



Press Release

MOTOR VALLEY FEST: NEW DATES ANNOUNCED FOR THE SEVENTH EDITION

From 5 to 8 June 2025, the Emilia-Romagna Land of Motors Festival returns to Modena with an even richer and more engaging edition, fully dedicated to the “Industry of Tomorrow”

Modena, 25 February 2025 – Motor Valley Fest has new dates. The free-entry event celebrating the passion for motors returns to the heart of Italy’s Motor Valley, in Modena, from 5 to 8 June 2025 – a few days later than previously announced (22–25 May 2025). Organisers are currently working on the programme for the seventh edition, with further details to be revealed in the coming weeks.

This strategic decision stems from the desire to further enhance the overall experience, allowing for broader and more prestigious participation from key players in the automotive world. It also provides an opportunity to enrich the programme with innovative and engaging content, designed to captivate and surprise the public even more. The capital of speed is therefore preparing to host one of the most anticipated events for motoring enthusiasts and industry professionals alike, celebrating the Land of Motors, its excellence, its key figures and its achievements.

The 2025 Edition: A Journey into the Heart of Innovation

This year’s edition, focusing on **Automotive Industry 5.0**, promises an exhilarating journey into the beating heart of speed and innovation, with the aim of exploring the evolution towards the Industry of the Future.

Over the past year, a new technological wave has taken hold – most notably the widespread adoption of artificial intelligence, particularly generative large language models (LLMs), among other key advancements. The vast amount of data generated by growing connectivity is enhancing services, reducing costs, and enriching user experiences, dramatically reshaping the automotive landscape.

The Motor Valley Fest conference programme will delve into how innovation, AI, and cutting-edge technologies are revolutionising the sector, with an increasing impact on quality of life and sustainability. It will provide a unique opportunity to understand how the convergence of human ingenuity and high technology is propelling the automotive industry to new heights, ready to tackle the challenges of tomorrow.

A Packed Programme of Talks and Insights

As is tradition, the festival will open with the **inaugural conference** on **5 June at 9:00 AM** at the **Cinema Teatro Arena in Modena (Viale Tassoni 8)**. Talks and round tables will continue throughout the afternoon of 5 June and across the entire day on Friday, 6 June, with dedicated B2B sessions.

A total of **14 themed discussion panels** are planned, focusing on the most pressing topics in the sector, including: **Autonomous Driving**, the future of the Italian automotive supply chain, **finance and open innovation**, **talent development**, **artificial intelligence and software**, **sustainability**, **ESG (Environmental, Social and Governance)**, **new materials**, **automotive connectivity**, **innovation in E-racing**, **design**, and **heritage**.

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The journey through the world of high-performance automotive will continue with a packed schedule of events and meetings. As in previous years, the festival will host the **Talent Talks**, featuring representatives from Motor Valley companies who will present career opportunities within their organisations and explain the academic and professional pathways required to pursue them.

Rounding off the programme will be dozens of **unique car and motorbike models on display** – symbols of Motor Valley's excellence and innovation – alongside **exhibitions, parades, and a variety of other events**.

NOTES FOR THE EDITORS

ABOUT MOTOR VALLEY FEST

Motor Valley Fest is promoted by the Emilia-Romagna Region, APT Servizi Emilia-Romagna, the Municipality of Modena, Motor Valley Development Association, MUNER, and Meneghini & Associati, with the support of the Italian Ministry of Foreign Affairs and International Cooperation, Unioncamere Emilia-Romagna, the Modena Chamber of Commerce, and the Fondazione di Modena. The event is held in partnership with ACI, ANFIA, UNRAE – Industrial Vehicles Section, Autopromotec, and BolognaFiere – Motor Show. Motor Valley Fest is made possible with the support of Accenture, CNH, Dassault Systèmes, and EFESO Management Consultants. www.motorvalley.it



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