Discover Motor Valley and explore our amazing collection of visiting and business opportunities.
Motor Valley is a precious local gem known internationally. Brands, collectors, international circuits and specialised training centres are all concentrated in a unique area. A cluster of excellence that attracts talents, investors and visitors.
Explore the Land

Emilia-Romagna is where engineering and design are synonyms of passion. Where culture and tradition intertwine with legends, experience and passion.
Where Speed

The legend of speed is transformed into international success, in the coats of stables dotted around the territory, in the faces of drivers, in the names of international circuits, on the terrain of epic battles.
Was Born

The most important concentration of automotive knowledge in the world. Brands, collectors, circuits and training centers are concentrated in an area spanning just a few hundred kilometers.
Emilia-Romagna Region

Explore the land where speed was born

Parma
Varano de' Melegari

Modena
Maranello
San Cesario Sul Panaro

Bologna
Borgo Panigale
San Agata Bolognese
Fund of Argelato
Imola

Romagna Area
Faenza
Mistrano Adriatico
Coriano
Lugo
Rimini
Riccione


motorvalley.it
Timeless brands

The excellence of Emilia-Romagna

Motor Valley is the land where passion comes alive. The place where some of the world's leading automotive and motorcycle brands were born and continue to build the legend of speed.
About

Dallara was founded by its current President, Ing. Giampaolo Dallara, who, after working for Ferrari, Maserati, Lamborghini and De Tomaso, wanted to realize his dream of working in the world of racing cars. In 1972 in his native village of Varano de’ Melegari (Parma), he created “Dallara Automobili da Competizione”. Since its establishment, Dallara has become world renowned for its specialty in designing, manufacturing, and developing racecars. The company’s success can be credited to its achievements in Formula 3, first in Italy then around the world, its acclaim with American IndyCars, its consultancy for major manufacturers, and its continued focus on technology and innovation. Dallara prides itself in searching for the highest standards of quality, performance, safety, and customer support.

Get in touch

motorvalley.it/dallara-automobili
Via Provinciale, 33 - 43040 Varano de’ Melegari - PR
+39 0525 550711

Dallara’s core competencies include: design using carbon fiber composite materials, aerodynamics by means of wind tunnel and CFD, vehicle dynamics through simulations and testing, and the fast and flexible production of high quality prototypes.

Dallara’s historical headquarter is situated in Varano de’ Melegari, on a small, curved road that leads to the Apennines of the province of Parma. The factory, which is made up of several modest buildings, represents the heart and the brain of the business.

AT THE HEARTH OF RACES

Every weekend, approximately 300 Dallara cars run on tracks around the world and in various formulas. The company is present in all Formula 3 championships, and is the sole supplier of cars for IndyCar, Indy Lights, Formula 2, Formula E, GP3, Formula 3.5 V8 and Super Formula.
Fondazione Casa di Enzo Ferrari - Museo Enzo Ferrari

About

The Museo Enzo Ferrari immerses visitors in the Enzo Ferrari story through the cars and engines that have made motorsport, film and social history. When visitors cross the threshold of the futuristic 2,500 sqm pavilion that wraps around the house in which Enzo Ferrari was born, they feel they have entered a time machine that whisks them off on a unique and enthralling journey. They are surrounded by multiscreen immersive film footage detailing the story of our ingenious founder, our fleet of dream cars and a display of iconic engines in our Museum of Engines located in the space that housed Enzo’s father, Alfredo’s former workshop in the late 19th century.

Get in touch

motorvalley.it/enzo-ferrari-museum
Via Santi, 40 - 41123 Modena - MO
+39 059 2032183
For further information about prices and availability: fondazione@fondazioneenzoferrari.it

The Events Area

The MEF’s versatile, multipurpose facilities make it the perfect venue for conventions, meetings and private events of all kinds, all of which are tailored to clients’ specific requirements. The MEF’s spectacular exterior and interior architecture also provides a striking backdrop that lends a unique sense of occasion to any event. Other facilities include:
- A convention hall seating up to 180 which can be customised to suit;
- A leading-edge immersive audio-visual system;
- Ad hoc videos can also be shot on request.

Info on guided tours

Exclusive guided tours are available on request in the following languages: Italian, English, French, German, Spanish, Portuguese, Russian, Chinese, Japanese and Arabic. Recommended max. no. in group: 25/30. Duration: 60 minutes.
About

Maserati is one of the most fascinating car production companies with a long history of appeal, tradition and sporting success. It was founded in Bologna by Alfieri Maserati on 1 December 1914 and established as a mechanical workshop named ‘Officine Alfieri Maserati’.

The Maserati brothers adopted the symbol of the Trident, created by the artist of the family Mario Maserati and inspired by the famous statue of Neptune in Bologna, and made it the logo synthesising the new company in a single image. At the end of the 1930s, Maserati moved to Modena to the current site in Viale Ciro Menotti.

Get in touch

motorvalley.it/maserati-automobili
Viale Ciro Menotti, 322 - 41121 Modena - MO
+39 059 590511

Maserati Showroom

The Maserati showroom, in Modena, inside the factory, is open to the public with free admission from Monday to Friday, 9am to 5pm, excluding public holidays and the month of August. Inside the showroom and the Maserati store, you can admire cars currently in production, a modern car configurator, a historical diorama and the “loop”, the semi suspended ring designed by the famous architect Ron Arad.

Guided tours of the showroom: from Monday to Friday 9am to 5pm by appointment and depending on availability, groups of at least 10 people can book a 40-minute guided tour of the showroom for € 10 per person.

Special Showroom Saturday openings: in 2018 the Maserati showroom will be exceptionally open one Saturday per month from 10am to 6pm, with free guided tours of 30/40 minutes.

Dates: March 17th, April 7th, May 5th, May 19th, June 9th, July 7th, September 15th, September 29th, October 20th, November 10th, December 1st.

Please note that in this occasions there will not be any factory tour you visit only the showroom. Booking is mandatory by writing to factorytour@maserati.com.

Maserati Factory Tours

An inside look at the Maserati world. Maserati Factory tours are offered Monday to Friday (excluding public holidays and August) from 9am to 12pm and from 2pm to 5pm by appointment and depending on availability.

The Factory tour lasts about 1 hour and 30 minutes and includes a visit to the showroom, to the assembly line of the Maserati GranCabrio and GranTurismo and to the testing and finishing areas. The tours cost € 30 per person and are confirmed if a minimum of 4 participants is reached. Tours are free for Maserati clients. The tour can be requested in Italian or in English, and in French, German or Spanish for groups of at least 10. Factory tour participants must be over 18.

It being a tour of the production line, Maserati reserves the right to change or cancel it at any time for due to overriding in-house reasons. For dates and bookings, please call +39 059 220022 or email factorytour@maserati.com.
About

Pagani Automobili has its headquarters in San Cesario sul Panaro since 1999, and is specialised in the production and business of Gran Turismo cars. Associated to Pagani, the design centre in Modena founded in 1991, dedicated to designing, and building parts in composite materials. The first coupé Pagani Zonda was presented already mounted at the 1999 Geneva Motor Show.

Get in touch

motorvalley.it/pagani-automobili
Via dell’Industria, 26 - 41018
San Cesario sul Panaro - MO
+39 059 4739201

Horacio Pagani Museum

An exclusive collection of limited editions that have made the history of the brand, from the first sketches to the latest Zonda and Huayra models. A journey through history, which brings to light unpublished projects, never realized, but witnesses of a pioneering vision of the young designer, together with other exclusive designs of tangible importance.

Together with the very first Zonda specimens from 1998, we can find the iconic Zonda Cinque, Zonda R and Huayra, unique models exhibited for the first time together in an exclusive collection, never seen before, accessible to visitors from all over the world. First and foremost, the museum is a journey through the fundamental moments that mark the path of Horacio, from the years in Argentina until today, to explore the conditions that lead a young boy to firmly believe in his ideals and pursue them with passion and dedication, crossing boundaries and realizing his greatest dream: “Going to Modena to design and build my own cars”.

Modena
San Cesario sul Panaro
Lamborghini Museum

About
The Lamborghini Museum, located in the company’s historic headquarters, is open seven days a week. During opening hours, visitors can experience personalized guided tours of our Museum, where tradition meets recent history and technological innovation.

A special and unique opportunity being involved in the creation of the Aventador and the Huracán, walking down the assembly lines and across the upholstery area. A one-hour tour through the excellence of the legendary Italian car company, who knows how to blend exquisite craftsmanship with technological sophistication. Factory tours are available during normal working hours and must be scheduled in advance.

Tours and special events
The Museum staff will assist you with the organization of a guided tour in the language of your preference (Italian, English, German, French, Spanish, Russian).
On the occasion of special events, in addition to the guided tour of the Museum and the Factory, participants are offered a virtual lap around the track and are given a unique Lamborghini souvenir as a keepsake.

Incentive visits

- Museum: Dedicated welcome with promostring and logo / Guided visit to museum collection / Virtual Reality Tour / Printed photo / Gadget kit upon request
- Museum & Factory: Dedicated welcome with promostring and logo / Guided factory tour and guided visit of the museum / Virtual reality tour / Printed photo / Gadget kit upon request

Our Museum staff is at your service to recommend personalized solutions and transform your visit into a unique and exclusive experience.

Exclusive evening events
After the closing time, the Lamborghini Museum offers its exhibition spaces for exclusive private tours, cocktails and light dinners. The Museum spaces are available for dinners and cocktails from 7pm until 9pm, from 1st April to 31st October and from 6pm until 8pm, from 1st November to 31st March.

Get in touch
motorvalley.it/lamborghini-museum
Via Modena, 12 - 40019 Sant’Agata Bolognese - BO
+39 051 9597611

For further information and personalized offers, visit museumevents@lamborghini.com

A conference room equipped with the audiovisual system and WiFi can be also reserved for short presentations and meetings (max. 2 h) 74 seats (speakers included).
Ferruccio Lamborghini Museum

About

Ferruccio’s son, the entrepreneur Tonino Lamborghini, personally conceived and founded the Museum and opened it in 2014. The Museum mission is to celebrate the history of Ferruccio and his genius in the mechanics, engineering, and industrial design sectors. An emotional journey will let you admire Ferruccio’s personal collection, like the fabulous Miura SV, the futuristic Countach, the 350 GTV and the Fiat Barchetta Sport, modified to participate in the 1948 Mille Miglia competition. A wide programme of guided tours, cultural activities, family and educational programs, and private events makes the Museum the ideal location for fun and meetings for people of all ages.

Get in touch

motorvalley.it/ferruccio-lamborghini-museum
S.P. 4 Galliera Sud, 319 - 40050 Funo di Argelato - BO
+39 051 863366 - +39 338 6511527
reservation@museolamborghini.com

Guided Tours

It is possible to reserve guided tours with highly qualified staff, who, focusing on the most important tractors and cars, will explain their design and distinctive technical characteristics with some family and historical anecdotes about Ferruccio Lamborghini’s legendary life. The visit takes about 1 hour.

Fares

- Entrance:
  - Full ticket - € 15
  - Reduced ticket - € 10, for University student with University card, teachers accompanying school classes, senior citizens over 65, children from 6 to 14, disabled and their caregivers, bus-drivers and tourist guides and interpreters.

- Guided Tours:
  - Fee for Italian, English, Germany guided visit, from 5 to 14 persons: € 23 (entrance ticket is included).
  - Fee for Italian, English, Germany guided visit, from 15 to 25 persons: € 20 (entrance ticket is included).

Special price and conditions for the tour operators.

Events Venue

The Ferruccio Lamborghini Museum is held in a 9,000 sqm Forum, a multifunctional and flexible venue for unique events. The Museum is an evocative and exciting place, ideal for organise exhibitions, special events, cat-walks, business meetings, cultural shows, photo-shootings, after hours meetings, private parties and conventions.

For further information about prices and availability: +39 345 2637045 - event@museolamborghini.com
Ducati Motor Holding

About

Ducati: an open company, also to companies. Ducati is open to all companies looking to turn a meeting into an unmissable, exciting experience. In the unique factory setting of Borgo Panigale, conventions and events can be organised at the Ducati Auditorium or Museum, recently reopened to the public as part of the celebrations for the company’s ninetieth anniversary. Special corporate days can be made even more engaging by throwing in a guided tour of the museum or the production lines, letting you find out how Ducati motorcycles are created to become global icons of Italian style and performance.

Get in touch

motorvalley.it/ducati-motor-holding
Via Antonio Cavalieri Ducati, 3 - 40132 Bologna - BO
+39 051 6413111

The Museum

The Museum can be visited without having to make a booking by individuals and groups up to 10 people. Opening days and times: - Winter schedule (from Monday 12 November 2018 to Monday 2 April 2019): from Monday to Saturday from 9am to 6pm. Closed on Wednesday. - Summer schedule (from Sunday 8 April 2018 to Sunday 11 November 2018): from Monday to Sunday from 9am to 6pm. Closed on Wednesday.

The Factory

The factory can only be visited if a booking has been made beforehand; tours will be guided. Opening days and times: - Winter schedule: from Monday 12 November 2018 to Monday 1st April 2019, Mon-Fri 9.15am - 1.45pm. Closed on Wednesday. - Summer schedule: from Sunday 8 April 2018 to Sunday 11 November 2018, Mon-Fri 9.15am - 11.00am and 1.45pm - 15.30pm. Closed on Wednesday, Saturday and Sunday.

Auditorium

At Ducati’s headquarters, you can organise meetings, conventions or round tables at the Auditorium, a functional location suitable for any business requirement. It is a capacious area of approximately 245 sqm, located on the ground floor and equipped with audio-video equipment and with seating for up to 120 attendants. The adjacent catering facility is strategically important - here, you can organise informal breaks or lunches.
International Circuits

Passion and competition

Racing is in the DNA of this area. A sporting passion born and developed in some of the most important racetracks in the world.
About

Varano racetrack boasts over 40 years of experience in the world of racing. Its activity began in 1969, on a 500 meters loop built around a soccer field, but the passion and farsightedness of its founding members led to the creation of the SO.GE.S.A. company (Società Gestione Sports Automobilistici) with the purpose of managing all the activities happening on and around the circuit. Under the leadership of its first director, Romano Meggi, the Varano racetrack reached national excellence in the motor sport. Today the 2,350 meters circuit is operative 300 days per year with such internationally renowned events.

Get in touch

motorvalley.it/varano-circuit
Via Strada per Fosio, 1 - 43040
Varano de’ Melegari - PR
+39 0525 551211

Speed, adrenaline, open days

Beyond the “academic” competitive activity and the free practices for race cars and motorcycles, the racetrack organizes every year special days for the enthusiasts such as Driving Fast Days, Open Pit Lane or Varano Rally Krono. During these days anybody can enjoy driving on the track using his/her personal car. This kind of possibility is given to bikers as well, during the Motorcycles Free Practice days.

The facility

The modern infrastructure allow the Varano circuit to host communication and marketing oriented events for many companies, even outside the world of motor racing. The 300 sqm inner restaurant, the catering service, the 1,000 sqm convention hall are often used for conferences and company meetings or product presentations. There are also available 22 fully equipped pits, a medical centre, a press room, offices, WiFi services and a panoramic terrace ideal for guests hospitality. In 2010 three new features had been added to the Varano circuit: a new off-road track for testing and competitions, a supermotard circuit with both asphalt and dirt surfaces and the Varano Kart track obtained within the regular circuit. This is a unique opportunity for a group of friends to challenge themselves in total safety on a real track with timekeepers and officials.
Alfa Romeo’s Advanced Courses reach the set objective: improving vehicle control capability in daily driving, simulating all the critical situations of “Negative Driving” (ie control of the car in case of emergency, with exercises in designated areas with surfaces with poor grip and artificial rain) and practicing in the “Positive Driving” (learning through driving in the track how to prevent critical situations; adopting a smooth, proper and safe driving): a complete and exciting program, thanks to formidable cars, from MiTo to Giulietta, from 4C to Giulia, also in 510cv Quadrifoglio version!

Since 1998, the Scuderia de Adamich also organizes on behalf of Maserati, the exclusive Maserati Master Program for both owners and potential customers, with varying levels of difficulty and commitment, with cars that enhance the pleasure of control. A reliable and high-performance car park, with the top models of the Trident: Levante, Quattroporte, Ghibli, Granturismo range, able to enthusiast all the fans of safe and sporty driving.

Teachings and offer

The Centro’s Driving Courses are dedicated to all enthusiasts who want to improve their technique, quality and driving safety, but not only! The Centro offers companies and institutions different Course formulas, ranging from 1 day Courses to more articulated Courses, to track experiences to match events and conventions, accomplished at the 1,000 sqm congress facility that over racetrack Courses and tailor-made training proposals for companies that dedicate resources to improving the quality of their customers, suppliers, employees, collaborators; well-built didactic experiences around the customer’s goals: Incentive Courses, Team Building, Training.

Alfa Romeo’s Advanced Courses

Since 1991 by the former Formula 1 driver and racing expert Andrea de Adamich, the Centro Internazionale Guida Sicura still operates under his leadership within a Safe and Sports Driving Courses, in a historic and collaborative partnership with the Fiat Chrysler Automobiles Group (FCA), and combines the highest standards of professionalism and safety with the adrenaline of high performance car driving.

Get in touch

motorvalley.it/varano-circuit
Via Strada per Fosio, 1 - 43040 Varano de’ Melegari - PR
+39 0525 551211

Maserati Master Program

Since 1998, the Scuderia de Adamich also organizes on behalf of Maserati, the exclusive Maserati Master Program for both owners and potential customers, with varying levels of difficulty and commitment, with cars that enhance the pleasure of control. A reliable and high-performance car park, with the top models of the Trident: Levante, Quattroporte, Ghibli, Granturismo range, able to enthusiast all the fans of safe and sporty driving.
**Autodromo di Modena**

**Circuit characteristics**
- Circuit length: 2,007 meters
- Width: 12 meters around the entire circuit
- Asphalt and gravel escape lanes
- Pit lane with 21 stalls
- WiFi service
- Telemetry systems
- Fully equipped paddock

**More than just racing**
Safe driving courses, open days, product tests, events/incentives; Modena Autodrome offers a wide variety of activities catering for all levels of enthusiasts. Importantly, female participants and even the very youngest fans are offered specially designed events with a particular focus on their needs.

**Car and motorbike open days**
Open days offer an opportunity to drive your car or bike on the track in a thrilling atmosphere. Modena Autodrome is the best place for the new generation of motor sports lovers who want to test themselves on a challenging yet enjoyable circuit. The Autodrome’s open days are your chance to share a genuine passion.

**About**
The dream returns. The glorious legacy of the past lives again in an innovative project that looks to the future. Part of Modena’s heritage, dedicated to all motor sports enthusiasts. Thrills, passion and fun. The Modena Autodrome is the ideal circuit for testing your sports car to the limit, setting up your motorbike, and savouring these thrills in a safe environment. In the heart of Modena, catering for the entire community as well as racing enthusiasts.

**Get in touch**
motorvalley.it/modena-circuit
Strada Pomposiana, 255/a
41123 Località Marzaglia - MO
+39 059 388711

**Sports car driving experience**
Experience the emotional charge of driving a GT racing or rally car on the circuit! Sports cars can be booked and hired at the Modena Autodrome for that unique on-track excitement. Professional drivers are available to teach you all the secrets of the racetrack and to initiate you into the thrill of high performance driving.
Autodromo Internazionale Enzo e Dino Ferrari

History

On 21st April 1963, Imola was ready to host a F1 race: it was Jim Clark on his unrivalled Lotus, designed by Colin Chapman, who dominated the competition. After the 1980 edition of the Italian Grand Prix, starting from 1981, Imola was the venue for San Marino Grand Prix.

Imola’s International Race Track is currently the venue for the Superbike Italian Round and many other worldwide motorcycle and car races: the history continues!

Info on guided tours:
Upon reservation. Languages: English, French, German and Spanish. Contact person: Elisa Mazzini - +39 0542 25413 elisa.mazzini@imolafaenza.it

Conference Areas

The Circuit is composed by several spaces available for meetings and events:
• 3 paddocks suitable for motor activities and concerts;
• 32 pit boxes and uncovered terrace above the pits; multi-level building race control composed by 10 rooms for offices and hospitality;
• The new conference hall hosting the media centre (500 seats) and the briefing room (100 seats);
• Checco Costa Museum and the covered terrace are an ideal location for exhibitions, events and hospitality;
• The Senna’s meeting room;
• The historical race control tower (Dekra Tower) has 2 top floors available for medium/small events.

For further informations: +39 0542 655111 info@autodromomola.it

About

It was at the end of the ‘40s, when the idea of a racetrack on the hills of Imola started to take shape: it was the dream of a permanent racetrack. A dream which came true on 6th March 1950 - when the foundation stone was laid for the building of Imola’s Racetrack - thanks to the passion and the efforts of “the prince of motorcycles” Checco Costa. Officially inaugurated on 25th April 1953 with the Coni Grand Prix and the first car race in the story of Imola’s racetrack was in 1954, an engaging competition dominated by Enzo Ferrari, nicknamed “il Drake”.

Get in touch

motorvalley.it
/autodromo-internazionale-enzo-e-dino-ferrari
Piazza Ayrton Senna da Silva, 1 - 40026 Imola - BO
+39 0542 655111
About

Misano World Circuit is the temple of Romagna motorcycling. It hosts annually the two most important motorbike championships - GP and SBK - as well as important four-wheeler events. The Circuit, located in the heart of the Motor Valley, welcomes more than 600,000 people a year, gathered in the name of passion for engines, and it hosts not only motor races but also important business events, corporate meetings and incentives. MWC has become an unbeatable showcase for great brands.

Get in touch

motorvalley.it/misano-world-circuit-marco-simoncelli
Via Dario Kato, 10 - 47843 Misano Adriatico - RN
+39 0541 618511

The MWC tracks

With the return of the MotoGP in 2007, Misano World Circuit started investing heavily in making the track flexible and safe. Now it has four different tracks: the international one - which is 4,226 meters - the flat track, the kart and motard track. The artificial lighting system and the numerous improvements on receiving areas have allowed MWC to host 100,000 spectators and the paddock service areas, of 70,000 square meter in total, make Misano World Circuit the ideal solution for sporting and commercial events. The Circuit main attractions are the greatest world events, enriched by a series of activities and events that satisfy visitors’ passion for engines. MWC is also a FMI federal technical centre that provides training for drivers. It permanently hosts training sessions for great champions and new talents in international motorsport. Misano Circuit is completed also by one of the most complete medical centre in the world. In such an exciting context, history is re-lived thanks to the projects that recount the history and the passion of what today is called The Riders’ Land.

Conference and event area

• Conference Room
  Capacity theater 90 people
  1 screen, projector, microphones, layout variable
• White Hall
  Capacity theater 200 people
  1 screen mt 3×2, projector, microphones, layout variable
• Simoncelli Hall
  Capacity theater 80 people
  1 screen mt 3×2, projector, microphones, layout variable
• 4 Vip Lounge rooms
  Capacity theater 40 people
  2 TV screen, layout variable
• Free area 70,000 sqm for business activities, free parking

• Additional Services:
  Full WiFi connection,
  Restaurant with swimming pool, internal Medical Centre, motorsport team building activity.
  Guided tours by appointment for groups only, compatible with the ongoing event.
Private Collectors

Gems to discover

Passion and research meet in these pearls of the local area. Places where priceless treasures are kept and where enthusiasts can experience their charm and value.
Collezione Nello Salsapariglia

The Salsapariglia Collection presents a fantastic opportunity for visitors to admire motorbikes, bicycles, tractors, motors, radios and gramophones from the 19th and 20th century with their own eyes. A solid display of man-made creations that spans over 100 years. The Collection is made up of splendid, unique pieces including 150 classic motorbikes dating back from 1898 onwards, 100 industrial and agricultural machines from the 1900s, 100 gramophones, phonographs and classic radios from the 1900s, antique bicycles, Lesa tractors as well as Sabart chainsaws. The collection is also enriched with antique photographs, yet another witness to times gone by.

Panini Motor Museum

The private museum belonging to the Panini family is one of the most complete collections of Maserati cars in the world. In a Liberty-style building, visitors can find the most historic periods from the company from the Trident area from 1926 onwards, kept in mint condition by the Panini family and handed down from generation to generation by Umberto to his son Matteo. In the private museum, there are also many vintage motorcycles, most of which are produced in Emilia-Romagna, collectible bicycles and military vehicles.

Collezione “Old Racing Spare Parts” di Mario Sassi

The private collection belonging to Mario Sassi is a concentration of the history of Ducati from its origins (1926) all the way up to the 90s: from the first high-tech products such as radios, cameras and mechanical calculators to the prestigious motorbikes of the world famous company located in Borgo Panigale. A unique Collection, featuring all the most important Ducati models that have made history: from the single-cylinder Desmo to the 750 GTS, 750 SS, 900 SS and MHR 900-1000 models. The Laverda 750 and other very rare models can also be found in the collection.

Collezione Righini

The Righini collection of cars and motorcycles is kept in the Castello di Panzano (Panzano Castle) in Castelfranco Emilia, once belonging to the Malvasia family. The ancient walls of the structure are a testament to Mario Righini’s passion for restoring old cars, which began in his younger years when he witnessed the demolition of vehicles as required by the State. The collection includes historic cars from every car company: Ferrari, Mercedes Benz, Isotta Fraschini, Rolls Royce, with the stars of the show, classic Alfa Romeo cars.
For a short time, the Maserati brand also produced motorbikes. This occurred during the turn of the 50s and 60s as Maserati motorcycles, as well as cars, were the symbols of a booming Italy. “Galleria Ascari”, the private collection of Maserati motorcycles, was born out of the constant and long term passion for Maserati, and is held in the annex of La Corte dei Sogni in Modena. Andrea Ascari’s private collection of Maserati motorcycles, was born out of his constant and long term passion for Maserati, and is held in the annex of La Corte dei Sogni in Modena.

The Benito and Renzo Battilani Collection brings together many vintage motorbikes produced both in Italy and abroad between the early 1900s and 1945. The collection follows the evolution of motorbikes, from the “evolved motorbikes” to the first motorbike ridden by Loris Capirossi. The collection presents an opportunity to discover the history of the people that have driven these motorbikes, from Vittorio Sambri, the first woman to participate in competitive motorbike racing, to Umberto Faraglia, that rode the first Harley Davidson in the 20s and broke the first 175kph record on the road from Rome to Ostia.

Bruno Nigelli’s private collection was born out of his passion for mechanics, consisting of over 300 motorcycles, with vintage pieces that tell this story of this sector in Bologna, which with its 85 companies has a unique concentration of motorcycles worldwide.
Bandini was an Italian car company founded in 1946 and closed on the 12th of April 1992 due to the death of its owner engineer Ilario Bandini. The company produced just 75 cars, all handcrafted and built for competitive purposes. Each model was very different, making each piece extremely unique. Bandini’s family own all the cars built by Ilario Bandini. The collection is in fact curated by the ‘Registro Storico Bandini’ (Bandini Historical Register).

AMES is a cultural non-profit organization, founded in 2010 by a group of friends that all had a passion for vintage cars and motorcycles. The objective is to conserve and safeguard the technical-cultural heritage in order to pass it onto future generations. This is why every business partner has offered their own personal pieces to the collection with an exhibition that contains 30 cars, 80 motorcycles and other historic artefacts from the previous century.

A beautiful Moto Guzzi collection, dedicated to the great Augusto Farnetti. The work done by Elio Brunelli, collector from Forlimpopoli and former chairman of the ASI motorcycle events committee, is a tribute to the works of the Casa di Mandello del Lario and to one of the greatest experts of vintage motorcycles. The museum stretches over 650 square meters and visitors can admire the motorcycles made by Moto Guzzi between 1930 and 1970, all restored and type-tested by the ASI. Each one has a plaque explaining the model name and year it was built.

The Italjet collection was founded off the back of the exposition of vintage models from the 90s at the headquarters of the motorbike company in San Lazzaro di Savena. Pasquale Mesto was the founder and curator of the exposition which, once the factory had closed, managed to integrate the old exposition with other exemplars of the history of the company. Today the collection contains over 30 models produced during the 90s - prime time for Italjet - that tells the story of Leopoldo Tartarini and was able to second guess innovative styles.
Collezione Moto Poggi

The history of Yamaha racing motorbikes is concentrated into one unique museum, a unique opportunity for motorbike aficionados to discover the evolution of the racing bikes from the Japanese company. The collection, curated by Pierluigi Poggi, has managed to maintain the authenticity of all the motorbikes it hosts. All the models have been “preserved” or restored in an authentic way. The exposition includes pieces such as the YDS-1R from 1959 and many examples of the famous “T2” and the YZR 500.

Collezione Parilla

This passion was born in the 70s with the research into the first Parilla 80 and developed over time with the expansion of his personal collection, until it reached around 50 pieces, often restored by collectors in their free time with the aim of displaying them to the public. The monobrand collection also contains all the historic connected documentation, advertising, sports photographs, newspaper cuttings, memorabilia, objects, clothing and magazines.

Collezione Pollini

The Pollini Collection is not just a collection of automobile material, but a real journey through the discovery of the traditions of our country from the 50s to the early 2000s and the cars that marked these years. Giovanni Pollini, originally from Bologna, was able to create a rich collection of car models, advertising posters, specialised magazines, period drawings and other objects that revolve around the automobile world. The collection contains many cars donated by various collectors following the themes discussed in the guided tours.

Piccolo Museo della Moto Bariaschi

The small museum of Emilio Bariaschi motorbikes includes motorcycles that were built during the mass motorization period between the end of World War II and 1965. A collection that tells the tale of the roaring years of motorcycling in Italy. Period in which Gilera, Moto Guzzi and MV became famous all over the world. To pay tribute to this historic period, Emilio Bariaschi, collector from Guastalla, felt the need to share his passion with the public.
The San Martino Museum in Rio is a 650 sqm space containing around 50 cars, a bicycle and a motorbike, that lends itself to many different functions. The museum is part of various cultural circuits and together with the San Martino Stable it is an ASI federate and is recognized in international motorbike culture. The Museum is also recognized by the Fia (International Automobile Federation) and is part of the regional project for bringing value to the motorbike museum circuit in the region.

The Museo del Patrimonio Industriale (Industrial Heritage Museum) documents, visualizes and communicates the economic-productive history of the city and its local area from the Modern Period until today. The Museo del Patrimonio Industriale (Industrial Heritage Museum) is part of the Bologna Museum institution of the Municipality of Bologna and is the cornerstone of the Industrial Heritage and Technical Culture area.

The DEMM Museum of motorbikes and mopeds is the last component of a cultural project aimed at relaunching tourism in the Porretta Terme area. Giuliano Mazzini began working for the company as a mechanical designer, before becoming Head of Production, Managing Director and Vicepresident of the DEMM. Since 1985, together with his son Mosè, he began a long and tiresome research, recovering and restoring documents, prototypes and models linked to the legendary motorbike and moped production from the Italian motorbike company active from 1919 until 1988.

The Museo Francesco Baracca was established by the Municipality of Lugo in 1926 and located until 1990 in a room at the entrance to the Rocca Estense, the “Francesco Baracca” Museum tells the story and collects the relics of the main ace of Italian aviation, gold medal for military honor in the First World War, during which he won thirty-four air victories.
The exhibition tells the story of the racetrack in Imola through the reconstruction of the first motorcycle and motor races held at the Santerno circuit. The museum holds many Ayrton Senna memorabilia, including some cars with which he raced: two Formula Ford models, the Formula 3 and the Mercedes 190 E sedan with which he made his debut into Formula 1 in the Nurburgring race in 1984. The Lotus 98T with the livery John Player Special, the McLaren Mp4 / 6 (1991), the McLaren Mp4-8 (1993) and the Williams FW16 (1994) are also displayed in the exhibition. A gallery-museum dedicated to the exploits and the achievements of the beloved motorcycle rider Marco Simoncelli (Sic). The gallery traces the story of the champion and his private life. In the museum visitors can find motorbikes, helmets, suits and his personal belongings.

The National Motorcycle Museum was born from the common passion for motorbikes of three friends: Germano Corvatta, Giuseppe Savoretti and Tino Zaghini, who in December 1993 combined their private collections and set up the first Motorcycle Museum open to the public in Italy. A museum that explores the origins of motorcycles from its origins to the present day. Within the museum there are around 250 specimens from 55 different brands, that retrace the history of this fantastic two-wheeled vehicle.

A private museum that collects Italian and international motorbikes from the 50s until the 90s, with competition, cross-country, trial, tourism models, as well as models for everyday use such as Vespas or Lambrettas. The museum project involves a constant renewal of new vehicles with the addition of new historical elements that have been restored and/or preserved. The large tree-lined park of the museum lends itself to hosting rallies and motor-assemblies for enthusiasts of vintage motorbikes.
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