



Statements on Motor Valley Fest

March 28, 2024

Andrea Corsini, Councilor for Mobility and Transport; Infrastructure; Tourism; and Commerce of the Emilia-Romagna Region

"Never before has our Motor Valley offered a calendar of exceptional and unmissable events with the "new entry" of Formula E at the Misano World Circuit, the Formula 1 Grand Prix at the Enzo e Dino Ferrari International Autodrome in Imola, Moto GP, Superbike and "WDW" World Ducati Week, and the many historical re-enactments, rallies, and events hosted in the 4 regional circuits. Not to mention the international visibility given by the film "Ferrari" by Michael Mann, released in theaters at the end of 2023, and the promotion in our country which will bring us the Rai docufilm "Veloce. The Motor Valley Legend." It will be an important year, in which the great open-air celebration of the Land of Motors should not be missed, which for the sixth year will see the avenues and the squares of Modena filled with enthusiasts of all ages and backgrounds, who will breathe a unique atmosphere made of passion, history, and innovation."

Gian Carlo Muzzarelli, Mayor of Modena

"Modena is preparing to host the sixth edition of the event which, as always, will offer us a look at the future of the automotive sector; at what the electric revolution and autonomous and assisted driving mean; and, the prospects of hydrogen, given that in the city we will have the Hydrogen Valley production hub, the project developed with Hera, Snam, and many other partners including Unimore, the Energy Agency, and the Chamber of Commerce. The Motor Valley Fest confirms itself as an opportunity for international discussion very useful for the companies of our region. For many young people, it also represents a great opportunity to learn about ongoing innovation in the sector and employment opportunities. As in previous editions, Modena will welcome tourists and enthusiasts to admire authentic technological works of art together with the artistic and architectural ones offered by the historic center of the city with the UNESCO site, even in spaces that we are restoring through redevelopment works, such as Palazzo Solmi or Largo Sant'Agostino, while at the new Diurno in Piazza Mazzini we will have an appointment dedicated to the engineer Mauro Forghieri."

Claudio Domenicali, CEO of Ducati Motor Holding and president of the Motor Valley Development Association

"Motor Valley is in splendid shape and has a year ahead of it full of great events and moments of sharing of which the Motor Valley Fest is certainly the pinnacle. Since the first edition, the festival has represented an extraordinary opportunity to immerse yourself in the skills and ingenuity that characterize the Emilia-Romagna, Land of Motors, and its brands. These companies work tirelessly to offer customers and enthusiasts unforgettable experiences within this unique industrial, tourist, and cultural district, but also globally. Four days full of moments of discussion await us in Modena, during which we will explore trends in the automotive world, discuss the potential of new technologies, and explore new avenues for developing and attracting talent. But above all, we will experience the emotions on two and four wheels that only a unique territory like ours can convey."

Eugenio Razelli, Scientific Coordinator of the Motor Valley Fest

"The continuous wave of innovation that companies must face, at a hardware and software level, to overcome the challenges of the ecological transition, together with the opportunities created by Software Defined Vehicles (SDVs) which can exploit the large amount of data made available by cars, allows us to continue to enhance the experiences on board. This year we are focusing on the potential of artificial intelligence for companies and the world of e-sports. The push for sustainability and the commitment to the implementation of ESG factors further enrich objectives, opportunities, and difficulties. Among the new participants in the Motor Valley Fest, we mention two important companies, Azimut and Pirelli, who strongly believed in this project of the Land of Motors of Emilia-Romagna."





Giuseppe Molinari, President of the Modena Chamber of Commerce and President of the “Study Center of the Guglielmo Tagliacarne Chambers of Commerce”

“From research conducted by the Tagliacarne Institute, in collaboration with ANFIA and AICA, the automotive aftermarket sector in Italy produces 28 billion euros of added value equal to 1.7% of the total economy, giving work to 398 thousand employees, representing 1.6% of total employment. Emilia-Romagna stands out as the second region in Italy for the impact of the Aftermarket on the overall regional production (2.5%), with Modena placing itself in second place in the provincial ranking again for the contribution of the Aftermarket to the total production of the economy local (3.4%). Strengthened by this position, the Modena Chamber of Commerce has decided to promote and support the Motor Valley Fest again this year.”

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