

18 JUNE 2020, THE MILANO MONZA MOTOR SHOW REVOLUTION
WITH THE PREMIERES AND LATEST MODELS PARADE IN PIAZZA DUOMO
LIVE ON SKY

Milan, 26 November 2019

The Milano Monza Motor Show will take place from 18 to 21 June 2020, surrogate and revolutionary compared to the big international motor shows. Not just stationary exhibitions, but the presentation of models and innovations through dynamic parades.

An innovative concept, which wants to reach out to young people by bringing the automobile back to the centre of information, with a language that is fresh, dynamic and modern: most certainly a goal that will materialize, thanks to the collaboration with **Sky**, which will definitely transform the Milano Monza Motor Show into a television format that will then be share by Sky partnered European and US television networks.



Departing the Monza Autodrome at 3.10 pm, the **Sky** crew will broadcast the President Parade live on arrival in Piazza Duomo, the Cathedral Square in Milan, on 18 June 2020 at 8 pm. The **President Parade** is the event that turns the tables on the presentation model of previewing: at the Milano Monza Motor Show presidents and CEO's will get behind the wheel of their models on the starting grid

of the Monza Formula 1 circuit, transforming the traditional salon unveiling into a "round the track unveiling" and for the audience in Piazza Duomo a red carpet parade. The **Journalist Parade**, which leaves Monza at 5.10 pm ending at Castello Sforzesco in Milan, is a new opportunity for the public to get a glimpse of the latest innovations from automobile manufacturers in dynamic mode, this time driven by the most acknowledged Italian and international journalists.

The Sky television broadcast will also present different subjects and interviews concerning automobiles and mobility in detail. Together with Sky TG24, also Sky Sport that will follow the event.

Andrea Levy talks about the Milano Monza Motor Show: *"The partnership with Sky allows the Milano Monza Motor Show to be innovative not only for its dynamic concept and the extraordinary location hosting it, the Monza Autodrome. But, it will be the first Motor Show to give the news on the latest brands and themes of future mobility to a great number of viewers, in a spectacular way."*

Organized in collaboration with ACI, the Milano Monza Motor Show will offer over 14 hours of entertainment for the public every day of the show — The Monza Autodrome, the undisputed temple of speed will designate the 5.8 km Formula 1 track, the 4.3 km high speed Oval track and over 10 km of off- and on-road circuits inside the Park of Monza to automobile and speed enthusiasts.

The audience will have the opportunity to attend **Formula 1** cars shows and the stars of **motorsports**, and visit the stands of automobile manufacturers presenting their **latest innovations** and the **top models** in their range, as well as **test drive** them, including the electrics, not only on-road but also in the area dedicated to the **off-road experience**, all this amidst the greenery in the Park of Monza. The **super cars paddock** and the **motorsports paddock** will exhilarate speed lovers, while an entire area dedicated to **classic cars** exhibiting the most beautiful "automobiles" of all time is to be assembled for enthusiasts of the classic icons.

All the news of the Milano Monza Open-Air Motor Show will be presented on Wednesday 18 December at 12 pm in a press conference to be held in the Palazzo Lombardia press room. The presentation, given by Sky TG24 motoring news presenter, **Massimo Di Pietrantonio**, will be attended by **Andrea Levy**, President of the Milano Monza Open-Air Motor Show, **Giuseppe De Bellis**, director of Sky TG24 news, **Guido Meda**, deputy director of Sky TG24, **Angelo Sticchi Damiani**, President of ACI (Italian Automobile Club), **Attilio Fontana**, President of the Lombardy Region, **Dario Allevi**, Mayor of Monza, and **Andrea Cardinali**, Director General of UNRAE (National Union Representative of Foreign Automobiles).

Expecting 500,000 visitors, over 40 brands and more than 10,000 cars from enthusiasts worldwide, TicketOne is selling tickets for the Milano Monza Motor Show on their website (entire day €20, reduced evening €10), and up-to-date information for the event, taking place from 18 to 21 June 2020 at the Monza circuit, is available on www.milanomonza.com.

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