

**CAR OF THE YEAR INTERNATIONAL JOURNALISTS AT MIMO
SPECIAL ENTRANCES TO MILAN CATHEDRAL AND MUSEUMS THANKS TO MIMO
PASS**

Milan, April 28th, 2022

Car of the Year jurors will meet for the 2nd edition of MIMO. On press day, Thursday, June 16th, automotive journalists from 23 European countries, who annually award the prestigious Car of the Year, the prize for the best car launched on the market in Europe, will be participating in an international meeting with representatives of exhibiting makes.

COTY international journalists will also be spectators at the **Premiere Parade**, the parade of previews and novelties that will parade the red carpet in front of the Duomo, led by representatives of the exhibiting brands and ambassadors. The Premiere Parade will become a video, a spot sent to editorial offices across Europe who will learn about the innovative format of the dynamic unveil of the previews proposed by the car and motorcycle manufacturers participating in the 2nd edition of MIMO.

The Premiere Parade in Piazza Duomo on Thursday, June 16th will be a spectacular event open to the public who, in order to attend the parade, must be in possession of the MIMO Pass, the free and nominal pass that is already available for download from the www.milanomonza.com website, and will guarantee its holder entry to all areas of the Milano Monza Motor Show, including also to the test drive area next to Parco Sempione, open from June 16th to 19th, and to the paddocks and pits of the Autodromo Nazionale di Monza.

Thanks to the collaboration with the **Veneranda Fabbrica del Duomo**, the MIMO Pass will also be a passepartout for visiting the Monumental Complex of the Duomo of Milan, allowing holders to take advantage of special and favorable conditions, such as the special evening opening on Thursday, June 16th, 2022 until 10 p.m.

In addition, all holders of the free nominal MIMO Pass code (available for download from www.milanomonza.com/mimo-pass), will be guaranteed discounts for visits and the possibility to skip the line at the entrance to the Monumental Complex for the duration of the event, June 16th-19th.