

**MIMO UNITES ITALY'S THREE MOST AUTOMOTIVE REGIONS
THE START OF THE TROFEO MIMO 1000 MIGLIA ON SATURDAY, JUNE 18TH
FROM TURIN, MILAN AND VARANO DE' MELEGARI**

Milan, March 29, 2022

Registration is officially open for entries to participate in the Trofeo MIMO 1000 Miglia, the most adrenaline-pumping event on the MIMO Milano Monza Motor Show calendar, which on Saturday, June 18th, 2022, will give owners of modern supercars and hypercars the chance to see the exciting 1000 Miglia crews in action, challenging each other in the same time trial around the twists and turns of the Monza Autodrome.

Three starting regions have been designated for the dynamic MIMO event: Piedmont, Emilia Romagna and Lombardy, the three regions that have cars in their DNA and that with MIMO and the Centennial of the Monza Autodrome they will be united, ideally, at one big event, a national celebration of motoring passion. Turin, Varano de' Melegari and Milan will be the meeting points for collectors. The Swiss Maison Chopard will be center stage at the final evening to be held at the Autodromo Nazionale di Monza during which it will award the overall winner and category winners of the Trofeo MIMO 1000 Miglia.

Simona Zito, General Manager Chopard Italia: *"The partnership with the Trofeo MIMO 1000 Miglia strengthens the link between Chopard and the world of gentlemen drivers, perfect ambassadors of a style and a history that our Maison has maintained since its founding: elegance and precision."*

The Trofeo MIMO 1000 Miglia came from the partnership between the MIMO Milano Monza Motor Show and the 1000 Miglia, which on Saturday, June 18th, 2022, between the paddocks and the track of the Temple of Speed, will create an unforgettable spectacle by bringing together the world of the classic as represented by the crews entered in the 1000 Miglia, who will be engaged that day in the fourth and final round of the race, and the MIMO automobile manufacturers who will display their newest and sportiest models in the pits and on the track.

To enter the Autodromo Nazionale di Monza, you will need to have the **MIMO Pass**, the free electronic ticket that will guarantee visitors not only access to the grandstands and paddock at the Autodromo in Monza, but also access to test drives in downtown Milan, as well as a series of agreements and discounts for transportation, museums, hotels,

restaurants and sports facilities. Just fill out the form which is already online at www.milanomonza.com/mimopass to get your nominal MIMO Pass.

Dario Allevi, Mayor of Monza: *"In a year in which we hope there will be the opportunity to celebrate, MIMO has included the city of Monza in its dynamic events, which will bring an incredible spectacle to the streets of the city and allow collectors participating in the Trofeo MIMO 1000 Miglia to experience the wonders of Monza. In the centennial year of the Autodrome, this is another opportunity to turn the spotlight on our city. The historical center, the Villa Reale and our Temple of Speed, home of the Grand Prix, will once again be the stars of the show, thanks to the most prestigious automobile and motorcycle brands participating in the 2nd edition of MIMO Milano Monza Motor Show. It is a source of great pride for us to contribute to the revival of such a strategic sector for our country, which, inevitably, in the pandemic period has suffered a sharp decline."*

Giuseppe Redaelli, President of Autodromo Nazionale Monza: *"June 18th, is the day when MIMO and 1000 Miglia will meet in the Temple of Speed which marks 100 years to the day since the Circuit was first founded, a day to be remembered by all fans. The combination of classic and modern, which encapsulates the spirit of the collaboration and the Trofeo MIMO 1000 Miglia, represents what the Autodrome is all about, a historical facility that keeps up with the times and continues to be innovative."*

Collectors departing from Milan will meet at the Corso Venezia headquarters of ACI Milano, a partner of the Trofeo MIMO 1000 Miglia, where, along with breakfast, they will be able to complete all accreditation procedures, including those useful for the issuance of the sports license required to participate in the Trofeo MIMO 1000 Miglia. The convoy will then leave for the parade that will lead it through the heart of Milan, passing through Via Monte Napoleone and Piazza Duomo, before setting off for Monza for a showcase in front of Villa Reale and then to the Autodromo for lunch. A tour of the grandstands, the automobile manufacturers' pits and the paddocks dotted with models from the 1000 Miglia, and then it's off to the track to play for first place position in the timed trial on the track.

Geronimo La Russa, President Automobile Club Milan: *"ACI Milano has supported and promoted MIMO Milano Monza Motor Show from the very beginning and stands by it in all its many exciting initiatives, organized to enhance the city and the entire Milanese world of automotive culture. This year we are particularly excited to also be able to host the many collectors and enthusiasts who will depart from our headquarters in Corso Venezia for a wonderful tour that will see them taking part in the Trofeo MIMO 1000 Miglia and passing through the iconic Piazza Duomo."*

Enthusiasts who have chosen Emilia Romagna as their starting point will meet at the Dallara Academy in Varano de' Melegari, where they will experience the thrill of setting off on the tour and following the 1000 Miglia official crews as they depart for the last leg of the world's most beautiful race. A tribute to Villa Reale, with a lap around its fountain, and then lunch with a view of the Autodromo Nazionale di Monza track, to enjoy the remaining passage of the crews in the last leg, and a ride through the pits and turns, before becoming protagonists of the Trofeo MIMO 1000 Miglia in the test with the pressure switches.

As for the Piedmont side, the meeting point is in Piazza Vittorio Veneto, where participants of the Trofeo MIMO 1000 Miglia will gather for the car display and distribution of gift bags and personalized stickers. The cars themselves will be a dynamic spectacle that will pass through Via Roma, Piazza San Carlo and Piazza Castello, where they will warm up their engines before departing for Villa Reale in Monza. In front of the splendid Habsburg palace, the gentleman drivers will perform a parade, before departing for the Monza Autodrome for lunch, after which they will be able to enter the automobile manufacturers' pits thanks to their exclusive Trofeo MIMO 1000 Miglia passes. Time to parade on the old elevated tracks of the Autodrome's High Speed Ring and relive the epic thrills of motorsport in black and white, and then it will be time for the race, with the timed trial on the track.

Andrea Levy, MIMO patron and creator of the Trofeo MIMO 1000 Miglia: *“MIMO Milano Monza Motor Show has always been a supporter of great collaborations. Like the one with the 1000 Miglia, which established Trofeo MIMO 1000 Miglia and brings together Piedmont, Emilia Romagna and Lombardy in the name of passion, with the three convoys of our Trofeo meeting at the Monza Autodrome”.*

At www.milanomonza.com, in addition to downloading the MIMO Pass, you can find more information about the Trofeo MIMO 1000 Miglia, the programmes of the three special tours departing from Milan, Turin and Varano de' Melegari, and their respective entry forms.

Barbara Santise, MIMO Press Office 3496836354 barbara.santise@milanomonza.com