



**PARCO VALENTINO**

SALONE AUTO TORINO, 6-10 GIUGNO 2018

## PRESS RELEASE

**More than 40 brands, more than 30 meetings and dynamic events, 700.000 expected visitors**

**The 4<sup>th</sup> edition of Parco Valentino will be a great celebration of the automobile**

Turin, May 3<sup>rd</sup> 2018

**Andrea Levy**, President of Parco Valentino 2018, presents the event from June 6<sup>th</sup> to 10<sup>th</sup> that has what it takes to be the Italian great celebration of the automobile. More than 40 exhibiting brands, more than 30 meetings and dynamic events of clubs and Car Companies, 700.000 expected visitors, more than 1000 supercars from all over Italy and 5 days of full involvement of the city of Turin. Here, the spotlights of more than 600 journalists and photographers will switch upon the city.

**Abarth, Alfa Romeo, Aston Martin, Audi, Bentley, BMW, Cupra, DR, Ferrari, Fiat, Honda, IED, Italdesign, Jaguar, Jeep, KIA, GFG Giugiaro, Lancia, Land Rover, Lexus, Maserati, Mazda, McLaren, Mercedes-Benz, Pagani, Pininfarina, Porsche, SEAT, Skoda, Smart, Studiotorino, Suzuki, Tesla, UP Design, Volkswagen, Volvo, SPICE-X** are the brands that participate in the 4<sup>th</sup> edition of Parco Valentino, and we expect more confirmations from other brands in the next days.

**Andrea Levy** comments: *“Parco Valentino 2018 means innovation in the Italian automotive sector, because Turin is preparing to host a big event. Besides the static exhibition at Parco del Valentino, we planned gatherings, meetings, RoadTo and dynamic events that will attract the enthusiasm and the attention of car lovers from all over Italy.*

*Thanks to the full support of the city of Turin, we succeeded in preparing a dynamic event diffused all over the city.”.*

The passion is represented by the presence of Presidents and CEOs of the exhibiting brands and delegates from the automotive world at the Supercar Night Parade, the glamorous event that closes the inauguration day of Parco Valentino Turin Auto Show 2018. On Wednesday, June 6<sup>th</sup> at 8 p.m., brands' representatives will drive the flagship models of their company, previously exhibited at the Courtyard of Castello del Valentino. Many personalities will take part in this exclusive parade: besides **FCA and Volkswagen Group** representatives, also **Giuseppe Bitti** from KIA, **Michele Crisci** from Volvo, **Fabrizio and Giorgetto Giugiaro**, **Pietro Innocenti** from Porsche, **Marco Reas** from Mercedes-Benz, **Simone Mattogno** from Honda, **Giancarlo Minardi**, **Massimo Nalli** from Suzuki, **Horacio Pagani**, **Roberto Pietrantonio** from Mazda, **Paolo Pininfarina**, **Andrea Pontremoli** from



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Dallara, **Sergio Solero** from BMW, **Alfredo and Mariapaola Stola** from Studiotorino, **Romano Valente** from UNRAE, **Piergiorgio Re** from ACI Torino.

Passion does not stop here. In fact, when the presidential convoy will drive through Piazza Vittorio Veneto, private supercars owners will follow them through Turin streets: Via Po, Piazza Castello, Via Roma, Piazza San Carlo and then they will come back along the river on Lungo Po Murazzi, right before coming at Parco Valentino and enjoy a special visit of Turin Auto Show by night.

The format is confirmed: static exhibition en plein air along the boulevards of the wonderful Parco del Valentino, with long-hours opening until midnight and with free entrance for the public. The 2018 Auto Show presents a rich agenda of static and dynamic events, some of which are accessible only to the public that owns the free e-ticket, downloadable on [www.parcovalentino.com](http://www.parcovalentino.com).

First of all, the Prototypes Show, which means car design celebration. In a specifically created structure in Parco del Valentino, prototypes of all ages will start an evocative trip through the creativity that produced some of the most iconic models of the automotive world history: **Lamborghini Miura**, **Lamborghini Countach** from ASI Bertone, **GTZero and Brera Prototype** from Italdesign, **Zonda HP Barchetta** from Pagani, **Ferrari Mythos**, **Ferrari Sergio**, **Lancia Florida II of 1957 and Sigma Grand Prix of 1969** from Pininfarina, **Codatronca** from Spadaconcept, **RUF RK Spider** and **Porsche Moncenisio** from Studiotorino.

The free e-ticket will allow you to enter another great event, such as **Italdesign 50<sup>th</sup>** anniversary.

For the 5 days, the prototypes by the Design Centre will be exhibited to the public at the Courtyard of Castello del Valentino. A walk through the models that has been protagonists of half-a-century of the automotive world market: Fiat Panda, Volkswagen Golf, Mini, Maserati 3200, Alfa Romeo Brera, Audi TT. Moreover, on Saturday June 9<sup>th</sup>, Italdesign's logo on the Mole Antonelliana will remind everyone about the celebration of the Design Centre.

The date of June 8<sup>th</sup>, 1948 marks the birth of Porsche, that is going to celebrate its 70<sup>th</sup> anniversary in Turin in Piazza Castello. From June 6<sup>th</sup> to 10<sup>th</sup> events, gatherings and a special exhibition will be part of a celebration that will draw the attention of Porsche lovers and Italian or foreign car passionates. The key moment will be on Friday, June 8<sup>th</sup>, the exact birthday, when the logo of Porsche's 70<sup>th</sup> anniversary will shine on the Mole Antonelliana. On Saturday 9<sup>th</sup> and Sunday 10<sup>th</sup> of June the celebration becomes dynamic: the 4 **Registri classici Porsche** will meet their members for an exhibition of Porsche 356, Porsche 911, 912, Porsche 914 and Porsche 924, 944, 928 and 968 in Piazza Castello, an exceptional car display before the parade through the city centre. **Auto Class Magazine** will also participate in the celebration and will organize a Porsche Meeting entirely dedicated to the anniversary.

On the side of Palazzo Madama, a prestigious area will be dedicated to classic cars: **Car&Vintage** comes back in Turin with a stopover of its international tour "La Classica" and will exhibit multi-brands vehicles and ageless cars.

It takes just a little walk from Piazza Castello to reach Piazza Vittorio Veneto, another important place for Parco Valentino's events agenda. This walk beneath the porches of Via Po displays a photographic



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exhibition dedicated to the public, available from May 3<sup>rd</sup> until June 15<sup>th</sup>: it is a path through the history and the evolution of brands in collaboration with Motul. Its title is “**An itinerary through the automobile history**” and it is made up of panels hanging from the porch, each of them dedicated to a brand with its foundation date, the image of the first car that they produced and the picture of one of the latest models launched on the market. From Mercedes-Benz, born in 1886, up to Tesla, founded in 2003, in a path that retraces the stylistic and engineering evolution of a symbol of modernity that represents the freedom of the mankind: the automobile.

The exhibition has been inaugurated with Turin Mayor **Chiara Appendino**, that declared: “*It will be a celebration that gives Turin the chance to be seen in its best light: from June 6<sup>th</sup> to 10<sup>th</sup> our city steps forward as the modern capital of the automobile, since it is the international headquarter of design and engineering centres and of a know-how valued all over the world. In its 4<sup>th</sup> edition, the Turin Auto Show is going to become a real widespread exhibition, with many location that host dynamic events and focuses, like the one on electric and plug-in cars*”.

On Saturday 9<sup>th</sup> and Sunday 10<sup>th</sup> the public will gather in Piazza Vittorio Veneto to participate in the celebration in red organized by **Ferrari Club Italia** with a selection of prestigious classic cars, together with the 8 and 12 cylinders that made the history of the company in Maranello.

The size of the European biggest porticoed square allows to host many meetings that celebrate the passion for automobiles. On Saturday June 9<sup>th</sup> it's time to admire the **Renault Floride Caravelle**: the spyder cars, all owned by a French club, will meet in Piazza Vittorio Veneto and will be displayed for the public before they leave for a dynamic parade through the city streets.

The same program will be applied for the **Lancia Delta Integrali**, protagonists of the show “**Let's bring the myth back home again**” organized by Independent Cars Italia. On the other side of the square, the members of Rotary Club will meet to exhibit their classic cars and supercars. The 70<sup>th</sup> anniversary of Lotus will be celebrated in Piazza Vittorio Veneto with the models of the famous English brand in an international meeting.

**Piazza San Carlo** will be the headquarter of the 2<sup>nd</sup> edition of the **Focus on electric and hybrid cars** that takes place on Saturday June 9<sup>th</sup> and Sunday June 10<sup>th</sup>. The current production of Car Companies will be available for the public to understand mechanisms, management and use of the vehicles, to get the “tomorrow” much closer to the “today” automotive market. Among the special guests, **BMW i8 International Meeting** will be attended by many people coming from all over Europe.

A widespread Auto Show that will reach Piazza Bodoni on Saturday with the **457 Stupinigi Experience** by Ruzza and its Fiat 500s, a gathering that is an event already. Just as unique as the meeting of the **Dallara Stradale** first owners in Piazza CLN, destination of the RoadTo started from Dallara headquarter at Varano Melegari, Parma. At Parco Dora the muscle cars of **USA Cars Meeting** will come back on Sunday June 10<sup>th</sup>: a star-spangled gathering that will bring the “made in USA” vehicles through the streets of Turin with a pit stop at Piazza Montale. At Museo Nazionale dell'Auto,



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the **Tesla Club Italy Revolution** will take place on Saturday June 9<sup>th</sup>, a renowned Italian conference dedicated to electric cars lovers where the art of electric mobility will be discussed.

The place of honour among dynamic events is reserved to the 4<sup>th</sup> edition of **Gran Premio Parco Valentino** organized in collaboration with **Aci Torino**: private owners and car lovers will start from Piazza Vittorio Veneto/Piazza Castello to reach Reggia di Venaria, driving through the streets of Turin centre (Via Roma, Piazza San Carlo, Piazza Castello, Via Po, Gran Madre Bridge, Basilica di Superga). At Venaria the cars will be welcomed by the musical band of the city and by the traffic police that will convoy the parade in the pedestrian way of Via Mensa, up to the Savoy residence gates. The live coverage of the start and the arrival will be curated by **Radio Montecarlo**.

Besides Radio Montecarlo, Parco Valentino 2018 counts a rich list of media partnerships, sector magazines and websites that will actively participate in the 4<sup>th</sup> edition of the event with a stand at Parco del Valentino, and with meetings reserved to the public and to professionals: **Al Volante, AM, Auto, Autoappassionati, Automoto.it, Autosprint, Grace, La mia auto, Motor1, Quattroruote, Ruote Classiche, Top Gear**. Among the initiatives, the successful RoadTo organized by gruppo Domus (Quattroruote, Ruote Classiche and Top Gear) and Motor 1 planned on Saturday June 9<sup>th</sup>.

The former will leave from Rozzano, headquarter of the group, and will gather supercars' and iconic cars' owners for a trip to the emotion that will lead them to Corso Marconi, next to Parco Valentino, where the protagonists will be guided in a special visit at Turin Auto Show.

Motor1 chose the Motor Valley to arrange the meeting in Modena, at Piazza Roma, with the collectors and owners of supercars and one-offs.

The RoadTo Parco Valentino will twin the land of motors with the capital of design, Turin, and the cars will be exhibited at Piazza Vittorio Veneto during the afternoon of Saturday June 9<sup>th</sup>.

**Eataly** will be the partner for what concerns the food during the event. A prestigious collaboration that is a guarantee for the public and the exhibiting brands.

*"Eataly is proud to be part of a such important event for the city and to participate by proposing the high quality food we stand out for. The passion for motors and design meets the one for the good food, flowing into a pleasant and tasty experience"*, so comments Eataly's CEO **Francesco Farinetti**.

Just over a month before the inauguration of Parco Valentino Turin Auto Show, it's time to get excited for what promises to be an unforgettable car celebration with all the shades of passion.

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