



PARCO VALENTINO SALONE & GRAN PREMIO

CITTÀ DI TORINO, 11-14 GIUGNO 2015

PRESS RELEASE

Roma, 18 March 2015

The new open-air Car Show at the start More than 20 brands bet on Parco Valentino - Salone & Gran Premio

*"Some may have thought we would not make it, but here we are today to present the first edition of **Parco Valentino - Salone & Gran Premio**, an event with many new features in format and contents, three months before it happens"* **Andrea Levy**, mastermind and President of the Organising Committee said. *"In the car exhibition area a hundred platforms with related new models, there are 20 automobile manufacturers to date who confirmed the option of the exhibition space, and the number is expected to increase, we are finalizing negotiations. We expect to get about 30 between automobile manufacturers and car designers at Parco Valentino. We have hundreds of enthusiasts and collectors who applied to the automobile manufacturers' tributes. We will also present national and worldwide premières and never-before-seen one-offs"*.

Energy was certainly not lacking in Rome's ACI Headquarters, where the press conference took place, neither was the passion for the automobile. **Parco Valentino - Salone & Gran Premio** is a certainty: it will take place in Torino from 11 to 14 June 2015 as a part of the Torino European Capital of Sports 2015 programme and related to the EXPO-TO. Throughout the two years of all the behind-the-scene work, it collected a lot of acceptance and appreciation.

Angelo Sticchi Damiani, President of Automobile Club Italia says: *"The car is back under the spotlight in the city universally acknowledged as Italian capital of the automobile. ACI believed in Parco Valentino since the beginning because this event perfectly represents the Italian motor tradition in a modern way, with an open-air show inspired by Goodwood's Festival of Speed and other International events, and also broadens the financial and social opportunities on the territory. The Car Show demonstrates how the automobile can make its way to leave the financial crisis behind"*.

A mix between stationary and dynamic, a different car show, outdoor, with a double nature: *the exhibition* of automobile manufacturers' new models across the beautiful boulevards of the Parco Valentino, and on Sunday 14 June *the parade* of the most representative cars of each brand from Torino to Venaria Reale.

The free admission exhibition (10 am to 24 pm) in the Parco is from 3 different access points: *Nuvolari*, *Villoresi* and *Ascari*, named after the 3 legendary drivers who wrote memorable pages into racing history.

"The all-equal approach was a winner: we chose to give every automobile manufacturer, big or small, a maximum of 4 platforms, so that they could privilege the exhibition of new models. This also made it easier for everyone to take part to the car show" **Levy** said.

Parco Valentino - Salone & Gran Premio is about passion, sports, brains and creativity and this is why a central role is recognized to the great car designers. As previewed by **Umberto Palermo** of UP Design to Italian Prime Minister Matteo Renzi, no other place than Torino could see the world première of "La Mole" concept car; the **Concorso d'Eleganza Pininfarina** will take place on Saturday 13 June: a selection of the most beautiful cars designed by Pininfarina from the past and present will be shown in the courtyard of the **Castello del Valentino** to celebrate the 85 years of the Company. A jury of eminent experts in the automotive world will award the prize "Best of Show" to the car that most represents the timeless beauty of

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the Pininfarina brand. All cars taking part to the Concorso d'Eleganza will parade on Sunday morning at the **Tributo Pininfarina**. The big names of Italian car design will join together at the event in Torino: Fioravanti, Italdesign, Studiotorino, Pininfarina, Spada and the future car designers of IED Torino.

Part of the Parco Valentino Honorary Committee are, among the others: Leonardo Fioravanti, Marcello Gandini, Giorgetto Giugiaro, Umberto Palermo, Filippo Perini, Paolo Pininfarina, Lorenzo Ramaciotti, Ercole Spada, Alfredo Stola. A prominent sign that those who love the car are totally involved in the event.

Parco Valentino - Salone & Gran Premio is part of the Torino European Capital of Sports programme. A proper pit-lane exhibiting the most representative cars of Motorsport will be set up right close to the *Villoresi* access: Formula 1, from Ferrari to Tyrrell and Toleman, Tecno and Osella, Rally world champions, WTCC e DTM, GT and Endurance, Prototypes and Chrono Speed, World Series by Renault.

Box No. 1 will be a Tribute to Ayrton Senna with his Formula 1 Lotus and the karts on which he used to win at the beginning of his brilliant racing career.

The climax of the show will be on Sunday 14 June: the Tributes to the most representative vehicles of all automobile manufacturers on a 18 Km parade track starting from Parco del Valentino to the Gardens of Reggia di Venaria. Such an event was never seen before on the streets of a city, the first of its kind.

Motorsport vehicles, instead, will parade on a 3 Km route taking them from Parco del Valentino to piazza San Carlo, where they will remain on display throughout the afternoon for fans and enthusiasts.

Parco Valentino - Salone & Gran Premio will have a large media exposure: there is a huge interest from national and international press. The event is under the patronage of UIGA (Italian Union of Automotive Journalists) which promotes the "Auto Europa" prize throughout the year.

A warm thank you from the Committee to the Città di Torino who supported the event with great enthusiasm, along with Mayor Piero Fassino and all of the aldermen, represented by **Claudio Lubatti**: *"I saw the birth and the evolution of the show which will put Torino under the spotlight. I can only be happy for this great event involving the city and the territory"*.

In giving appointment in Torino, Andrea Levy concluded the presentation: *"Here we are. Parco Valentino will be the automotive event of the year in Italy. For everything we achieved, a fundamental role was played by the institutions, municipal and regional authorities, who provided us with commitment, support and advice, so relevant for the evolution of the event. The Automobile Club d'Italia themselves were of great support from the start. This is a "see you soon" because in the next three months we will come back with great news"*.

An attendance of 300.000 visitors is expected in Torino from Italy and abroad because you just cannot miss the most important Italian automotive event.

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