

FROM 29TH OCTOBER TO 1ST NOVEMBER MILANO MONZA MOTOR SHOW

RESTARTING TOGETHER WILL BE A GREAT EVENT

Milan, 11th April 2020

Restarting together will be a great event. For this reason, **Milano Monza Open-Air Motor Show** will take place in autumn, from 29th October to 1st November, transforming Monza's Autodrome into a stage where automobile manufacturers will be able to showcase their new releases of 2020 live.

The president, **Andrea Levy**: *"We hope that by October to be back to our normal pace and to be an occasion for relaunching the automotive sector. In agreement with ACI and ACI Milan, Milan Municipality, Lombardy Region and Monza Municipality we will work to make sure that the event will be a good signal for the restart and that it could include the territory, on top of the automotive sector. It will be 4-day event of dynamic shows, thanks to the parade routes that will pass through the audience and thanks also to the innovative use of the Formula 1 track."*

Even in the autumn version, Milano Monza Open Show Air Show will be the representation of a revolutionary way of planning and organizing motor shows, with the spotlight on its dynamic soul and the reversal of the way car manufacturers' present new models, the pinnacle of which will be the President Parade at Monza on Thursday, October 29th, the parade of previews that will be featured on an entirely dedicated television program.

Dynamic Hub for the Italian automotive system

The representatives of the automotive system will have the opportunity to meet during the Milano Monza Motor Show. Round tables, conferences, summits and presentations in person and live streamed, expanding the target audience that all exhibitor brands will reach. An objective we would like to achieve through direct streaming in which broadcasts and interviews will be planned to reach an even wider audience, throughout Italy.

A dynamic hub that will allow journalists, influencers, sports and movie celebrities to test the brands' new releases on an exclusive circuit, the **media drive circuit**, available from automobile manufacturers: each brand will get 10 minutes in which the model can be tested before going on the Formula 1 track (highway simulation), on the old high-speed ring (bumpy road), and along the avenues of Monza park. A unique location in Europe, combining the excitement of the circuit to the charm of elevated tracks which will be made available for the brands' communication activities.

Angelo Sticchi Damiani, ACI president: *"Right in this moment, so tragic for too many families and difficult for everyone, we have a duty to look forward and think of the future. The necessary postponement of MiMo to the end of October, represents the will to start again to think about*

mobility in the next years to come. Along with Andrea Levy, ACI Milan, Milan Municipality, Lombardy Region and Monza Municipality, we are working to be the first great automotive event in Europe to restart and to offer to the operators and the public, a relevant confronting occasion after this acute phase of the Covid-19 crisis."

Furthermore, the possibility for automobile manufacturers to offer their test models to the public in the test drive area is confirmed, which will feature an area dedicated exclusively to cars with plugs, electric and hybrid plug-ins and another area dedicated to all other types of motorization.

MiMo 2020, an event for families with the magic of the paddocks

Motto: continuous dynamism for 10 hours a day. Parades of premieres, product innovations, electric and plug-in hybrid models will alternate with parades of sports, classics and prototypes.

A show that will have its beating heart in the paddocks next to the pits that will host the stands of automobile manufacturers, partners, motorsport queens, designers, car museums and large private collectors and the owners of supercars for whom there are scheduled parades, rallies and laps on the track, both the parabolic one and the Formula 1 circuit, faithful flag bearers of the dynamic soul of the event.

Food corners and a space dedicated to children will complete the show of Milano Monza Open-Air Motor Show. And just for families, dedicated packages will be offered at a special price to grant access to family members and parking in the Monza park, considering that when the people will go back travelling, they will do so by privileging the car for the first trips. All types of tickets and packages for the October edition of MiMo are available on the TicketOne platform.

The glamorous soul of Milan

The city of Milan will be involved in the event during all 4 days of the show, with dynamic events and exhibitions. An in-depth study on electric mobility will be organized, with a focus on full electric and plug-in hybrid cars.

On the streets of the city, platforms will be installed with novelties, prototypes and supercars from automobile manufacturers in a sort of contemporary open-air museum that will go from Piazza Duomo to the ultra-modern City Life, passing through Sempione Park, via Montenapoleone and Corso Venezia, by the ACI Milan headquarters.

Geronimo La Russa, president of ACI Milano comments: *"We look at Milano Monza Motor show with the desire of savoring again the joy for an event that will involve enthusiasts and families and the relaunching of the automotive sector. It will be an occasion to start again and to show to the world how our territory is able to react and stand up again. The Automobile Club will open the doors of its headquarters in order to welcome the many people that want to retrace the glorious history that links Milan to the motor world for over a century".*

The same locations will be chosen for gatherings of clubs and collectors who will bring over prestigious classic cars, supercars and unique, unattainable models.

Restarting together will be a great event

The huge billboard campaign "Restarting together will be a great event" of Milano Monza Open-Air Motor Show has been rescheduled and will start from the beginning of May, when the restrictions are expected to be eased. The billboards will be visible in the main streets and squares of Milan and Monza, as well as on the pages of the magazines of our media partners. A message of hope and encouragement for Milan and for the entire automotive sector.

On the website www.milanomonza.com you can find all the updates and information for participating in the 2020 edition of Milano Monza Open Air Motor Show, which will take place from October 29th to November 1st.

Barbara Santise Press office barbara.santise@milanomonza.com tel. + 39 3496836354