



1000  
MIGLIA



Brescia, Saturday 26 March 1927,  
eight in the morning.

Aymo Maggi and Bindo Maserati's  
Isotta Fraschini sets off  
and the legend of the “**most beautiful race  
in the world**” is born.

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Brescia, Saturday 26 March 1927



1000 MIGLIA:  
THE MOST BEAUTIFUL RACE  
IN THE WORLD

*“The 1000 Miglia is not a race, it's an adventure” – Sir Stirling Moss*

Created in **1927** from an idea of four visionaries from Brescia to bring speed to the road, the 1000 Miglia quickly became **one of the most legendary races in the world**, with the best drivers and the most prestigious car manufacturers.

**1977 marked a turning point.**

The race was reborn as a regularity race, transforming itself into a journey into the soul of Italy, **an adventure that combines emotion, beauty and passion**. Today, more than **400** historic motoring **masterpieces** travel over **1.600 km** from **Brescia to Rome** and back, in a five-day race through the breathtaking landscapes of the most beautiful parts of Italy.

**The 1000 Miglia is a legend.**

Only classic cars that have competed in at least one of the **24 historic speed races**, between 1927 and 1957, can relive the myth on the road. Entry in the **Registro 1000 Miglia** is their official passport to participate in the regularity race.



Siena



THE ESSENCE OF A MYTH

*“Just over twenty hours, not even a day and a night to cover almost 1,700 kilometres: an average of over 77 hours. A very fast train would have been easily beaten. The car passed through the roads of half of Italy as a dominator of time and space. The success of the mechanical vehicle therefore appears grandiose, as the victory conquered by the men who know how to boldly lead and wisely discipline it appears beautiful”*  
– From **Corriere della Sera**, 1927

**The Red Arrow**, symbol of the race, is much more than a logo: it is the icon of a myth that continues to make generations of enthusiasts and others dream. Since its origins, the 1000 Miglia has represented the expression of the **audacious, innovative and pioneering spirit** that has made the race unique and its brand unmistakable.

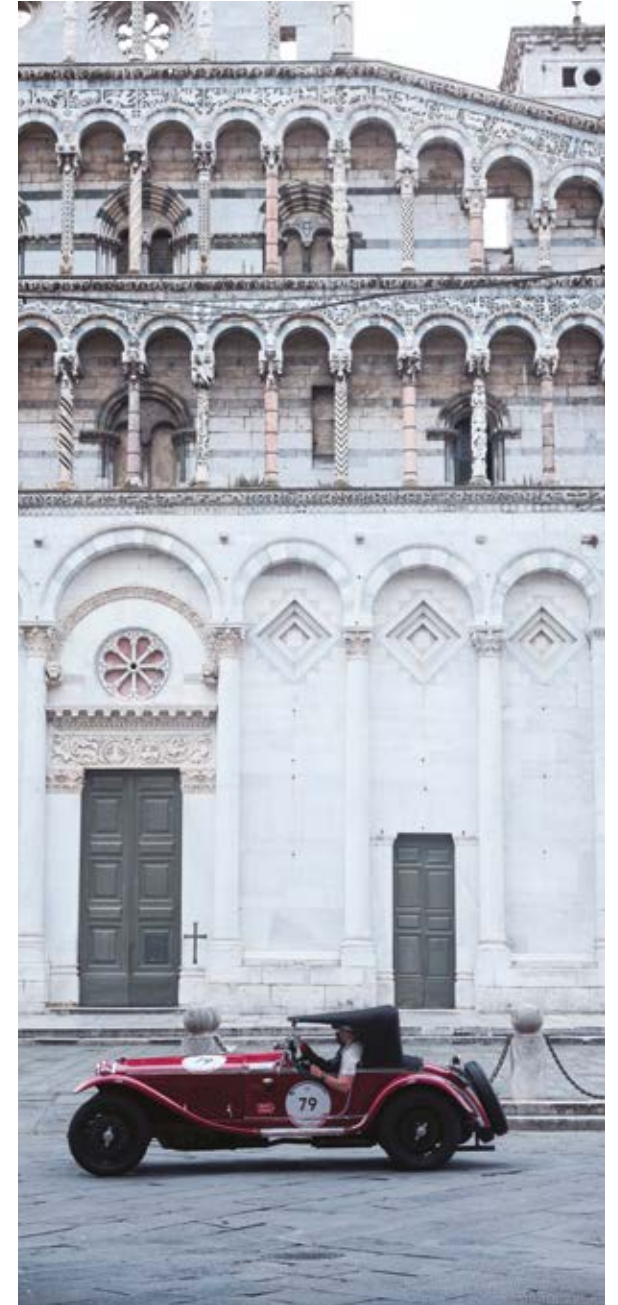
Over time, the legend has evolved, giving rise to new events that preserve its legacy and amplifies its charm, both in Italy and abroad. **It is the story of a version of Italy that embodies craftsmanship, innovation and tradition.**



# 1000 MIGLIA: ITALIAN HEART

*“There is much more to the 1000 Miglia than the racing cars, the drivers, the winners and the losers. The 1000 Miglia is part of Italian life and its effects extend throughout the length and breadth of Italy”*  
- Denis Jenkinson, winner of the 1000 Miglia 1955 alongside Sir Stirling Moss

Although the Red Arrow has become an icon throughout the world, its heart beats in Italy, along the roads that for almost a century have seen a parade of masterpieces of automotive engineering and craftsmanship.





In addition to the famous regularity race, 1000 Miglia Srl organises a **series of official events** that keep the legend alive, each with its own identity, but all linked by the same spirit: **celebrating excellence, bringing to life timeless emotions and promoting Italy.**

From the winter challenge among the Alpine peaks, to that on new routes, to the race dedicated to sustainable mobility, each event is an experience that enhances the charm and prestige of an unparalleled heritage.





FERRARI TRIBUTE



A tribute to the Prancing Horse and Italian passion, it opens the 1000 Miglia regularity race for classic cars.

1000  
MIGLIA  
GREEN

Race dedicated to **Full Electric cars**, where sustainability and innovation travel alongside tradition.





# COPPA DELLE ALPI

1000  
MIGLIA

The winter regularity race for classic cars that, in the month of March, crosses the most evocative passes of the Alps.





A journey that extends the spirit of the race  
**beyond the classic routes**, to discover places and  
routes never travelled by the Red Arrow.

# A JOURNEY WITHOUT BORDERS

*“Among modern pleasures, there is none that surpasses or equals that of a journey by car” – Ada Negri, “Secolo XX”*



United Arab Emirates



WARM  
UP

1000  
MIGLIA

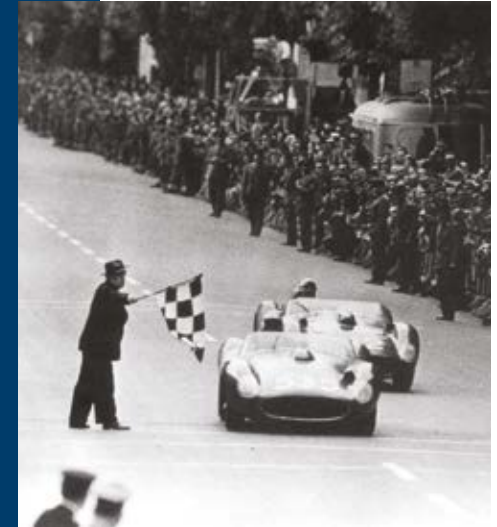
1000  
MIGLIA

EXPERIENCE

From Brescia to the world, the 1000 Miglia has become a **global brand**, an **experience** that celebrates **Italian style** through art, design, history and innovation.

With international events and a narrative that inspires territories and culture, the Red Arrow combines excellence and beauty in a universal vision: from Europe to Japan, from the United States to China, passing through the Middle East.

# THE NUMBERS OF EXCELLENCE



## THE LEGENDARY RECORDS OF THE 1000 MIGLIA

### **Unbeaten speed**

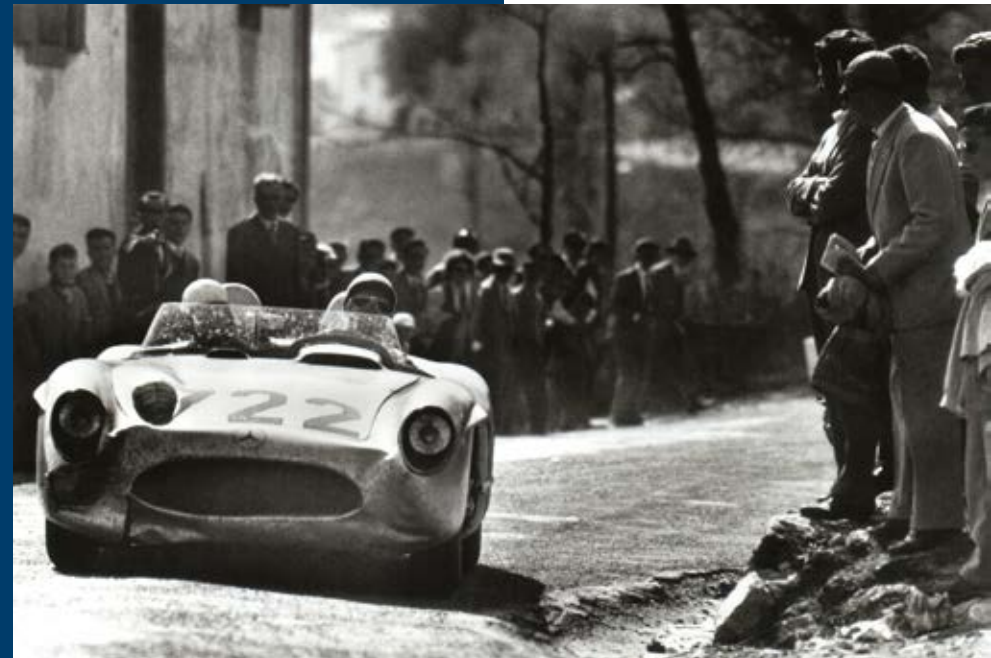
157,65 km/h is the absolute speed record set by the English driver Stirling Moss, who, in 1955, covered the 1.600 km in 10 hours, 7 minutes and 48 seconds, at the wheel of the Mercedes-Benz 300 SLR number 722.

### **Iconic Victories**

11 victories Alfa Romeo, the most successful car manufacturer in the history of the race.

### **The Prancing Horse's First Victory**

In 1948, the Ferrari 166 S Berlinetta Allemano was the first red car in history to win the race.



### The Overall Champion

Clemente Biondetti, 4 personal victories,  
an unequalled record.

### The Most Participated Edition

The 1953 edition, with over 600 teams in the race.



### The First Woman to Participate Maria Antonietta Avanzo:

the first female racing driver in Italy  
and the first ever, in 1928, to race  
the 1000 Miglia.



## THE AUDIENCE AND INVOLVEMENT

### Spectators

Millions of people along the roads and in the squares every year.

### Social Media Interactions

Over 14 million views on the official social media channels, 1.500.000 interactions and over 1 million views on the 1000miglia.it website.

### Media Visibility

Over 1.000 accredited journalists from all over the world and almost 9.000 articles published in the last year in national and international newspapers.



# 3

## EVENTS, CARS AND CREWS

### **The Journey of the Arrow**

Fifteen 1000 Miglia events organised in Italy and around the world in 2024-2025 and 20.000 km travelled.

### **Masterpieces on the Road**

More than 900 cars, both historic and modern, involved in the events every year.

### **Participants**

Almost 1.000 crews including personalities from the entertainment, finance and industrial sectors, from over 40 countries.





## ECONOMIC IMPACT AND SUSTAINABILITY

### Facilities Involved

A driving force for local hospitality, thanks to the involvement of hundreds of accommodation facilities including hotels and restaurants that host crews and staff.

### Environmental and Social Sustainability

A progressive commitment towards **carbon neutrality**, already achieved for the 1000 Miglia Company and the Coppa delle Alpi, and **CSR projects** in support of charities.



# 5



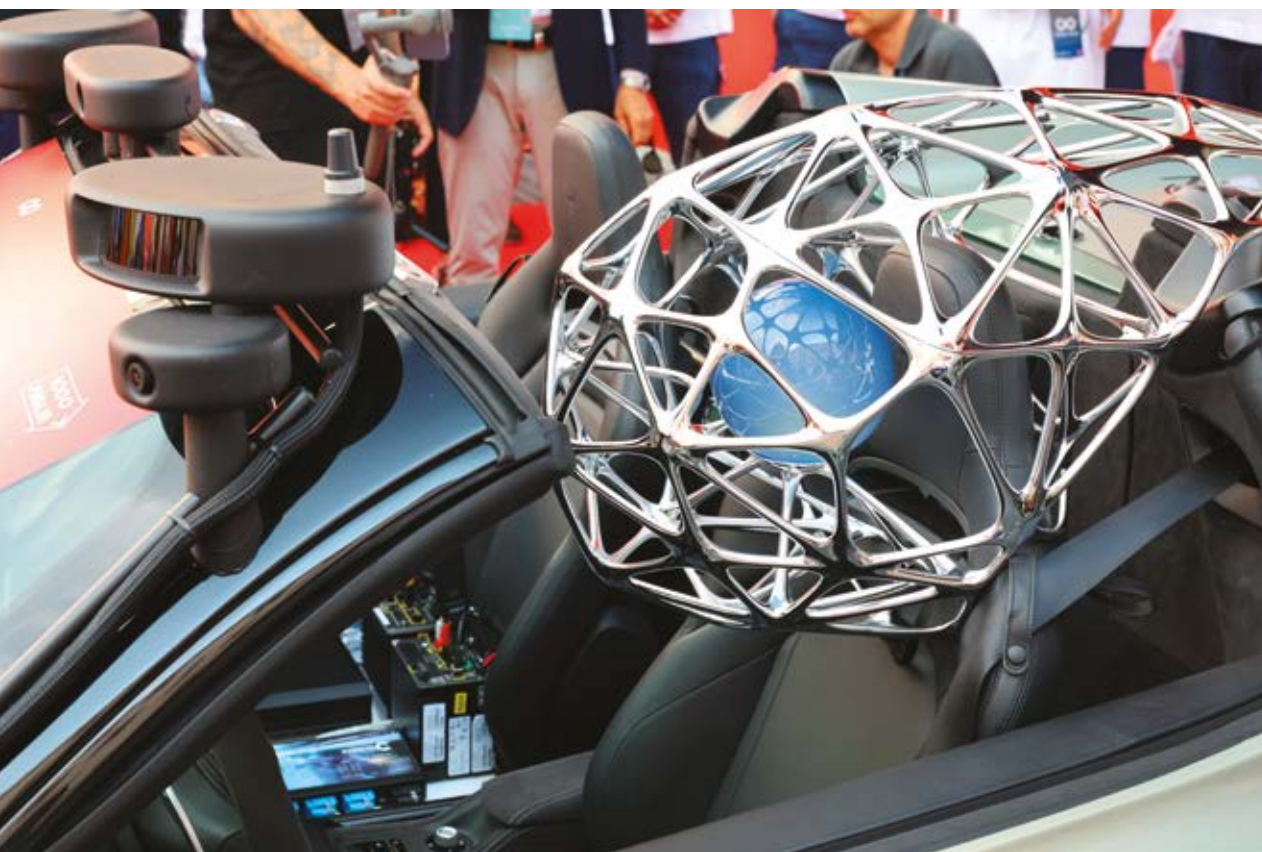
## EXCELLENT COLLABORATIONS

**International Designers**

Trophies and medals designed and created by personalities such as **Marc Newson** and **Sabine Marcelis**.

**Politecnico di Milano**

The world's first experiment with **autonomous vehicles** on public roads.



# AN OPPORTUNITY FOR PARTNERS

*“A unique and fascinating travelling museum, set up in an extraordinary setting of cheering spectators” – Enzo Ferrari*

Being part of the 1000 Miglia world means experiencing a myth that inspires and involves. The roar of engines that excites, the beauty of the places, the warmth of the applauding audience, the perfection of the cars that are works of art in motion.

- **Brand Enhancement:** a unique story to amplify the message of your brand.
- **Promotion and Sharing of Values:** an opportunity to celebrate the values of tradition, innovation and passion, associating one's name with an event that expresses excellence and daring.
- **Exclusive Experiences:** events and legs that offer unique moments and opportunities, where the history of cars and racing mixes with the charm of the most authentic locations in Italy and the world.
- **Prestigious Visibility:** a stage that guarantees unique visibility, positioning the brand in events that embody elegance, passion and refinement. A context that involves a selected and qualified audience of enthusiasts, but at the same time captures the passion of the spectators packed along the streets, creating a unique atmosphere of collective emotion.



## THE FOLLOWING HAVE ALREADY RACED WITH US

478 Rent, ADP Classic Racing, Aerzen, Ahmad Hajee Racing, Alama Professional, Alfa Romeo, Alitalia Loyalty, Anas, Antares Vision, Autogrill, Avis, Barovier&Toso, Bimar, bml Projekte, Borsalino, BPER Banca, Brembo, Briley Group, Brunello Cucinelli, Catch-a-Jet, Chopard, Cipriani Food, CMN, COC Realty Group, Consorzio Franciacorta, Coty Parfumes, Dallara, De Rigo, Denza, Deutsche Bank Wealth Management, DimmidiSi, Disney, Dolomia, Drivers Hall, Eli-Fly, Enel X, Enit, Errecom, Estra, FAE Technology, Fassina, Ferrari, Fine Classics, Fiocco di Neve Relais & Spa, Fleet Support, Fondazione Leonardo 500, Franciacorta Village, Francorchamps Motors Edition, Gaggia, Gala Gloves, Gerard's Cosmetic Culture, GFG Style, Ginion Classics, Hermès, Hilton & Moss, HK Engineering, Holo, Hyundai, Italia Loyalty, Italy Bike Tours, J.P.Morgan Private Bank, K.L.A.IN.robotics, Kia, Kienle, K-Way, La Rinascente, Lamborghini, Lavor, Leica, Leonardo, Lexus, Livigno, Maldarizzi Automotive, Malerbetrieb Knäpple, Manual Shift, Marreyt Classic Cars, Matchplat, Mercedes-Benz, Mooney, MooRER, Mupa, Nissan, O.S.C.A., OMR Automotive Steel Components, Online Roadways, Penske Car, Perlage, Petrolheazzz, Phoenix MRC, Polestar, Poltrona Frau, Primal Cure, Retro Rally Group, RG Alpha, Roarington, Rubinetterie Bresciane, Ruote Borrani, Santa Margherita Gruppo Vinicolo, Santoni, Sifà, Sixt, Takara Belmont, Tassoni, Technogym, The Classic Car Trust, The Fast Lane Club, The Healey Collection, The Houtkamp Collection, The Mall Luxury Outlets, Totem Automobili, Treville Positano, TY Corporation, Van Merksteijn, Villa Trasqua, Vredestein Tyres, Way2Drive, Waze, Woodham Mortimer, Zepter International, Zico are the national and international brands that have shared the legend and journey of the Red Arrow.

Each collaboration is a **tribute to excellence** and a symbol of how **tradition and innovation can merge in perfect harmony**, creating unique experiences that celebrate passion, refinement and skill.



# A LOOK TO THE FUTURE

The 1000 Miglia brand is travelling towards its **Centenary Anniversary (2027)** with ambitious projects:

- the nomination of the race as a **UNESCO Intangible Cultural Heritage**, confirming its historical, cultural and social value;
- a constant commitment to **sustainability**, with attention to environmental and social issues;
- an increasingly **international** vision, to bring "Made in Italy" to the centre of the world.

The future also runs on the **energy of young people**, who are increasingly passionate and protagonists. To celebrate this spirit, a **prize dedicated to the youngest crew** will be introduced in the 2025 edition of the race.



## THE 1000 MIGLIA COMPANY: A TIMELESS MISSION

**1000 Miglia Srl is a public company**, wholly owned by the Automobile Club Brescia, which since 2012 has organised and promoted the 1000 Miglia, a re-enactment of the “most beautiful race in the world”, and promotes the Red Arrow, the brand that has distinguished it since 1927, the year in which the 1<sup>st</sup> edition of the historic 1000 Miglia took place.

The company's mission is to protect the **brand's heritage** while at the same time promoting its contemporary nature, promoting its reputation and values at an international level and making the Red Arrow synonymous with Italian excellence throughout the world.

Over the last 10 years, 1000 Miglia has implemented a strategic development plan that has outlined a path of evolution and expansion of the brand into an international platform for **communication and promotion of the values of Made in Italy**.



## CONTACTS

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# THE MOST BEAUTIFUL RACE IN THE WORLD

[www.1000miglia.it](http://www.1000miglia.it)



1000 MIGLIA SRL

