

**MORE THAN 50 CAR AND MOTORCYCLE BRANDS EXPECTED TO ATTEND THE 2ND
EDITION OF MIMO 2022
EXHIBITION IN DOWNTOWN MILAN AND DYNAMIC PASSION IN MONZA**

Milan, November 16, 2021

The 2nd edition of the MIMO Milano Monza Motor Show, which **will be held from June 16th to 19th, 2022**, will feature previews and novelties from more than 50 car and motorcycle brands.

The conference, which took place at HQ Pirelli, opened with a greeting from **Marco Tronchetti Provera**, executive vice president CEO of Pirelli and strong supporter of MIMO.

MIMO 2022 will take place between the cities of Milan and Monza, maintaining its characteristic format, which is free to the public, who will be able to admire the models displayed on platforms all the same as they stroll through the streets of downtown Milan, as well as in the pits and on the track at the Autodromo Nazionale Monza.

Andrea Levy, President of MIMO: *"The public attending the 2nd edition of MIMO Milano Monza Motor Show, in addition to seeing the new cars on display in the center of Milan and in the pits at the Autodromo di Monza, will have the opportunity to try and buy electric and hybrid models. On Saturday, June 18th and Sunday, June 19th, the public will also be able to go into the Autodromo free of charge and admire the supercar parades on the calendar, as well as the crews of the 1000 Miglia. MIMO 2022 strives to be a popular quality event, and the decision to move the event to the following week after schools are closed is so that the event can be a driving force for commerce and tourism through a higher involvement of young people and families."*

Milan, the glamorous side between the exhibition, Premiere Parade and test drive with sales to the public

Thursday, June 16th at 7 pm in Piazza Duomo there will be the **Premiere Parade**. The dynamic presentation of previews on the red carpet will be driven by ambassadors or the managers themselves. A fashion show that will unveil the brands' newest products and become a video that will be shared with international media and markets.

During the 2022 edition, the Electric Car Focus will be a test drive and direct sales area: visitors will be able to buy electric and hybrid models that have been road-tested on ordinary roads in the center of Milan. An effective meeting opportunity for car manufacturers and the public that fits into the project, called for by politics and the automotive industry, of renewing the cars owned by citizens, a process for which MIMO aims to be an important driving force.

Monza, the heart of dynamic passion Saturday, June 18th and Sunday, June 19th, 2022
On Saturday June 18th and Sunday June 19th the spotlight will turn on Monza and the Autodromo, the heart of MIMO's dynamic passion. A weekend marked on a calendar that, in addition to the display of the manufacturers' latest products in the 20 available pits, includes events with more than 2,000 supercars, hypercars, and fine classics, all expected in the courtyard and halls of Villa Reale, the Monza headquarters and hub of MIMO 2022.

From the collaboration with 1000 Miglia comes the **Trofeo MIMO 1000 Miglia**, the time trial on the Formula 1 track in which the more than 300 supercars registered in the dynamic events of the MIMO calendar will compete on Saturday, June 18th, 2022. The partnership between MIMO and 1000 Miglia will represent a cross-over, an evocative meeting between the latest technologies and automotive innovations of the brands and the world of classic cars. On Sunday, June 19th, it will be time for the Cars&Coffee dreamcars, that will arrive from all over Europe for a glamorous and adrenaline-filled meeting between the streets of Monza and the Formula 1 track.

All information on the Trofeo 1000 Miglia will be available soon at www.milanomonza.com, as well as the latest updates on all other dynamic events and the 2nd MIMO Milano Monza Motor Show.

STATEMENTS BY PARTICIPANTS IN THE OFFICIAL PRESENTATION

Giuseppe SALA – Mayor of Milan

"Milan, along with MIMO, is a candidate to become one of the capitals of the automotive system, an international meeting point in which to talk about cars integrated in a concept of sustainable mobility on an environmental and economic level. Milan proves once again to be a laboratory of good practices, of conscious choices, and is ready to welcome with competence and enthusiasm all the operators who will be coming in June for MIMO 2022, combining the celebration for the public with moments of reflection and discussion concerning mobility in the coming future."

Dario ALLEVI – Mayor of Monza

"With the second edition of MIMO, the green light comes on at the Autodrome: Lombardy starts its engines and starts racing again. The year 2022 will be the 100th anniversary of the Temple of Speed, which has become a legend of motor sports also thanks to its location within the Park, which provides unique backdrop. A space that will be filled with content, in addition to the Formula 1 GP, "our" GP. This will be the quest for the centennial year to which MIMO can give an important boost."

Fabrizio SALA – Councillor for Education, University, Research, Innovation and Simplification for the Lombardy Region

"Automotive has been confirmed as one of the most important sectors for Lombardy, and with events such as the Milano Monza Motor Show, in addition to revealing all of the most interesting new cars and motorcycles, we will be able to breathe new life into all of the companies working in the sector, excelling in innovation and technological research that we are happy to have in our region. We are proud that Milan and Monza, especially in the year we celebrate the 100th

anniversary of the Autodromo Nazionale, will be able to attract enthusiasts and insiders for four days of exhibitions and festivities, as Lombardy is a land of futuristic technology, but it also provides entertainment and attractions in the world of motors."

Martina RIVA – Councillor for Sport, Tourism and Youth Policies for the City of Milan

"Milan is ready to welcome the 2nd edition of MIMO Milano Monza Motor Show, an event that has shown, thanks to its focus on electric and hybrid models, that it knows how to look to the future and sustainability. Events like this turn the spotlight on the city and are crucial for the tourism and trade sectors, which need continuous input to really get going again. It makes us proud to be the venue for one of the international events that is unmissable on every automaker's calendar and which we will have the pleasure of hosting from June 16th to June 19th, 2022."

Marco Tronchetti PROVERA – Executive Vice President and CEO Pirelli

"This second edition of the Milano Monza Motor Show testifies to the willingness of the entire automotive supply chain for a restart. It is time to look ahead by focusing both on the new technologies that are transforming the automotive world, including the world of supercars and motorsport. All of which are at the heart of the event and also of Pirelli's strategy. This is why, with great pleasure, we have once again decided to host a preview of the exhibitor, knowing well that it will be an important opportunity to enhance the automotive industry and the territory of Milan, where Pirelli was first established 150 years ago and where it continues to have its heart."

Angelo STICCHI DAMIANI – President of ACI

"The first edition of MIMO despite the constraints due to the pandemic, affirmed the brilliant intuition of its concept and confirmed the great interest in the automotive world. Therefore, we are happy to actively participate in the second edition of MIMO with the Monza Autodrome as one of the leading players in the celebration of its 100th anniversary. The car is entering a new life of ever-increasing sustainability, for the environment, for road safety and for ease in its use thanks to the digital transition. MIMO offers us a formidable stage where the passion and future of mobility, the beauty of forms and the functional and sustainable evolution of vehicles coexist. For this reason, ACI wholeheartedly continues its collaboration with Andrea Levy's project, which between Milan and Monza puts the automobile and the evolution of mobility at the center."

Giuseppe REDAELLI – President Autodromo Nazionale Monza

"The reconfirmation of our circuit among the key players in the event highlights that the Temple of Speed was able to meet the expectations of the organizers and automakers in the previous edition. One step away from its centenary, the Autodrome thus proves once again to be a favorite place to host any kind of event, motoring or otherwise: from races to historical celebrations, passing through exhibitions, parades and rallies.

What's more, in 2022, thanks to the collaboration between MIMO and 1000 Miglia, the circuit will become the prestigious stage for the world's most important regularity race, and we should be extremely proud of this. Our hope is that this new format will provide MIMO with even greater resonance than in 2021 and can bring a large number of fans to the Autodrome and to an event that is finally unrestricted to the public."

Geronimo LA RUSSA – President of ACI Milan

"Already since its first edition, MIMO has proven to be an important cog in the recovery of an industry severely affected by the pandemic and, with its innovative format, an interesting event that has polarized the attention of automotive enthusiasts from all over Europe. On its debut, it has already become an important reference point for manufacturers and for those who in attendance or remotely have followed the events and admired the previews on display. In 2022 we will be able to do even more because we will open the gates of the Autodrome to the public to celebrate all together the 100th anniversary of the Temple of Speed."

Beatrice SAOTTINI – President 1000 Miglia Srl

"In a year, 2022, in which we are celebrating important anniversaries, from the centenary of the Monza Autodrome to the ninety-five years since the first 1000 Miglia in 1927, we at 1000 Miglia Srl with the total support of the Automobile Club of Brescia - the sole shareholder of our Company - and its President Aldo Bonomi, we are preparing to organize our tenth edition of the most beautiful race in the world and consolidate its value, treasuring the founding values inherent in its DNA and from which the activities established under the aegis of Freccia Rossa cannot be separated. In this context, I am particularly pleased to underline the relevance of the collaboration between the 1000 Miglia 2022 and MIMO: a further and important opportunity to bring together the history, the innovation brought to the road, the futuristic vision and the daring spirit of competition represented by the cars eligible for the 1000 Miglia with the progress, research and advanced technology of Hypercars and Supercars. Being able to do this inside the iconic Temple of Speed is the added value that makes us come full circle, with virtuous partnerships that will be enjoyed by spectators and enthusiasts who, like all of us, love and admire the motor-powered jewels of yesterday, today and tomorrow."