

## **MIMO CONFIRMED FROM 10<sup>TH</sup> TO 13<sup>TH</sup> JUNE 2021**

### **4-DAY LIVE EVENT ALSO AVAILABLE ON STREAMING**

Milano, 2<sup>nd</sup> April 2021

Milano Monza Motor Show confirms the 2021 edition that will take place from June 10<sup>th</sup> to 13<sup>th</sup>. A decision made in collaboration with institutional partners, with whom a layout has been developed that can guarantee the safety of the public and professionals who will be present, as well as the possibility of watching the event via streaming for those who do not want to and cannot travel to Milan.

**Andrea Levy**, President of MIMO, says: *"The constant contact with the institutions, such as the Lombardy Region and the two municipal administrations, has allowed us to adjust our format in order to make it safe and flexible. MIMO 2021 will be a great opportunity for the whole automotive system, starting from the Press Day on Thursday, June 10<sup>th</sup>, when media, institutions and brands will be able to meet and discuss future partnerships. We are hearing automobile manufacturers, journalists: there is a great desire to restart and we want to be the place to do it, while ensuring maximum safety"*.

The President of the Region, **Attilio Fontana** says: *"Lombardy has confirmed, through numbers, to be a very important territory as far as the automotive sector is concerned. Manufacturers and companies drive the market and this edition of MIMO represents, in a particular period like this, the desire to gain an insight into the most interesting innovations. Everything takes place under the banner of passion and fun, both on the streets of Milan and on the track at Monza"*.

The regional councilor for Innovation and Research, **Fabrizio Sala** from Brianza also points out that *"in spite of the situation, there is a great desire to get going again on the part of everyone, employees and fans alike, always in total safety. We are proud - continues Fabrizio Sala - that these two cities can attract fans and insiders for four days of exhibitions and festivities because Lombardy is a land of innovation, but also of entertainment and attractions in the magnificent world of engines"*.

*"I am satisfied that a solution has been found that will allow people to safely experience the events of the Milano Monza Motor Show 2021 in person, but also remotely via streaming - said the Mayor of Milan, **Giuseppe Sala** - "Milan will be the main attraction of this event with the most innovative models on display along the streets of the center, but especially thanks to the focus on electric and hybrid cars which will be featured in Piazza Castello. The fact that more and more automobile manufacturers are investing in sustainability is a very important signal that gives us hope for the future of the sector and mobility in Milan and in all the cities of the world, a future that can only be green"*.

An event thought as a restart, as pointed out by **Angelo Sticchi Damiani**, President of ACI: *"We greet the MIMO restart with satisfaction, an important signal of recovery from the dramatic pandemic. The event gives us the opportunity to have a wonderful overview of the state of automotive and sustainable mobility, which rekindles the Italian people's passion for*

*cars in all their forms and offers a further opportunity to honor our Monza Autodrome, the epic temple of speed worldwide, on its way to celebrating its 100th anniversary".*

A four-day event with static exhibition of models of automobile and motorcycle manufacturers on the streets of downtown Milan: next to the 100% electric, hybrid, citycar and suv, visitors can also see the prototypes of the car manufacturers and the queens of motorsport, on an almost 3 km walk from Corso Vittorio Emanuele to Piazza Duomo, passing through Via Dante, Via dei Mercanti, Piazza Cordusio and finally Piazza Castello Sforzesco.

In Piazza Castello there will be the Focus Auto Elettriche, an in-depth analysis of the new mobility currently available from automobile manufacturers, with an exhibition of electric and hybrid cars. The same models will be available for test drive for visitors who, in this edition, will also be able to book them in Milan during the event, or request a test drive in their own city, all from the website [www.milanomonza.com](http://www.milanomonza.com)

The website will become an added bonus for MIMO 2021, because it will be the tool through which the models on display and the events will be able to reach users and fans unable to attend the show. Each model on display will have a dedicated page with photos, videos, technical specifications, in-depth information, links to the configuration tools and special offers designed by the brands. All the information visible to visitors in attendance will be made available to the public at home, including those on the models under test. In addition, again from MIMO's official portal, it will be possible to stream everything that will happen in Milan and Monza from June 10<sup>th</sup> to June 13<sup>th</sup>, 2021, including in-depth coverage of each model on display, interviews with presidents and representatives of the automobile manufacturers, and the Premiere Parade on Thursday, June 10<sup>th</sup>.

*"I am convinced that thanks to its innovative format, MIMO will mark an important futuristic turning point in the field of auto shows. In fact, fans will be able to follow it both live, in-person, and through streaming and virtual technology. These various possibilities, combined with the charm and history of the locations, will allow the event to be eclectic and multifaceted, attractive to automobile manufacturers and captivating for the hundreds of thousands of people who will be able to follow it from all over the world. For this reason, I believe that MIMO will be a unique example of its kind and an opportunity to relaunch the automotive industry, the national economy and our territory, which hosts it,"* says **Geronimo La Russa**, president of Automobile Club Milano.

A hybrid event that, while maintaining its commitment to the in-person experience, is backed up by the exponential spread of technology, reaching even those enthusiasts who will not be able to experience a live walk through the exhibition platforms in the center of Milan.

**Michele Crisci**, President of UNRAE: *"MIMO reignites enthusiasm in a sector hit by a major crisis this year. Automobile manufacturers are and will be the players in pole position to lead the restart with a revolution in mobility. UNRAE, therefore, warmly welcomes the re-launch of this important initiative, which proves to be one of the major international stages for the automotive sector".*

This is echoed by ANFIA General Manager **Gianmarco Giorda**: *"The confirmation of MIMO can only be seen as excellent news for the companies in the Italian automotive supply chain represented by us, which, despite the critical issues generated by the ongoing pandemic, is facing an important production transition in which it is playing the role of technological forerunner, with major investments in innovation. The event, besides giving a positive message of recovery, will be an opportunity to appreciate the state of the art of the most advanced solutions with low environmental impact and high safety standards in the sector, with the unfailing contribution of creativity and elegance of the masters of Italian car design, the companies of the ANFIA Coachbuilders and Designers Group. Finally, we confirm our commitment to take part in the event with a number of teams from Formula SAE Italy, the educational event organised by us, a major motorsport attraction, scheduled to take place at the Varano de' Melegari circuit from 14<sup>th</sup> to 18<sup>th</sup> July, in compliance with anti-Covid safety protocols"*.

Alongside the static exhibition in Milan, which will take place on 10<sup>th</sup> June, there will be the dynamic part on the track, at the Monza Autodrome: on Friday 11<sup>th</sup> June there will be the Journalist Parade who, on board the brands' new cars, will ideally unite Milan and Monza with the parade that will pass through the center of Monza and arrive at the Autodrome circuit. Saturday and Sunday will be dedicated to parades and track activities for collectors and clubs.

**Dario Allevi**, Mayor of Monza: *"The confirmation of MIMO in June is an injection of optimism. It is an opportunity to regain possession of our Autodrome, an icon of speed, technology and innovation recognized in Italy and worldwide. Monza and Brianza are united by a single passion, speed. A "red thread" that binds this common love for engines and motorsport to the "Temple of Speed" that will celebrate its 100<sup>th</sup> anniversary next year. The track, one of the oldest and most famous circuits in the world, has become a legend of motorsports, also thanks to its location within the Park that provides a unique setting. The Milano Monza Motor Show is a great sporting and economic opportunity to make this event known to a wider audience. Despite all the difficulties that the pandemic has put us through, thanks to the teamwork between institutions that in Lombardy in recent years has become a real "working method", we have managed to keep the event alive because we could not let our territory lose this opportunity"*.

**Giuseppe Redaelli**, President of National Monza Autodrome: *"MIMO will not lose its dynamic soul, thanks to Monza Autodrome. We have demonstrated over the past year that we are able to organize track events with the highest standards of health safety for participants. We therefore hope that in June the national regulations will allow us to enrich the experience of the public thanks to the activities planned on the F1 track and the High-Speed ring at the Temple of Speed. The appeal of the circuit's name, known internationally and just a few months after the Formula 1 Italian Grand Prix, will allow MIMO to gain international notoriety, a recognition that the event deserves for its innovative character."*