

**MILANO MONZA MOTOR SHOW THE EVENT OF DYNAMISM  
WITH TWO GREAT SHOWS THE PRESIDENT PARADE AND THE ACI  
HISTORIC GRAND PRIX**

Milan, December 18, 2019

**Milano Monza Motor Show**, the four-day show with a revolutionary twist, where over 40 brands will grace the show with their latest models and expecting at least 500.000 visitors to attend the automobile festival, taking place from 18 to 21 June 2020. Sky Media with its channels SKY TG24 and SKY Sport and its international networks will participate in the show as media partner.

In addition to the premieres presented by automobile manufacturers, including several world-wide dynamic previews, the Sky cameras will focus and capture and reveal three must-see shows. It all starts on the track at the Autodrome with the **Monza President Parade**, Thursday June 18th at 3.10 pm, when the presidents and CEOs of the brands will line up on the grid with the premieres and latest models, delivering a show that will generate emotions similar to a Grand Prix.

The Presidents will then move on to the **Milano President Parade** on Thursday 18 June at 8 pm, where extraordinary testimonials at the wheel of the first showing of the brand new models will parade on the red carpet, in front of a large audience, in piazza Duomo.

Sunday 21st June at 3.10pm is dedicated to the **ACI Historic Grand Prix**, the Formula 1 car exhibition of all eras, organized alongside the Historic Minardi Day, all taking place on the Monza circuit. Present and former F1 drivers, including collectors, will be behind the wheel of these racing legends.

The public will have the opportunity to visit the stands of automobile manufacturers amidst the greenery in the Park of Monza, where they will be displaying the **latest and top models** of their range. The public will also have the chance to **test drive** most of them, including the electric ones, not only on-road but also in an area dedicated to **off-road experience**. The **Super Car paddock** and **Motor Sport 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.

Milano Monza Motor Show and the ACI (Italian Automobile Club) partnership will offer the public over 14 hours of entertainment. The Monza Autodrome, the undisputed temple of speed will make available the 5.8 km Formula 1 circuit, over 10 km of off-road and on-road

circuits and 4.3 km of the high speed oval track to enthusiasts, all this within the grand Park of Monza.

The Milano Monza Motor Show presented its latest news on **Wednesday 18 December** in a press conference held in the Palazzo Lombardia press room. The presentation, moderated by Sky TG24 motoring news presenter **Massimo Di Pietrantonio** and attended by **Andrea Levy**, President of the Milano Monza Open-Air Motor Show, **Angelo Sticchi Damiani**, President of ACI (Italian Automobile Club), Attilio Fontana, President of the Lombardy Region, **Dario Allevi**, Mayor of Monza, **Andrea Cardinali**, General Director of UNRAE (National Union Representative of Foreign Automobiles), including the participation of **Geronimo La Russa**, President of ACI Milan and **Fabrizio Sala**, Vice-President of the Lombardy Region.

Important events and anniversaries, as the **100<sup>th</sup> anniversary of Mazda** and the **90<sup>th</sup> anniversary of Pininfarina**, will certainly enrich the show calendar.

Milano Monza Motor Show aims to become a concept for the future where all publishing groups covering and participating in the event, in constant motion, will be taking part in the **Journalist Parade**. They are currently preparing activities to propose to visitors from 18 to 21 June 2020 at the Monza Autodrome. The parade for journalists starts in Monza at 5.10 pm and ends at Castello Sforzesco in Milan. This is a new opportunity for visitors to admire the very latest models from automobile manufacturers in motion, this time driven by the most accredited Italian and international journalists.

RCS media group will be covering the event with their top newspapers for the first edition of this dynamic show: **Corriere della Sera** and **Gazzetta dello Sport** will choose the greatest sports champions of all time from the different sporting disciplines, whom will be driving along with the testimonials of the automobile manufacturers on the F1 circuit.

The monthly magazine **Auto** will select the institutional Car of the Year award to participate in the Milano Monza Motor Show: the COTY jurors that is, 58 automotive journalists ranging from 22 different nations will be the protagonists of the road to that will take them from the Monza Autodrome to Castello Sforzesco in Milan. The brands, for the international parade, have chosen their premieres and latest models of their range to showcase the festival.

Instead for **Automoto Network** (Moto.it and Automoto.it), the show will be on two wheels on June 18 at the F1 circuit: similar to the automobile event, they will be the ones organizing the two-wheel President Parade dedicated only to the Presidents and CEOs of Italian motorbike manufacturers.

The presence of the following magazines, taking part in the Milano Monza Motor Show, will enrich the media line-up: **Al Volante**, **Auto & Design**, **Autoappassionati**, **La**

**Repubblica, Corriere dello Sport, Motor1, Quattroruote, Gentleman Driver, Automotive News** whose roles will be announced in depth in the coming weeks.

During the press conference FORE, the advertising agency, presented the new Milano Monza Motor Show advertising campaign.

TicketOne is selling tickets for the Milano Monza Motor Show on their website (full ticket €20, reduced ticket €10) and up-to-date information for the event, taking place from 18 to 21 June 2020 at the Monza Autodrome, is available on [www.milanomonza.com](http://www.milanomonza.com).

### **Statements from speakers and institutions**

**Andrea Levy** - President of the Milano Monza Motor Show

*“Milano Monza Motor Show will be the great celebration, a 4-day show with over 14 hours a day of entertainment, an event allowing the public to view Formula 1 super cars and hyper cars in dynamic version and giving visitors the chance to view the best of automobile manufacturers, exhibiting in the Park of Monza. Spectators can view and test drive models, on the various circuits of the Autodrome, of every size and budget ranging from the utility vehicle up to the SUV of the different manufacturers, including ecological ones. A must-see will be the ACI Historic Grand Prix where Formula 1 cars show on the racetrack and the spectacular parade of CEOs who will occupy the entire square of the Duomo in Milan”*ù

**Fabrizio Sala** - Vice-President of the Lombardy Region

*“The Open Air Motor Show in Monza is a big event for the city and for its prestigious Autodrome, where all the manufacturers and lovers of speed will experience extraordinary moments together. 55% of car components are manufactured in Lombardy and the auto show is also a fantastic showcase for our companies that work closely with the biggest automobile manufacturers from around the world. The automotive sector in Lombardy has over 1000 companies, a third of those are Italian, with an annual turnover of 20 billion Euros and over 50,000 direct employees. The show will be a moment of confrontation on the new prospects for the future of this sector with the opportunity to network, meet and share with the entire automotive industry of Lombardy and Italy.”*

**Angelo Sticchi Damiani** - ACI President

*“ACI has decided, to support and contribute towards the realization of MiMo (MilanoMonza), to be the largest and biggest car show in Italy. Our goal, which we share with Andrea Levy, the MiMo President, that this extraordinary event becomes the new*

*European landmark for automobiles and motorists, regaining the role that once was the big Turin Motor Show, and in recent years, the Bologna Motor Show. ACI has a privileged vantage and meeting point among motorists, car companies and the state system. We therefore believe that it is fundamental for international brands to have, thanks to the MiMo, the most prestigious date in Italy, because the fundamental changes taking place are revolutionizing the way we see, buy, use and produce the automobile. These complex transformations have to place the Italian automotive industry in a leading role and must be revealed to motorists and enthusiasts".*

**“Geronimo La Russa – President of ACI Milano**

*“Here in Milan, we at the Automobile Club strongly believed in the possibility of having the Motor Show in this innovative look in the city and in the Monza Autodrome. The intent is to bring the Italian automotive system and its know-how to the centre of the international market. We have supported and will continue to support the event organization in the various phases of the project, paying particular attention to the ACI Historic Grand Prix, a spectacular Formula 1 exhibition of racing cars that have made their mark throughout the ages, a must for the visitors that we are expecting from 18 to 21 June 2020 “*

**Andrea Cardinali - Director General UNRAE**

*“UNRAE (National Union Representative of Foreign Automobiles) - representing the entire automotive industry operating in Italy - welcomes the new edition of the Milano Monza Motor Show, which changes location but not its spirit and objectives, standing out as one of the major profiles for the international automotive sector. Restarting from a new territory like Lombardy is also a sign of wanting to get back into the game, in a challenging, young and open context. Milan and Lombardy - which represent almost a quarter of the national vehicle market, excluding the rental, justifiably, can be considered the engine and driving force of our country in terms of economic and social development, thanks to the listening and comprehension skills, we can transform our market operators' requests into supply. The Milano-Monza Open Air Motor Show is an opportunity for all automobile manufacturers, involved in the fast-paced energy transformation in recent years, to demonstrate their results of the huge investments made in research and development, aimed at reducing environmental emissions and road accidents. The variety of solutions that will be presented demonstrates how only full compliance to the principle of technological neutrality guarantees free and profitable competition and allows innovation to unleash its full potential. From here on, according to UNRAE, another phase in the automobile's future begins”.*

**Dario Allevi** - Mayor of Monza and President of Reggia di Monza Consortium

*“Monza is ready to welcome the Motor Show and become the “capital of motoring” for this big event. We have an organizational machine equipped for big events, which has overcome the Formula 1 Grand Prix and the maxi concerts stress tests at the Park. We will do everything to improve and to ensure effective viability, transport, and urban safety. We expect to welcome the many visitors foreseen with a first-rate tourist offer: tourism has been very positive for some years now, since 2018 tourism has increased in the territory by 14%, thanks to our priceless heritage of history, nature and culture that the Monza brand offers”.*

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