



22ND – 25TH OCTOBER
2020

1000 Miglia 2020 is coming, the expression of Italy that is starting again

The 38th edition of the 1000 Miglia is presented in the "1000 Miglia 2020 digital show": start of the Race October 22nd

The regularity race unique in importance and charm and, at the same time, a physical and emotional journey through our country, in an unparalleled mix of freedom, passion and solidarity.

Brescia, October 6th 2020 – Today the 38th edition of the 1000 Miglia has been presented with a digital event hosted by **Fabio Tavelli**, journalist and TV presenter, live from its headquarters in Brescia. On Thursday 22 October at 2.00 pm, from traditional ramp of Viale Venezia, it will depart the first of historic cars that will compete in the 2020 edition of the most beautiful race in the world, which this year pays homage to Brescia, his hometown, integrating the *Vittoria Alata* effigy in the logo.

This is a very special edition, starting from the date.

Alberto Piantoni, CEO of 1000 Miglia, presenting the novelties of this special autumn edition, emphasized the safety measures with the enhanced application of procedure and technology for the health protection of all people who work, attend and see 1000 Miglia along its route.

Today's presentation was an opportunity not only to tell the peculiarities of this 2020 edition, but also to make a real journey through the Italy of the 1000 Miglia.

*"The 2020 is a very special edition," commented **Alberto Piantoni**. "The organization of the race in the middle of autumn means that the competitors, even the veterans of the Freccia Rossa, will be able to see the streets and localities of Italy in a new light, facing unprecedented difficulties. We expect it to be a great experience for everyone. Always keeping safety at the centre, also in its widened meaning of health protection, to which we have dedicated so much attention that it has become a reference point in the world of road events".*

There were also messages from **Aldo Bonomi, President of ACI Brescia and Franco Gussalli Beretta, President of 1000 Miglia srl**, who among other things expressed the desire that 1000 Miglia represents a support for Italy and a boost to the restart:

*"Italy expresses a great will to start again and 1000 Miglia can be a powerful enabler of a new rebirth of places and communities along its journey. Italians deserve to return to enjoy the beauty of our country and thus enhance a unique and unparalleled place," commented **Cavalier Aldo Bonomi**.*

"1000 Miglia means challenge and competition, but there is a strong sense of solidarity in our roots. Towards the city of Brescia as well as towards all those places and communities affected by the emergency, that we hope will benefit from initiatives like ours".

*"Through the challenge among the cars of the 1000 Miglia", added **Franco Gussalli Beretta**, "we celebrate the beauty of Italy, the emotion of the competition with all its adventure and passion, a rediscovered freedom. We have believed in it to the end, in all these difficult months, and I must*



sincerely thank all those who, inside and outside our organisation, have continued to support us, allowing us to complete an event that remains unique in the world".

Maurizio Arrivabene, Board Member of 1000 Miglia srl, spoke as well during the event and shared with the audience observations and points of view about the race with a focus on this edition.

Among the appointments that will precede the start of 1000 Miglia 2020, it is also scheduled on Wednesday 21st the new edition of Green Talk, the appointment dedicated to sustainability and the electric car (the new frontier of the automotive sector) organized in collaboration with Symbola Foundation. The topic has been discussed together with **Domenico Sturabotti**, Director of Symbola, reporting from Rome.

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An unpublished story of the discovery of the beauty of Italy, its charm and culture, through the places of the 1000 Miglia was offered by the creative director and photographer **Simone Bramante, aka Brahmino**, who made a real tour - the Italy of the 1000 Miglia - touching some places connected to the race, to realize a reportage in images, videos and testimonies among which stands out the one of Matteo Marzotto, member of the board and great fan of 1000 Miglia, which will be published soon on the social channels of 1000 Miglia, What Italy Is platform and those of the director. Reporting from Ferrara, the city where the race will take place next October 22nd, Brahmino told the audience about the journey made in the past weeks, revealing the backstage of this experience on the road, on board of representative cars of the 1000 Miglia.

Equally beautiful images and words were also shared by the journalist **Margo Schachter**, reporting from Radicofani, who gave the audience historical and culinary insights on this small village in the Val d'Orcia - a destination to be discovered and a must-see for all lovers of beauty, history and good food - which now has a consolidated link with the 1000 Miglia.

At the end of the event the greetings and thanks of **Emilio Del Bono, Mayor of Brescia**, who greeted the spectators concluding *"we are waiting for you all on the 22nd, at the start, in Viale Venezia"*.

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