

OVER 40 MAKES AND 500,000 VISITORS AT THE 2nd EDITION OF MIMO WEEKEND PROGRAM AT AUTODROMO DI MONZA UNVEILED

Milan, 7th June 2022

Fifty automobile and motorbike brands have confirmed their participation in the 2nd edition of the MIMO Milano Monza Motor Show, which will be staged from 16 to 19 June.

Aiways, Alfa Romeo, Alpine, Aston Martin, Automobili Amos, Automobili Lamborghini, Bentley, Chevrolet, Citroën, Dallara, Dodge, DR, DS, Energica, EVO, Ferrari, Fiat, Harley Davidson, Honda auto, Honda moto, Hyundai, ICKX, Jannarelli, Jeep, Kawasaki, KIA, Lancia, Leasys Rent, Lexus, Mazda, McLaren, Mercedes-Benz, Mitsubishi, Mole Urbana, MV Agusta, Nissan, Opel, Pagani, Peugeot, Pirelli, Ram, Seres, Soriano Motors, Sportequipe, Suzuki, Toyota, Touring Superleggera, XEV, Zagato, Zero Motorcycles.

Andrea Levy President of MIMO Milano Monza Motor Show: *"The 2nd edition will be a celebration with free access for the public, who will be able to stroll among the platforms where the latest novelties from automobile and motorbike manufacturers will be on display. The highlight will be the Premiere Parade on Thursday 16 June at 7 p.m. on the red carpet around the Duomo, the spectacle that will bring to the public from the most sustainable of citycars to the most exclusive and high-performance hypercars. Another big event will be at the Autodromo Nazionale di Monza on Saturday 18 June, starting at 11 a.m., when the 1000 Miglia crews will start arriving, followed by the supercars of the Trofeo MIMO 1000 Miglia".*

More than 500,000 visitors are expected at the 2nd edition of MIMO, thanks also to the agreement with Frecciarossa that will allow those who download the MIMO Pass on www.milanomonza.com to travel on all *Frecce* towards Milan with a discount of up to 50% during the week of the event. The MIMO Pass will grant its holders entry to the MIMO test drive area where they will be able to try out models of Aiways, Alfa Romeo, Citroën, DS, Fiat, Honda, Hyundai, Jeep, Lancia, Mazda, Mitsubishi, Nissan, Peugeot, Seres.

On 16 June 2022 at 10 a.m. MIMO will start with the ribbon-cutting ceremony in front of the hospitality **MIMO Center**, the event's headquarter that will be located in Piazzetta Reale, inside Piazza Duomo, next to the RAI stand. The inauguration, in front of the media, managers of the exhibiting automobile and motorbike manufacturers, political and automotive institutions, will mark the start of the press day.

The climax of the first day of MIMO will be at 7 p.m. with the **Premiere Parade**, the dynamic unveiling of new products and previews presented and led by the presidents and CEOs of the exhibiting brands. In this 2nd edition, the Premiere Parade will be opened by Horacio Pagani and the Mayor of Milan on board his latest hypercar, who will lead the convoy of managers in a double lap around the Duomo, amidst two wings of the crowd to crown the celebration.

Open-air and free exhibition programme in the streets of downtown Milan

The public will be able to see the automobile and motorbikes on display in the downtown Milan free of charge from Thursday 16 to Sunday 19 June 2022, with extended hours from 9 a.m. to 11 p.m.

Piazza Duomo, Corso Vittorio, Via Mercanti, Via Dante and Piazza della Scala will be the heart of the static exhibition, a walk in which each platform will have a QR code that, when framed, will link directly to a page on the MIMO website, on which the public will be able to find all the technical information about the model, images, videos and any promotions devised by the brand exclusively for MIMO week.

Road tests of new cars in the Test Drive Area in viale Gadio

In the Test Drive Area organised in cooperation with **Enel X Way** in viale Gadio, adjacent to the Castello Sforzesco, open to the public from 16 to 19 June from 9 a.m. to 7 p.m., visitors will be able to find more than 30 models proposed by manufacturers covering all technologies (100% electric, hybrid and thermal with low environmental impact) available for a road test. These models will also have a QR code with all the relevant information, which will also be useful for booking a test drive during MIMO or in the future, at the local dealer anywhere in Italy.

Conference 'Research and innovation, the future of mobility' Friday 17 June 2022

The 2nd edition of MIMO aims to be an arena in which to explore important topics salient to the entire automotive sector, and it will do so by inviting the most authoritative speakers to the international conference 'Research and Innovation, the Future of Mobility', organised in collaboration with the Lombardy Region, to be held at the Auditorium Testori in Piazza Città di Lombardia in Milan on Friday 17 June. The conference will feature four panels: *Towards 2035, what can the Italian automotive lobby do?*, *Integrated mobility between cities and countries, a two-speed Italy*, *What shape will the car be in 20 years?*, *BLOCKCHAIN, NFT, METAVERSO and IoT, What are they and how will they innovate and expand the automotive world, from dream to utility*.

To attend the conference in person, it will be possible to register for the panels at www.milanomonza.com by filling in the appropriate form, choosing which of the discussions to attend or choosing to follow the entire conference.

The **conference 'Research and Innovation, the Future of Mobility'** will be streamed in dual language, Italian and English, on www.milanomonza.com and on the Regione Lombardia portal, and in attendance will be an audience of journalists, including foreign correspondents not only from the automotive world, but also from economics, finance and new technologies. In order to enable foreign spectators in attendance to follow the proceedings, simultaneous translation tools will be made available.

Dynamic events at Monza and the Autodromo Nazionale Monza with free admission

On Saturday 18 and Sunday 19 June 2022, Monza and the Autodromo will light up with dynamic and four-wheel passion packed into a completely free programme for the public in possession of the MIMO Pass.

On Saturday 18 June, the people of Monza and visitors will be able to watch the passage of the 40th edition of the historic 1000 Miglia in the fourth and final stage of the race: the crews will start entering the Autodromo at 11 a.m., preceded by the Ferrari Tribute parade, to run the last timed trial until early afternoon.

At 3.00 pm on Saturday 18 June, the MIMO 1000 Miglia Journalist Parade will also take place, the parade of the most accredited automotive journalists who, driving the latest cars of the automobile manufacturers taking part in MIMO, will have the opportunity to take a lap of the track and the flyovers of the Temple of Speed at the same time as the crews of the 1000 Miglia will be taking part in their timed trial.

At 6.00 pm the supercars and hypercars of the Trofeo MIMO 1000 Miglia from Turin, Milan and Varano de' Melegari will arrive: after parading at Villa Reale, the crews will take part in the same time trial as the 1000 Miglia crews did shortly before.

Sunday 19 June will be an open day for owners of supercars and hypercars at the Autodromo Nazionale Monza: enthusiasts will be able to sign up for dedicated trackdays from 9 a.m. to 6 p.m. to race their cars on the track in reserved 25-minute slots. Special Guest of the trackday will be Pagani, who will be hot-lapping the track with its hypercars in the morning and afternoon. Closing this adrenaline-filled day will be the parade of Cars&Coffee, the international gathering of enthusiasts and collectors of hypercars and dream supercars.

During the entire weekend, the city will host the MIMO Village - Iliad Vertical Urban Tour in Piazza Trento e Trieste, which, in collaboration with Discovery Italy, will provide entertainment in the centre of Monza with a programme covering sport, food, TV, concerts and music; the pits at the Autodromo, on the other hand, will be set up during the weekend with previews and models on display from the brands taking part in MIMO and will be open to the public from 9 a.m. to 7 p.m.



MIMO Pass, the essential tool for enjoying the spectacle of MIMO 2022 in 360°

The free MIMO Pass e-ticket will give visitors access to all areas of the event, such as test drives in the centre of Milan and entrance to the paddock and grandstands of the Autodromo Nazionale di Monza.

For visitors with a passion for culture in the round, as well as for motorsports, the MIMO Pass will guarantee discounted entries to the main museums of Milan and Monza: by downloading the free electronic accreditation from the website www.milanomonza.com, visitors will be able to take advantage of discounts for entries to Milan Cathedral, the Civic Museums of Milan and Monza, and many others, as well as receive dedicated discounts for hotels, transport and sports facilities.