

1000 MIGLIA: ALL THE NOVELTIES OF THE 2019 EDITION ANNOUNCED TODAY

Brescia – 9 October 2018.

The 1000 Miglia 2019 edition was presented today in Brescia.

The Red Arrow, out to celebrate its thirty-seventh re-enactment, will cross the starting line on **Wednesday 15 May**, as it sparks the enthusiasm of the millions of fans who rushed in the streets of Italy to witness a race that has become legendary.

Set against some of the most picturesque landscapes of Italy, the 1000 Miglia will cross “the heart of the boot” in the direction of the Capital, before returning to the place where it all started, to **Brescia, on Saturday 18**, after having touched down in **Cervia-Milano Marittima, Rome and Bologna**.

Dashing, spectacular, refined, innovative, traditional and impassioned, the 1000 Miglia race is both contemporary and highly engaging.

At the same time, 1000 Miglia is also a hymn to the most authentic competitive spirit, an ongoing challenge in terms of performance, excellence, uniqueness, elegance and savoir-faire which translate into an innate propensity to strive for improvement.

A formula which manages to enchant the most variegated public of spectators, a show within the show, different nationalities, ages and cultural backgrounds all meet up in the streets and squares of the world’s most beloved nation, to mark the passing of the Red Arrow, in a spirit of perfect empathy with its drivers, in search of a thrill, a particular scent or emotion.

The 1000 Miglia represents an icon of Italianness, one that is loved and sought-after, which certainly stems from a passion for cars but has also become contaminated with art, design and beauty in the broadest sense, capable of exploring both physical and non-physical places, in search of a deep-felt exchange of experiences.

The protagonists of the 2019 edition will be 430 exceptional vehicles, testifying to the history of design and automobiles, yet contemporary and projected towards the future.

The intent to make the race increasingly safe and compliant with the rules of fair play and

environmental impact has prompted the organizers' choice to limit the number of vehicles taking part, 20 fewer than those of the previous editions.

For all those wishing to take part in the “most beautiful race in the world”, **it will be possible to register starting from Tuesday 23 October 2018** at www.1000miglia.it

THE NEW ADMINISTRATION BOARD

Presented today by Mr. Aldo Bonomi, President of ACI BS, the new Administration Board of 1000 Miglia srl. Three new members joined the board: **Alice Mangiavini**, **Maurizio Arrivabene** and **Matteo Marzotto** will work close to Franco Gussalli Beretta, the President, and Mr. Alberto Piantoni, CEO.

Alice Mangiavini is a Chartered Accountant and member of the "Supervisory Board: Legality and Model 231" committee of the Association of Chartered Accountants of Brescia. She is also statutory auditor of numerous companies.

Maurizio Arrivabene, born in Brescia in 1957, after a 20 year work experience in Italy and abroad in Marketing and Promotions, in 1997 he joined Philip Morris Europe in Lausanne (Switzerland), where he worked in different roles. He was appointed Vice President Marlboro Global Communication and Promotions for Philip Morris International in 2007 and since 2011 Vice President Consumers Channel Strategy and Event Marketing.

Member of Formula 1 Commission since 2010, representing Formula 1 sponsors, he is – from 2015 – representing Scuderia Ferrari.

From 2011 to 2012 he has also been member of the Sport Business Academy (SDA Bocconi School of Management and RCS Sport), in the Advisory Team Program.

Since 2012 he serves as member of the Board of Directors for Juventus F.C. SpA, where he has also been member of Control and Risks Committee and Nominating and Remuneration Committee from 2012 until 2015.

Starting from January 2015, he is appointed as Managing Director of Ferrari Gestione Sportiva and Scuderia Ferrari Team Principal.

Matteo Marzotto has been appointed Vice President of Italian Exhibition Group since October 2016; former President and CEO of Fiera di Vicenza S.p.A.



He is Chairman and Shareholder of Dondup and Vice President of the Progetto Marzotto Association, which he chaired from October 2012 to December 2017.

As Civil Servant he is one of the founders and also the Chairman (April 2018) of the Italian Cystic Fibrosis Research Foundation.

He has significant experience in fashion and luxury brands and is part of various boards of directors including Brunello Cucinelli, Morellato & Sector.

Matteo Marzotto has been part of the Ambassador team for the World Exposition Expo Milan 2015.

He is also an active sports enthusiast and passionate of all disciplines related to flight.

He has always been close to the world of the 1000 Miglia, sharing the love for adrenaline, the passion for the street, but also a contemporary and elegant lifestyle. Lover of timeless beauty but also of enriching experiences, unstoppable enthusiastic and "ambassador" of Made in Italy.

The Marzotto name is very well-known in the Red Arrow circle: Matteo's father, Umberto, disputed his first 1000 Miglia in 1948, together with his brother Giannino who, in 1950 and 1953, won the race on Ferrari.

Their contributions to the international marketing and brand promotion will be extraordinary.

THE ROUTE

From its debut, the 1000 Miglia has always provided a marvellous showcase for the regions it passes through, capable of valorising their peculiar characteristics and most intimate corners, along with their most ancient traditions, art treasures and excellent products, whether the gourmet specialities, hand-crafted or manufactured goods which make Italy an internationally acclaimed symbol of elegance, exclusiveness and design.

During the 2019 edition, the cities destined to become the backdrop and protagonists of the first day of the race are **Desenzano, Brescia, Sirmione, Valeggio sul Mincio (passing through the charming Sigurtà Garden Park), Mantua, Ferrara, Comacchio and Ravenna**, to finally arrive at **Cervia-Milano Marittima** in the evening.

At the crack of dawn on **Thursday 16 May**, the convoy will enter **Cesenatico** before going on to **Senigallia, Fabriano and Assisi**, until it finally reaches the **Capital** at dusk, in a highly spectacular context of great emotive impact.



On **Friday 17 May**, the journey back north commences, accompanied by the breathtaking landscapes of **Viterbo, Siena, Vinci and Pistoia**, to end up in the heart of Emilia, the land of motors, with a stop in **Bologna**.

The final lap of **Saturday 18 May** will pass through **Modena, Parma, Montichiari and Travagliato**, to terminate with its triumphal arrival in **Brescia**, for the traditional procession in Viale Venezia.

REGISTRATION FEES

The registration fee to take part in the 1000 Miglia remains unvaried at 8,000 Euro + VAT.

This year's news, the introduction of the **GOLD** fee (registration fee of 10,000 Euro + VAT comprising six nights' accommodation, exclusive drivers' kit, pre check-in at the hotels along the route) and **PLATINUM** fee (registration fee of 50,000 Euro + VAT with the Guest Car formula comprising hospitality for up to six drivers, exclusive kits, pre check-in at the hotels along the route and automatic acceptance of the vehicle subject to its being listed in the 1000 Miglia Register).

REQUISITES

Registrations for the “most beautiful race in the world” are restricted to all those vehicles of which at least one car of the same model was registered in the original 1000 Miglia race (1927-1957). The website www.1000miglia.it provides a list of eligible car models. In order to be selected, the registered vehicles must be accompanied by at least one of these documents: ACI-CSAI Card (Commissione Sportiva Automobilistica Italiana – Italian Automobile Sports Commission), Htp FIA (Historic technical passport issued by the Fédération Internationale de l'Automobile) or FIVA ID (Identity Card of the Fédération Internationale des Véhicules Anciens).

Starting from this year, the **1000 Miglia Register** will be operative as the certifying body set up to conduct censuses, and to classify and certify the vehicles which took part in the twenty-four editions of the 1000 Miglia race held between 1927 and 1957.

The enrolment of a vehicle in the Register makes it eligible for participation in the race. Further information is available on www.registro1000miglia.it.

The registered vehicles will be selected by a special committee, made up of experts appointed by 1000 Miglia srl and by international technical commissioners of the FIVA Technical Commission. Registration opens on 23 October 2018 and will terminate at 11:59 pm of 10 January 2019 (Italian



time GMT + 1).

REGULATIONS

Apart from updates relating to race safety, to which 1000 Miglia srl has always dedicated great attention, the competition rules remain unchanged with regard to the sporting event, comprising coefficients, which are identical to those of previous years. The only possible variation could be the race points, at the experts' discretion.

DIGITAL 1000 MIGLIA

“1000 Miglia represents a violent conquest of the future”, a contemporary and timeless brand, able to adapt to different periods, while preserving its distinctive and unchanging signature trait. For this reason, starting from now, the new **site www.1000miglia.it** has been given a makeover, thanks to a graphic concept which valorises its characteristic and timeless identity. New dedicated areas in 3D enable a digital fruition of the “most beautiful race in the world” at the click of a mouse.

And that's not all: from today until 14 October, under the portico of Palazzo Loggia, Brescia, a dedicated corner enables all visitors to experience the 1000 Miglia race almost live. A unique and **Immersive Experience** which, thanks to Oculus Go visors, provides a 360° view of the area, the race from the viewpoint of the spectators or on board of the car, by simply spinning around and controlling everything through simple eye movements.

PARTNERSHIPS

To date, the following partners have confirmed that they will be accompanying the Red Arrow: Chopard, Deutsche Bank, Way2Drive, Manual Shift, Vredestein.

The invitation to potential new sponsors will be announced shortly.

Full information is available at www.1000miglia.it www.press.1000miglia.it

To receive digital press releases, please contact the press office at press@1000miglia.it, tel. Cinzia



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