

Press release

THE MOTOR SHOW IS BACK ON TRACK!

**From 2 to 10 December 2017,
join us for the new edition of BolognaFiere's automotive Show!**

Milan, 19 June 2017 – A fully immersive passion! Last year the Motor Show enthusiastically accepted and won its comeback challenge and now it is time to introduce the new edition, which will be held from 2 to 10 December 2017 at BolognaFiere. Today, 19 June, we were proud to present the 2017 edition of the show to the media and to automotive professionals at the Excelsior Gallia hotel in Milan.

Antonio Bruzzone, General Director of BolognaFiere, welcomed the audience and introduced the press conference: “2016 was a great year for BolognaFiere, we had about 40 exhibitions in different business sectors. We wish to maintain our traditional role in promoting the local economy and the national economic system as a whole. This year we will confirm our leading role in the automotive industry with another outstanding edition of the Motor Show, in the crucial area of the Motor Valley”.

“The success of the 2016 edition provides an additional source of motivation for us and confirms the role of the Bologna Motor Show as the key Italian event for the automotive industry – said **Rino Drogo, Director of the Motor Show** – We are planning to create an even bigger edition for 2017, with more visitors and more exhibitors. As always, the Motor Show is designed as a visitor-oriented event that offers a highly engaging experience: the car show goes hand in hand with races, test drives, heritage, information, culture and innovation. The Motor Show represents the link between the brand and the consumer”.

Today's presentation was moderated by journalist Roberto Rasia dal Polo. Antonio Bruzzone's and Rino Drogo's remarks were followed by contributions by Gianmarco Giorda, Director of ANFIA (Italian Association of the Automotive Industry); Romano Valente, General Manager of UNRAE (National Union of Foreign Car Representatives); Gian Primo Quagliano, President of Econometrica and of the Motor Show's Promotor Study Centre; and Carlo Cavicchi, External Relations Manager for the magazine Quattroruote.

Many Italian motorsport celebrities attended the conference as well: Mirko Bortolotti, a Lamborghini Factory Driver born in 1990 and a symbol of pure adrenaline; Paolo Andreucci, winner of nine Italian Rally Championships; Simone Furlotti, rising star of the Italian motocross world, currently ranking second in the MX2 European Championship after winning the tournament's final race, which took place in Russia just two Sundays ago; and Vanni Oddera, who needs no introduction, since the freestyle super-champion already mesmerised the 2016 edition attendees with his amazing motorcycle performances.

The Motor Show is now getting ready to wave the chequered flag again with a new edition that will offer plenty of surprises. The 2016 event was a complete success, but we will not rest on our laurels: we are already designing new formulas for the upcoming edition, starting from the suggestions that emerged from our audience and visitor satisfaction survey.

The 2017 Motor Show vows to do even better than the 2016 edition, with more sport events, more car shows, more races and more stunts, also thanks to its prestigious partners that represented the entire Italian automotive world and supply chain: ACI Sport, ANFIA, Autopromotec, Econometrica, UNRAE.

“The Motor Show aims at involving the whole automotive production chain and proves crucial for all the parts represented by our Association, from vehicle makers to component specialists, including the aftermarket, car repair and designer sectors – stated **Gianmarco Giorda, Director of ANFIA**. A special relevance is given to innovative mobility solutions, from devices for connected cars to self-driving technologies and to the introduction of new materials, in order to let our visitors experience the invaluable know-how and the sophisticated specialization areas which make our production chain competitive and ready to face future challenges”.

“Bologna and the whole 'via Emilia' boast an extremely strong automotive tradition. The Motor Show offers people and families the opportunity to live this passion by seeing, touching, trying new models and new technologies – added **Romano Valente, General Manager of UNRAE**. – This type of first-hand experience promotes the replacement of our visitors' own cars, thus creating opportunities to help improve safety and environmental issues. The car makers that are members of UNRAE and will exhibit at the 2017 Motor Show will illustrate the evolution of technology towards the mobility of tomorrow”.

The 2017 show will maintain the format introduced in the previous edition, where cars and mobility took centre stage through identical booths for all makers. Area 48 will welcome the audience with new technical and safety features to allow for maximum performance during races.

Historic motoring will be the star of the 2017 edition through the evolution of the “Passione Classica” pavilion, which will display racing models from the most prestigious Italian museums – cars that shaped the history of motorsports through the most legendary and fascinating competitions of the past. The pavilion will also host renowned private collectors and AcI Storico and ASI brand registries. In honour of a timeless passion, historic cars will also reach full speed once again during the Historic Formula 1 and Historic Challenge races.

The 2017 edition will also introduce the “Passione Classica Marketplace”, a pavilion dedicated to the trade of vintage cars, motorbikes and spare parts.

The Motor Show aims at being the key event for young people and car talents through the crucial collaboration with Italian universities that excel in the automotive field. Students will have the opportunity to display the prototypes they designed at their universities and drive them on the tracks. Stefano Moro, a student at the Politecnico in Milan, bears witness to this winning idea: after he and his team participated in the 2016 Motor Show with a single-seat Formula SAE prototype, he is now getting ready to drive their creation on track at the 2017 edition.

The 2017 Motor Show will also see the return of inside and outside areas dedicated to both cross and racing motorcycles, featuring over a hundred motorbike racers who will attend the BolognaFiere event. We are also proud to announce the participation of the Ministry of Defence with the four Armed Forces: the Army, the Navy, the Air Force and the Arm of the Carabinieri.

The show is traditionally tied to the city of Bologna and to its territory and stretches outside the fair district as well through the "Motor Show OFF" events organized in cooperation with the Municipality of Bologna.

Four squares in the city's historic centre will become “technological islands” dedicated to the ongoing “revolution” of the automobile world and of its related services.

Yet surprises are not over! To celebrate the motoring passion, this year off-site events will reach beyond the city limits with “The Art Engine,” an artistic project in collaboration with the Municipality of Bologna, through which four famous international street artists will paint their unique, colourful works on some of the buildings in the city's suburban areas.

The Motor Show will be open to the public from 2 to 10 December 2017. The day reserved for the press and for automotive professionals will be 1 December 2017.

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