lambda for military purposes

Lambda Renaissance

The enthusiasm of Lambda owners is unwavering. In 1947, the British Vintage Sports-Car Club - VSCC - had 19 members who were Lambda owners, and they actively participated in VSCC events. Lancia had a factory in Alper-ton, north-west London, and the former employees had set up their own business and also offered services for the Lancia Lambda, in particular to improve the Lambda's performance in motor racing. Bob West, who founded the English Lancia Club LMC (Lancia Motor Club) in 1947 together with some friends, was one of the specialists. His masterpiece was a Lambda cylinder head with 2 carburettors and 4 exhaust pipes, which was produced in 2 pieces and still exists today. In photo 73 you can see one side of the cylinder head with the connection for one of the carburettors in the middle and then the connections for two exhaust pipes. On the other side of the cylinder head you could see the same. The valve rockers are shortened and mounted on 2 shafts to reduce the moving mass. Julian Jane won with his Lambda, equipped with this cylinder head, almost all autosport events of the year 1949, in his class.



Photo 73: The cylinder head of the Lancia Lambda developed by Bob West in the 1940s

Photo 74 shows Julian Jane in his Lambda. Other successful drivers were Murray Austin (photo 75) and John Vessey (photo 76). John Vessey founded together with John Turner the Lambda Consortium (LC), which still today offers its members a range of Lambda parts. They made available the knowledge of the Lambda gained at that time in the form of 9 bulletins which they distributed to the members. In the 1950s and 1960s the Lambda was often in successful positions in British motor racing, and there was considerable know-how about Lambda technology. Courageous Lambda owners were not afraid to make long journeys with their Lambdas, to participate in rallies in Italy such as the Rally della Laguna in Venice in 1964, the Varese Rally in 1966 or the Coppa Monza in 1968.

Photo 74:
Julian Jane in
his Lambda
CUL 636 in
1949



Photo 75: Murray Austin in his Lambda UU 1738 in 1952

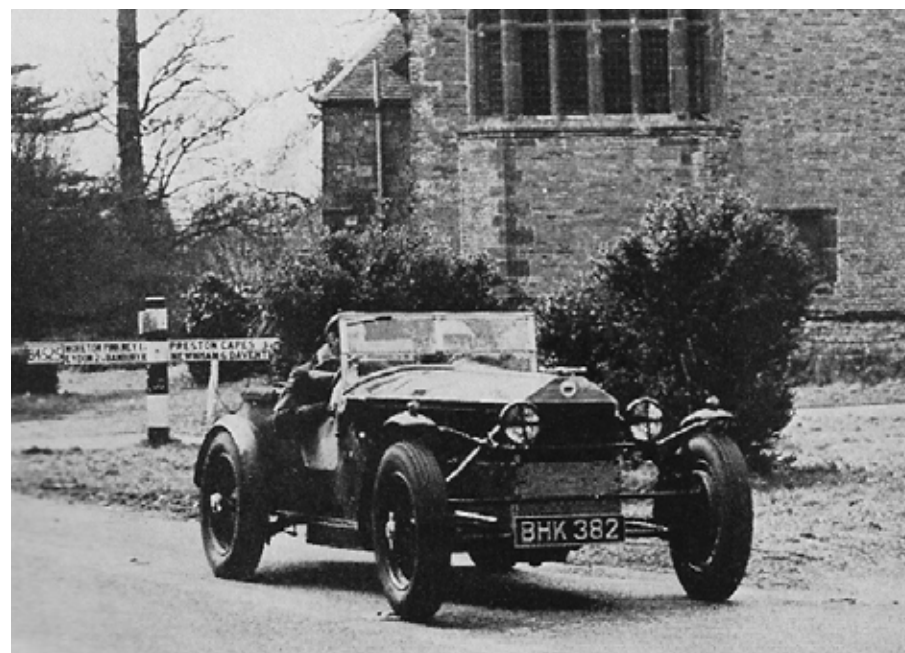


Photo 76: John Vessey in his Lambda BHK 382 in 1956



Photo 77: Lambda at Biella 1969

These journeys and rally participations are documented on film and can still be admired today. In the United States, the American Lancia Club was founded in 1956 with the aim of supporting members in the use and care of all Lancia models from 1906 onwards. Hayden Shepley, the first president of the Lancia Club, was particularly dedicated to the use and care of the Lambda. In Italy, there was a first meeting of Lancia Club enthusiasts in Biella in 1969, which was also attended by Lambdas (photo 77). In 1972 the Lancia Club in Italy was founded. In 1972 there was a big meeting in Italy for the Lambda's Fiftieth Anniversary, to which the whole Lambda world was invited and, in fact, Lambdas from



Photo 78: A Lambda Casaro 1981 in Fobello

many foreign countries could be seen in Turin. In 1981 there was an event for Vincenzo Lancia's 100th birthday, again with Lambdas arriving from different countries. Photo 78 shows the Lambda of an American participant. In the 70's other Lancia clubs were founded, in Switzerland and Holland in 1973, in Germany in 1978 and in France in 1980. In 1991, the Lancia Club organised an event to celebrate the 80th anniversary of the Lambda in Turin. To mark the occasion, a plaque (photo 79) was placed on the Moncenisio to commemorate the first test of the Lambda prototype on 1 September 1921. As a participant of this Turin event, Pat Ure, Harry Scott and Ian Young went after Turin to Fobello, the birthplace of Vincenzo Lancia, and had the idea to invite all Lambda owners of the world to a meeting in Fobello every 5 years. This idea, under the name "Amici della Lambda", still exists today. In 1996 and 2001 Pat Ure organised these meetings, in 2006 (photo 80), 2011 and 2016 it was the organiser Jonathan Wood and in 2022 the Fobello event (postponed from 2021 to 2022 because of the pandemic) will be organised by Alison Ure, Pat Ure's daughter.



Photo 79: Plate at Moncenisio



Photo 80: Fobello 2006



In November 1990, a passionate lancista, Engineer Romano Bagnoli, wrote a letter that was reserved for "a few close enthusiasts", in which he announced his project: to found the "Registro Storico Lambda" in order to

- keep the Lambda owners united
- meet more often with the beloved cars
- also with foreign friends
- deal with problems such as spare parts and
- exchange suggestions.

First a census was carried out to find out how many of these works of art were still in Italy, and then the RILL (Registro Italiano Lancia Lambda) was set up. In 1998 Romano decided to have a yearly RILL meeting. Photo 81 shows the Lambdas at the 2009 RILL meeting. Unfortunately Romano Bagnoli passed away in January 2012. Today Lucia Gambarin is the president of the RILL. Photo 82 shows the Lambdas at their 2018 RILL meeting. Since 2011, this association has regularly published the "Gazzetta".



Photo 81: The Lambdas of the RILL at Lago d'Iseo 2009



Photo 82: The Lambdas of the RILL in the province of Modena 2018

In 2000, the first book dealing exclusively with the Lambda was published: "Lambda l'eccezionale" by Oscar Capellano. In 2001, a second book was published, also dedicated to the Lambda: "Capolavoro - The Design, Development and Production of the LANCIA LAMBDA" by Bill Jamieson. Since 2020, this book is available in a second edition in English and Italian "Capolavoro - progettazione, sviluppo and produzione of the LANCIA LAMBDA". At the end of 2011, Bill Jamieson and Joachim Griese decided to found the Lambda World Register (LWR) in order to improve communication between Lambda owners around the world and to make available all the knowledge that exists about the Lambda around the world to all members. Lambda owners are assured that their data will remain confidential. The LWR has no commercial interests and the cooperation with other associations that are - also - interested in the Lambda, such as the Lancia Clubs, works nicely. It was a great help in building the LWR that John Turner had already compiled a register of some 200 Lambdas worldwide in the Lambda Consortium and kindly made this data available to the LWR. Jonathan Reeve also kindly updated the 9 Lambda Consortium bulletins and made them available to the LWR. Towards the end of 2012, data on over 300 Lambdas and their owners were already available in the LWR. It was decided to create an LWR Newsletter as of 2013, on a quarterly basis and, to overcome language barriers, in English, French, German and Italian. Articles ranged from current reports on Lambda meetings, available spare parts and suppliers, descriptions of repairs and restorations and historical articles. By mid-2021, 35 issues of the LWR Newsletter had already been published in the above-mentioned languages. Since 2013, the website www.lambdaworldregister.org has also been available - in 4 languages - with a public and a members-only part. Since 2014, copies of many original Lambda technical drawings have been available to LWR members. They can be used to produce spare parts for the Lambda with the correct dimensions, material and other characteristics true to the original to carry out repairs and restorations with a high standard of quality. Fig. 85 shows as an example of one of the 5 cylinder head drawings of the Lambda 7th series.



Photo 83: Front page of LWR Newsletter 2/2020



Photo 84: LWR website

Therefore, in addition to used spare parts, a large number of new spare parts for the Lambda is available today, such as the cylinder block (photo 86) and cylinder head (photo 87) of the Lambda engine.

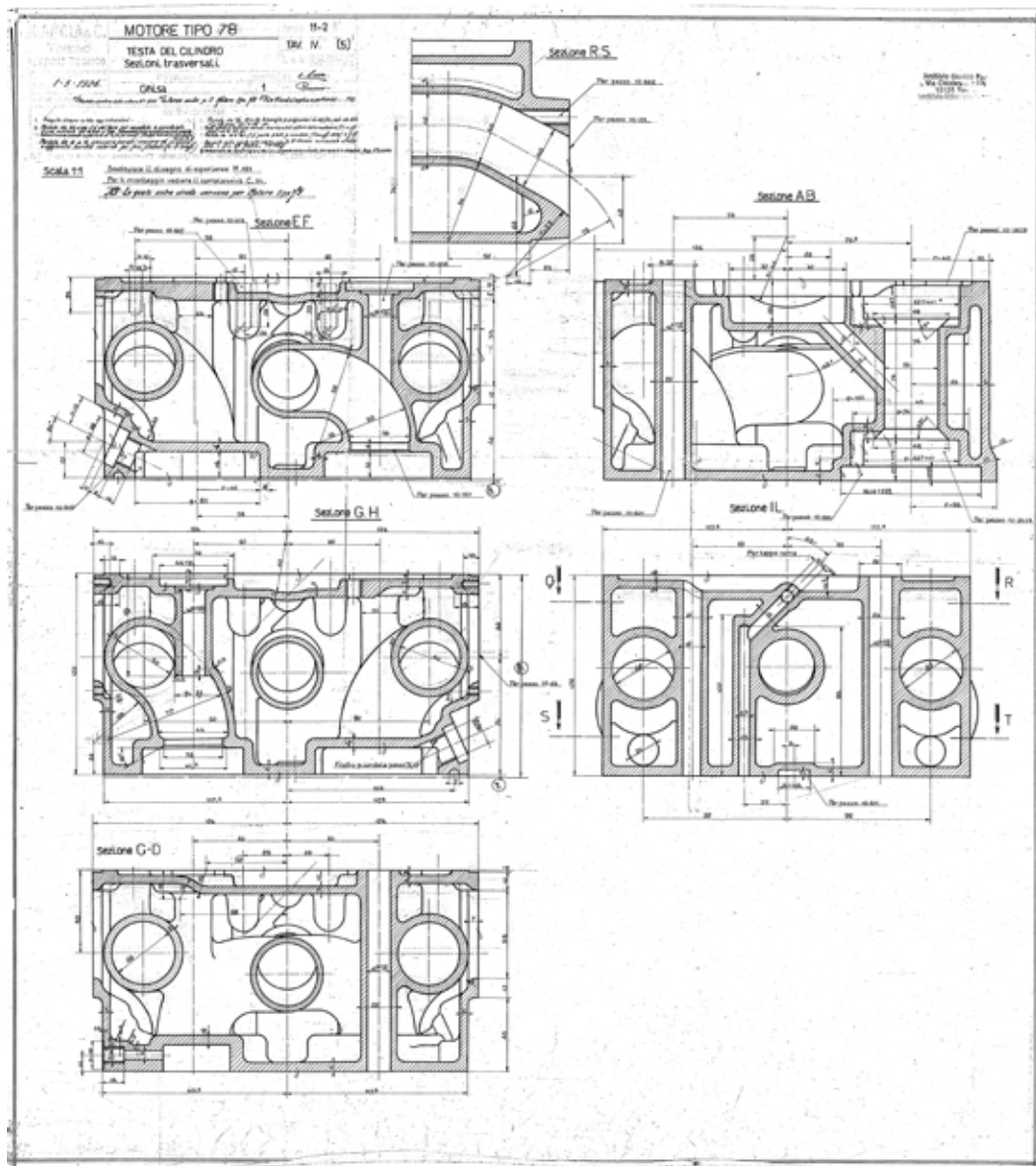


Figure 85: One of 5 drawings of the cylinder head of the Lambda 7^a series



Photo 86: Lancia Lambda cylinder blocks (left of early series, right of later series)



Photo 87: Lancia Lambda cylinder heads (left of early series, right of later series)

The Lambda is also back in the sporting arena. In the Mille Miglia 2021, the thirty-ninth edition of the historical re-enactment of the race run from 1927 to 1957,

the Andrea Luigi Belometti/Gianluca Bergomi team came second overall (photo 88) and the Gianmario Fontanella/Anna Maria Covelli team came third overall (photo 89).



Photo 88: Second place in the Mille Miglia 2021 for Gianluca Bergomi and Andrea Luigi Belometti



Photo 89: Third place in the 2021 Mille Miglia for Anna Maria Covelli and Gianmario Fontanella

The Italian Lancia Club, with the help of the RILL and the LWR, organises the Lambda centenary commemoration in and around Turin from 31 August to 5 September 2021.

The RILL - Registro Italiano Lancia Lambda - had its annual 2021 meeting with more than 20 Lambdas in Tuscany (photos 90 to 94).



Photo 90: RILL annual meeting 2021 in Tuscany



Photo 91: RILL annual meeting 2021 in Tuscany



Photo 92: RILL annual meeting 2021 in Tuscany



Photos 93 and 94: RILL annual meeting 2021 in Tuscany

The "Amici della Lambda" organised a special "100 years Lambda" section at the Classic Car Show in London from 25 to 27 June 2021 (photos 95 to 97).

The Lancia Club of the United States organizes an Italian Competition at the Bayonet Golf Course in Seaside CA on August 14th in

honour of 100 years of Lambda. The Australian Lancia Registry dedicates the Castlemaine 26 meeting, from 22 to 24 October 2021, to the Lambda Centenary. And finally, the "Friends of Lambda" will organise in 2022 the "Lambda Centenary" meeting from 31 August to 5 September in Turin and Varallo/Fobello.



Photo 95: '100 years of Lambda' at the Classic Car Show 2021 in London (© John Millham)



Photo 96: '100 years of Lambda' at the Classic Car Show 2021 in London (© John Millham)



Photo 97: '100 years of Lambda' at the Classic Car Show 2021 in London (© John Millham)

Lambdas registered in the LWR, as of 30 June 2021, broken down by country, are listed in figure 98. Today, more than 300 Lambdas are regularly on the road worldwide. These Lambdas include almost the

entire Lancia Lambda range of models and more than 20 Lambda models of other companies. The enthusiasm of Lambda owners will help to ensure that there are even more Lambdas on the road in the future.

Paese	Numero Lambda	Paese	Numero Lambda
Argentina	7	Monaco	2
Australia	84	Norvegia	1
Austria	6	Olanda	16
Belgio	7	Polonia	1
Canada	2	Portogallo	6
Cina	1	Regno Unito	72
Danimarca	1	Repubblica Ceca	2
Francia	12	Serbia	1
Germania	17	Spagna	3
Giappone	4	Sud Africa	3
India	7	Stati Uniti	15
Irlanda	9	Svezia	3
Italia	113	Svizzera	30

Figure 98 : Lambdas registered in the LWR as at 30 June 2021, by country

Literary sources:

- Bill Jamieson, Capolavoro - Design, Development and Production of the Lancia Lambda, Trevi 2020
- Stefano Falchetto, Falchetto, Planner & Designer, Novara 2011
- J. A. Lucas, articles in the journal American Machinist 1928
- Video "Car bodies for the Lancia Lambda" https://youtu.be/GL_tydThouI
- Lancia documents
- Archives of the Lambda World Register



If you found this book interesting, then we have the following suggestion:



Bill Jamieson takes us on a journey from Vincenzo Lancia's early career and racing successes to the radical concept of the Lambda; from the unconventional prototype through the evolution of nine successive series of this famous model. We gain a close-up view of working conditions in the Lancia Factory, and share the triumphs and disappointments of the Lambda in competition.

For more information and ordering mail to jgriese0@gmail.com



1921



2021

LAMBDA

100