

## 1000 MIGLIA EXPERIENCE UAE JUBILEE EDITION: A GIFT TO THE EMIRATES

- First classic race to start from the iconic EXPO Exhibition Dubai
- Event takes place on Feb 18<sup>th</sup> – Feb 22<sup>nd</sup>, 2022
- Exciting route encompassing all the UAE's most iconic landmarks
- Final leg concludes at Yas Marina Circuit

**8 Dec, 2021, Abu Dhabi, United Arab Emirates: 1000 Miglia Srl** – the Italian company that organises the 1000 Miglia, also known as The Most Beautiful Race in the World – and **Octanium Experiences LLC** are proud to celebrate the 50<sup>th</sup> Anniversary of the founding of the United Arab Emirates by announcing the first ever **1000 Miglia Experience UAE Jubilee Edition**, taking place on **February 18<sup>th</sup>- 22<sup>nd</sup>, 2022**.

This exclusive Jubilee Edition of the 1000 Miglia Experience UAE commemorates an extraordinary half century of achievement since the formation of the United Arab Emirates on December 2, 1971, a gift to this great nation by 1000 Miglia Srl and Octanium Experiences LLC. One hundred cars will converge on the UAE from all corners of the world to complete an epic regularity race, under the same rules as the famous original 1000 Miglia – marking the first time this event has been staged outside of its homeland in Brescia, Italy.

This invitation-only event has drawn VIP participants from the world of art, business and sport, all united by their passion and love of the automobile and their desire to put their treasured possessions to the ultimate test – the 1000 Miglia, a 1000-mile (1,600km) trial of endurance, navigational ability and teamwork.

### Event route:

- 18<sup>th</sup> February, Friday, Leg 1: Expo Dubai to Al Ain
- 19<sup>th</sup> February, Saturday, Leg 2: Al Ain to Fujairah
- 20<sup>th</sup> February, Sunday, Leg 3: Fujairah to Ras Al Khaimah
- 21<sup>st</sup> February, Monday, Leg 4: Ras Al Khaimah, Umm Ul Quwain, Ajman and Sharjah to Dubai
- 22<sup>nd</sup> February, Tuesday, Leg 5: Dubai to Abu Dhabi

The 1000 Miglia Experience UAE Jubilee Edition will commence its incredible journey from the iconic EXPO exhibition in Dubai – an extremely rare privilege for gasoline-powered vehicles. The 100 classic cars of the race will be on display for one full day at EXPO, allowing enthusiasts and the public alike the opportunity to see the world's rarest and most exceptional automobiles, many of which have never been seen before in the UAE. In addition, the public can enjoy the rare chance to mingle with our invited celebrities, VIP drivers, and media guests.

From the flag off at EXPO, the race travels to the exotic garden oasis city of Al Ain in the Eastern Region of Abu Dhabi, where the participants will experience the twists and turns of the impossibly winding roads of Jebel Hafeet, complete with an exciting race trial yet to be revealed.

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From the green tranquility of Al Ain the race switches into high gear with a fast-paced section through the Eastern Mountains, followed by a superb drive along stunning coastal coves reminiscent of California's majestic Big Sur, concluding in a luxurious evening in the Emirate of Fujairah.

Leaving Fujairah's dramatic coastline behind, the most beautiful race in the world heads inland to the race's definitive challenge: the vertiginous, towering peak of Jebel Jais, truly the Stelvio pass of the Middle East, a continuous series of switchbacks and hair-raising steep drops coupled with rising altitude that will put vintage engines to the test.

Following an overnight sojourn in Ras al Khaimah, the race winds its way back through the Northern Emirates, taking in Umm Ul Quwain's stunning mangroves, Ajman's seaside charms, and stopping for an exquisite lunch at the spectacular Norman Foster-designed House Of Wisdom in Sharjah, a breathtaking visual and cultural experience in its own right.

After a second stopover in Dubai to experience its bustling Downtown heart, towering skyscrapers, majestic architecture and peerless fine dining, the Race heads south to Abu Dhabi to a grand finish at the home of UAE motorsport – Yas Marina Circuit. There, the participants must undergo one final test of concentration, handling and vehicle stamina before they can finally claim they have successfully completed the 1000 Miglia Experience UAE Jubilee Edition. All that remains is a night of celebration at the sumptuous gala dinner, to be held at the magnificent Emirates Palace Hotel.

Octanium Experiences LLC is proud to be supported by world-renowned brands like Chopard as the Official Timekeeper and Carrera as the Official Eyewear of the 1000 Miglia Experience UAE Jubilee Edition. In the final press conference prior to the commencing the race, a full lineup of international and local supporting brands will be announced to the attending media and guests. This event is fully supported by the UAE Government Media Office.

With its glittering lineup of unforgettable automobiles, VIPs from across the globe and awe-inspiring locations, the 1000 Miglia Experience UAE Jubilee Edition is undoubtedly the most highly-anticipated event on the 2022 automotive calendar, serving as the perfect capstone to the Golden Jubilee Celebrations of the UAE.

**Alia Al Hammadi, Vice-Chair of the UAE Government Media Office, said:** "We think of the Emirates in the winter as the most beautiful country in the world and what better way to celebrate that beauty and splendour than to host The Most Beautiful Race in the World? Together we are celebrating the incredible beauty, diversity and history of the Emirates and showing people the fantastic experiences and destinations that are all around us here. We're delighted to welcome the 1000 Miglia Experience to the Emirates."

**Aldo Bonomi, President of the Automobile Club of Brescia, owner of the 1000 Miglia brand and sole shareholder of 1000 Miglia srl, said:** "I am very proud to be here to share with all of you for the presentation of this new event that celebrates the Red Arrow and reverberates its values and history. The 1000 Miglia Experience UAE - Jubilee Edition project allows us to bring the spirit that animates the Red Arrow to a territory that has not been explored until now, with the aim of transmitting the emotions, passion, experiences and sporting vocation of the Race that only 1000 Miglia can give. I would also add that an event such as the 1000 Miglia Experience UAE Jubilee Edition, in which crews from all over the world participate, represents a global showcase to give visibility and talk about the uniqueness of the places, just as 1000 Miglia does in Italy."

**1000 Miglia CEO Alberto Piantoni said:** "The history of 1000 Miglia, from its birth in 1927 to the present day, is a fascinating journey full of inspiration and ideas that go beyond a simple motoring event. Since its inception, 1000 Miglia was considered an event equal to a speed Grand Prix held on a circuit and since 1977,

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the historical re-enactment has been transformed into the most important regularity race for classic cars in the world, the Red Arrow, which has remained faithful to the traditional route.

With its history and the development potential contained in the Race and its brand, 1000 Miglia today is a brand that lives all year round and finds expression in purely sporting events and others of a more experiential nature.

1000 Miglia has become, to all intents and purposes, a real all-round communication platform, capable of conveying different messages to an increasingly heterogeneous public, remaining faithful to its DNA and its almost century-old history.

The international character of the brand and the consequent communication potential are manifested in the numbers that accompany the official 1000 Miglia events. These events, in the USA and Japan as well as here, in the United Arab Emirates and obviously in Italy, attract participants from all 5 continents, from over 40 countries.

**Octanium CEO Martin Halder said:** “The 1000 Miglia Experience UAE Jubilee Edition is truly a gift from 1000 Miglia and Octanium to the Emirates, our most gracious host nation. We are pleased to confirm a full lineup of the world’s most desirable classic cars and their drivers, with an extraordinary route that really showcases the magnificent landscape of the UAE and the welcoming hospitality of its people. Together with the 1000 Miglia team Italy, we look forward to welcoming our guests in February 2022 for an event that is certainly to be remembered as the finest classic car race the region has seen yet. And this is just the start – our Octanium ventures will evolve, with the ultimate objective to build a world-class ecosystem of services and experiences for regional and international classic car collectors to enjoy their vehicles to the fullest.”

## ENDS

### About 1000 Miglia

The [1000 Miglia](#) is widely recognised today as the Most Beautiful Race in the World. Conceived by Giovanni Canestrini, Franco Mazzotti, Aymo Maggi and Renzo Castagneto on 2<sup>nd</sup> December 1926 as a speed race on open public roads, the 1000 Miglia takes place over a route of 1,600 kilometers (equal to 1000 miles) from Brescia to Rome and back. The initial race began on 26<sup>th</sup> March 1927; 21 hours, 4 minutes, and 48 seconds later it was won by Ferdinando Minoja and Giuseppe Morandi in a Brescia-built OM 665 Superba.

Since 1977, the 1000 Miglia has transformed into the most important regularity race in the world for historic cars. The Red Arrow, as it is fondly called, remains faithful to the original route crossing Italy and its exquisite local regions. 1000 Miglia celebrates its 94<sup>th</sup> birthday in 2021, still holding firm to its founding values of Uniqueness, Experience, Passion, Excellence, Tradition, and Innovation.

In the modern version of the event, competitors follow a roadbook on public roads to travel from one passage control to another while the public follows the convoy along the route, enjoying the sight of a huge and diverse group of rare cars in action.

### About Octanium

The Octanium team boasts more than a century of combined experience in the field of vintage cars, from creating rich retail environments, racing in classic motorsport, to building a complete support infrastructure for owners – in particular CEO Martin Halder has been involved with classic-car related industries for over two decades. Octanium’s driving mission is to become the home for all classic car enthusiasts in the UAE and beyond, connecting them with the enormous global network of workshops, events, clubs and motorsport activities including the prestigious 1000 Miglia.

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## About 1000 Miglia Experience UAE Jubilee Edition

The 1000 Miglia Experience UAE Jubilee Edition is an invitation-only event open to 100 owners of landmark automobiles, from legendary classics to iconic supercars of the modern era. Taking place over five days, participants will cross all seven Emirates, driving their cars against the clock while enjoying the finest hospitality.

Three classes of vehicle can take part in the 1000 Miglia Experience UAE Jubilee Edition. A maximum of 100 participants from all over the world will take part in the event.

- **1000 Miglia Registry Class**, for cars manufactured between 1927 and 1957 that have competed at least once in the original 1000 Miglia race, officially registered in [the 1000 Miglia Registry](#) and pertaining to the [1000 Miglia coefficient list](#).
- **UAE Jubilee class** for cars manufactured up to 1971 (the founding year of our host nation, the United Arab Emirates.) Vehicles should possess a [valid FIVA card](#).
- **Contemporary Icons**, for distinctive or historic automobiles manufactured from 1971 onwards.

Best regards,

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