



MOTOR VALLEY FEST: THE 2023 EDITION IS A BIG PUBLIC SUCCESS

The four-day event, celebrating the great passion for engines, welcomed over 50,000 visitors to Modena

Modena, May 14 2023 – The 2023 edition of the Motor Valley Fest was a great success with the public, welcoming over 50,000 visitors. This annual event most prominently attracts the attention of motor enthusiasts from around the world as well as the most important Italian and international players in the automotive sector.

“It was exciting,” underlines the **Regional Councilor for Tourism Andrea Corsini**, “to see one of the region's art gems crowded throughout the weekend with enthusiasts and simply curious for the great open-air party of our Land of Motors. With this fifth edition, which was only partially disturbed by bad weather, the Motor Valley Fest is confirmed as one of the motoring events not to be missed, alongside the major two and four-wheeled events hosted in our circuits. Exhibits, shows, parades, entertainment, typical food...everything was created thanks to the great teamwork of the institutions, the two and four-wheeler brands, the collectors' and enthusiasts' clubs and the local associations. Lots of offers for visitors, but also a very interesting and fruitful debate on the mobility of the future, which saw the big names in the Motor Valley confront each other and opens up interesting prospects, giving visibility to young people with their start-ups”.

In the courtyard of Palazzo Ducale, seat of the Military Academy of Modena, attendees experienced the **Best of Motor Valley**, a journey into the beauty and design of the Motor Valley among supercars, motorcycles and vintage cars, brands and racetracks of the Land of Motors.

The articulated scientific program, starting from the **inaugural conference** at the Pavarotti-Freni Theater in Modena, saw representatives of the institutions and the international automotive elite address the challenges of energy transition and industry trends. This two-day event, which saw 95 speakers participate in 9 thematic meetings, registered almost 1,000 participants!

There were 12 Talent Talks in the **“Innovation & Talents”** area hosted in the theater of the Collegio di San Carlo, welcoming 1,400 university students passionate about engines together with 23 speakers belonging to the top brands of the Motor Valley, companies and universities in the automotive sector: Dallara , HPE Group, Bosch, Pagani, Ducati, Ferrari, Scuderia AlphaTauri, Maserati, Texa, Automobili Lamborghini, Energica and MUNER - Motorvehicle University of Emilia-Romagna.

The university world also took center stage in Piazza Grande for the first two days of the Fest, with the 12 Formula SAE cars designed by the University of Modena and Reggio Emilia, the University of Pisa, the University of Pavia, the Polytechnic of Milan, the University of Ferrara, the University of Cassino and southern Lazio, the University of Padua, the University of Trento, the University of Bologna, and MUNER, the Motorvehicle University of Emilia-Romagna, a forge of young talents with a passion for innovation.

Even adrenaline was not lacking, as evidenced by the sold out two test drive days of the **Drive Experience - Track Day at the Modena Marzaglia** racetrack, organized by Davide Cironi. As many as 250 cars raced on Saturday and 260 on Sunday, welcoming over 2,500 combined spectators.

The streets and squares of the historic center of Modena welcomed, amid crowds and enthusiasm, the jewels of the **Cavallino Classic Modena and the 23rd Concours d'Elégance Salvarola Terme Trophy**; the **“Motorcycles & Supercars Made in Motor Valley”**, **“60th Lamborghini Anniversary & Supercars”** rallies and the Sport Rally Team parade have also chosen Motor Valley Fest. Over 240 cars drove through the city of Modena between Saturday and Sunday.

For lovers of motoring art and culture, there was great turnout in the museums of the Motor Valley and for the exhibitions set up in the city and in the province: **Manually: pieces of unique pieces** (promoted by Modenamoremio), **L'altra storia dell'Ing. Mauro Forghieri**, **“The great Modenese motorcyclists”** (promoted by Vision Up) and visits to the **Auction House of the Motor Valley of Giusti and Battaglia** and to the **private collection of the Giusti family**.

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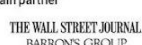
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The **Night of the Museums** event which encompassed the main cultural institutes of the city, the squares of the historic center and the redeveloped spaces of the former Estense Hospital, also drew a huge crowd.

The **Motor Valley Village** in Piazza Grande was the location for the ludic-educational activities, and for talking about road safety, which this year attracted families and children of all ages.

Over 100 accredited national and international sector journalists testify to the undisputed appeal of the event for national and foreign press. The great open-air festival of the Terra dei Motori also involves international newspapers, with the presence in Modena of Hearst Auto - Car & Driver (USA), New York Post (USA), VOGUE.COM (USA), Glass Magazine (UK), The SundayTimes & Upscale living Mag (UK), Kronen Zeitung (Austria), Falstaff Austria (Austria), Sächsische Zeitung (Germany), The National UAE /Motor Mania Radio (UAE), Global Trend Monitor & MADAME (UAE) which have participated in an Educational Tour, to discover the excellence of the Modena area, organized by APT Servizi Emilia-Romagna.

THE ORGANIZERS

The Motor Valley Fest is organized by the Emilia-Romagna Region; APT Servizi Emilia-Romagna; the Municipality of Modena; the Motor Valley Development Association; MUNER; and Meneghini & Associati; with the support of the Ministry of Foreign Affairs and International Cooperation; ICE Agency; Chamber of Commerce of Modena; and Modena Foundation; in partnership with Anfia; UNRAE industrial vehicles section; Autopromotec; ACI; and Bologna Fiere - Motor Show. The project is co-financed by the European Funds of the Emilia-Romagna Region - Por Fesr 2014-2020.

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<https://www.motorvalley.it/en/>



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