



Press Release

## MOTOR VALLEY FEST 5.0 - A UNIQUE & SUSTAINABLE EXPERIENCE ENHANCED BY TECHNOLOGY & SPORT

**In Modena, on May 2<sup>nd</sup> and 3<sup>rd</sup>, key figures in the automotive industry will discuss the new scenarios of mobility. The conference program will be available to stream live.**

Modena, April 16, 2024 - **Motor Valley Fest**, the open-air festival of the Emilia-Romagna Motor Valley (Modena, May 2-5, 2024), is approaching its sixth edition, which will address, as every year, the latest and much-debated topics. For the occasion, given the geopolitical scenario that sees the whole world engaged in an urgent and no longer postponable action, the focus of the conference program is on ecological transition. However, sustainability is not the only concern. Indeed, it is a commitment that involves not only car manufacturers but also the entire automotive industry, looking towards the future with an increasingly green perspective, paying particular attention to sensitive issues that have become part of the global vision. Motor Valley Fest will provide the opportunity for the audience, both in person and remotely, to witness a discussion among experts, top managers, entrepreneurs, representatives of institutions, the academic world, and training around these topics.

At the heart of the two-day Talk, opened by the highly anticipated **inaugural conference (Thursday, May 2, from 9:00 am** at the Teatro Comunale Pavarotti Freni in Modena), which will be available for live streaming on the Motor Valley Fest [website](#) and [YouTube channel](#), are also the luxury and high-performance market, as well as the expansion of generative AI, autonomous driving, and the Software Defined Vehicle. All key points for the development of the sector in an increasingly competitive global market.

The Opening Conference will be an important networking moment, bringing to the stage of the charming Modena theater, pillars and strategies adopted to date by the main automotive brands. Following this, the **Top Table** will feature the leading brands of the Motor Valley: **Ducati, Maserati, Pagani, Dallara, Ferrari, Lamborghini, Energica Motor Company**. The discussion will focus on challenges, opportunities, and actions necessary to continue to be leaders in the high-performance driving experience in a highly competitive market characterized by the trends in financial markets, which have required and will require increasingly targeted strategies to support growth and innovation. These are all themes on the agenda of investors, companies, and stakeholders operating in a complex, yet non-critical global context, aiming to identify actions to be taken in the immediate and near future.

Throughout the afternoon and for the entire day on May 3<sup>rd</sup>, there will be in-depth talks focused on vertical and cross-cutting themes that will connect professionals, investors, enthusiasts, students, and startups. The discussion tables will focus not only on the Italian automotive industry and future opportunities but also on the world of startups with a focus on investment strategies, bringing alongside industry operators the most interesting and innovative Italian and international startups in the field of mobility.

But we cannot inquire about the future of automotive without delving into the topic of electric vehicles and potential alternative technologies, from hydrogen to biofuel, evaluating their current status and competitiveness within the market.

The digital evolution from 2.0 to 5.0, the central theme of this edition of Motor Valley Fest, brings forth a series of new challenges and opportunities that will be discussed during the Talk dedicated to the broader theme of Digitalization and Artificial Intelligence.

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Closely linked to the topic of digitalization and the evolution of integrated systems is what has been achieved so far in the field of autonomous driving. This has seen the development of a true ecosystem of apps for drivers and passengers, opening new opportunities thanks to digital technologies, even in the racing sector, which has had a positive impact in terms of ESG and has seen the involvement of an increasingly diverse audience.

The urgency related to CO2 emissions and the need for companies to adapt to laws and regulations requiring increasingly precise management to achieve set goals, demand urgent actions that can make a difference in the market. This has driven companies to implement ESG programs to attract talent and investments.

The evolution towards hybrid and electric vehicles presents significant challenges that also impact the design of new cars, but which present unique driving experiences, another theme that will be addressed at the center of the Design & Heritage Table.

Bring on the roar of engines, then. Motor Valley Fest is ready to kick off its highly anticipated sixth edition.

## 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, Meneghini & Associati, with the support of the Ministry of Foreign Affairs and International Cooperation, ICE Agency, Unioncamere Emilia-Romagna, Modena Chamber of Commerce, Modena Foundation, in partnership with Anfia, UNRAE industrial vehicle section, Autopromotec, ACI, Bologna Fiere - Motor Show. The event is co-financed by European funds from the Emilia-Romagna Region Por Fesr 2014-2020.

[www.motorvalley.it](http://www.motorvalley.it)



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