



**MOTOR VALLEY FEST ANNOUNCES THE DATES OF THE FIFTH EDITION IN MODENA,
THE CAPITAL OF THE ITALY'S MOTOR VALLEY
FROM May 11-14, 2023**

Modena, 21 March 2023 – The dates of the fifth edition of the Motor Valley Fest, the great open-air automotive festival, have been announced. From May 11-14, 2023, the city of Modena, a UNESCO World Heritage Site, will once again host this festival celebrating the famous Motor Valley.

The formula of the "Fest" will include a comprehensive schedule of conferences and round tables, exhibitions of cars from the Motor Valley brands, thematic meetings, parades, dynamic appointments and tastings. As the most anticipated event of the spring, the spotlight will once again be on the Motor Valley with its unique mix of experiences and excellence aimed at celebrating the territory and its major players.

"Since its creation, the Motor Valley Fest has established itself as an international reference point for the world of motor vehicles. This is confirmed by the growing numbers of participants and visitors," according to the governor of the Emilia Romagna Region, Stefano Bonaccini. "We are proud to have kept our commitment to showcasing our territory's rich offerings, but also to discuss the present and plan for the future of the Motor Valley. It's a lively event designed to face the decisive challenges that await us: environmental sustainability, development of ecological high-performance engines, use of new technologies, research, the need to train specialized personnel and cross-referencing them with the needs of companies, such as attracting Italian talent from villages throughout the country. Tradition, passion, and innovation come together in a unique, must-see event."

This 5th edition will be even more significant, marked by important anniversaries including the 125th anniversary of the birth of Enzo Ferrari, the 70th anniversary of the Enzo and Dino Ferrari International Racetrack in Imola, the 30th anniversary of the death of Ferruccio Lamborghini and the 60th anniversary of the founding of Lamborghini.

This year's festival will also see the return of the Innovation & Talents session- a networking area dedicated to talents, start-ups and the university world featuring talent talks, in-depth meetings in a hybrid format, face-to-face as well as streaming on YouTube, and roundtables where developments and the future of the automotive sector will be discussed, the place where automotive companies meet young university students from all over Italy and around the world.

"Once again, the Motor Valley Fest will be an opportunity to look to the future of the automotive sector, starting from the solid roots that our area can boast," said Mayor of Modena Gian Carlo Muzzarelli. "We are already preparing to welcome tourists and enthusiasts who will be able to admire authentic works of technological art alongside the traditional works of art that can be found throughout the historic center of the city, where the Motor Night will



also take place. In the fifth edition, among the many events dedicated to innovation in the sector, we will have the opportunity to remember a great innovator like the recently deceased engineer Mauro Forghieri, who worked alongside Enzo Ferrari within Formula 1, as well as events and seminars that will be of interest to many students, designed in collaboration together with the universities."

The Motor Valley Fest will serve as the signature event for the international promotion of *Made in Italy* and will be part of the communication campaign of the Emilia-Romagna Region and Apt Servizi Emilia Romagna for the international enhancement of the Italian automotive sector.

Images are available here:

<https://drive.google.com/drive/folders/1mPs4pgrVK1UjNmsP3FGMIPYiActeaVD?usp=sharing>