

**RAI AND MIMO MILANO MONZA MOTOR SHOW TOGETHER AGAIN
MEDIA PARTNERSHIP AGREEMENT SIGNED FOR THE 2022 EDITION**

Milan, 20th April 2022

RAI and MIMO Milano Monza Motor Show signed a media partnership agreement for the 2nd edition of MIMO, which will take place June 16th-19th, 2022 in Milan.

Rai Pubblicità is back for 2022 with “Progetto Fiere” in the wake of last season's success. The advertising agency for public TV will be present at the MIMO Milano Monza Motor Show for its second consecutive year.

500,000 visitors are expected in downtown Milan for the 2nd edition of MIMO, where they will see an open-air display of new cars and motorcycles from more than 50 car and motorcycle makes, along with a spectacular dynamic unveiling of previews in Piazza Duomo at the Premiere Parade on opening day (Thursday, June 16th, 2022). Alongside the exhibition in Milan, visitors will experience an adrenaline-fueled weekend at the Autodromo di Monza where the celebration of its centenary will take place, with the final stage of the 1000 Miglia passing through, the Trofeo MIMO 1000 Miglia, and several supercar and hypercar meetings.

The free MIMO e-ticket pass will give visitors access to all areas of the event, such as the test drive area in downtown Milan and entry to the paddock and grandstands of the Autodromo Nazionale di Monza, as well as a series of conventions and discounts on transportation, museums, hotels, restaurants and sports facilities. Just fill out the form that is already online at www.milanomonza.com to get your MIMO Pass.

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