

Motor Valley Catalogue



EXPLORE THE LAND WHERE THE PASSION FOR SPEED WAS BORN



PASSION

It runs stronger here

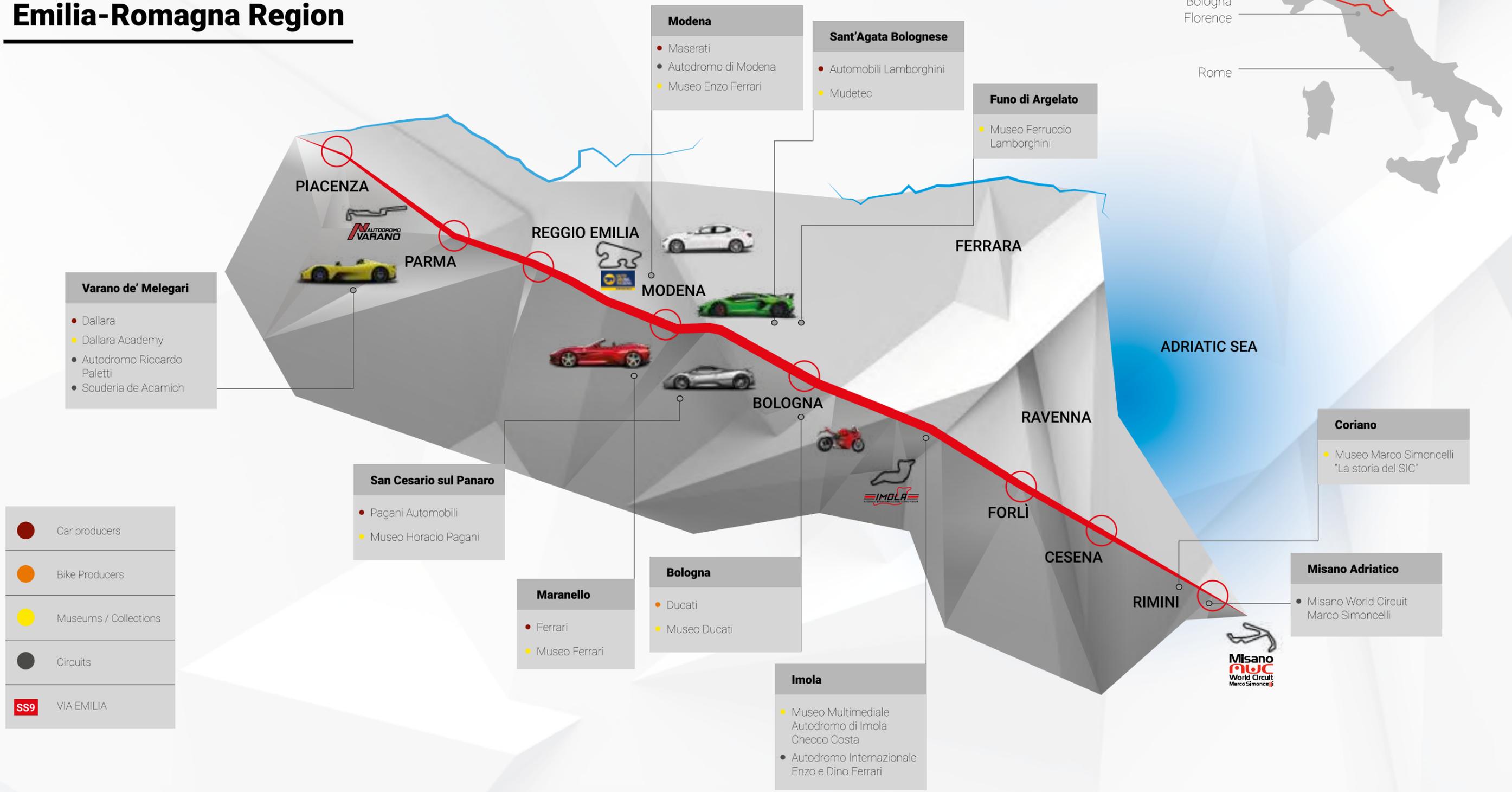
There is a place where time is measured in fractions of a second and distances calculated in miles per hour. A place where children learn to balance on a saddle before they are even stable on their feet. Where the passion for engines is passed down from generation to generation, every garage concealing wonders, large and small.

In this place, a flair and love for design merge to create the world's most exclusive and high-performance cars and motorcycles. In less than three hours' travel time, you can reach four different racetracks, each more thrilling than the last, and within a radius of 150 km, you can get lost in more than thirty collections and museums, home to hundreds of unique examples and priceless creations. You can even travel back in time, amidst the roaring and sparkling vintage cars and bikes.

In this place, both talent and enjoyment are nurtured and grow hand in hand, while innovation stems from the mind and, particularly, the heart. It might sound like make-believe, but this place really exists. It's in Italy and is located within the Emilia-Romagna region.

This place is known as Motor Valley.

Emilia-Romagna Region



A globally unique route of excellence and passion

FOUNDERS: Autodromo Riccardo Paletti Varano, Scuderia de Adamich, Dallara, Scuderia Tricolore, Aerautodromo di Modena, Fondazione Casa di Enzo Ferrari-Museo, Pagani Automobili, Automobili Lamborghini, Museo Ferruccio Lamborghini, Ducati, Autodromo Int.le Enzo e Dino Ferrari di Imola, Aldo Drudi Studio Grafico, Misano World Circuit Marco Simoncelli. **SUPPORTERS:** Maserati, Collezione Nello Salsapariglia, Museo dell'Automobile San Martino in Rio, Museo Old Racing Spare Parts, Piccolo Museo della Moto Bariaschi, Ruote da Sogno, Collezione Ascari, Umberto Panini Motor Museum, Museo Moto Glorie Italiane, Collezione Bruno Nigelli, Collezione Moto Poggi, Collezione Pasquale Mesto, Collezione Pollini, Collezione Righini, Museo del Patrimonio Industriale, Museo delle Moto e dei Ciclomotori Demm, Collezione Battilani, Museo Checco Costa, Tazzari EV, Collezione Auto Bandini, Collezione Guzzi Brunelli, Collezione Parilla, Collezione Vespa Mauro Pascoli, Gresini Racing, Museo Francesco Baracca, Museo Marco Simoncelli, Sic58 Squadra Corse, Museo Nazionale del Motociclo di Rimini, Museo dell'Auto Storica Stanguellini, ISSAM, Colsam, Vins.

MOTOR

A unique combination

Motor Valley is not only an association that brings together the most prestigious all-Italian automotive and industrial brands. It is also the enthusiasm with which prestigious brands, circuits, historic motoring and motorcycling bases, and advanced training centers pool their strengths, with the aim of amplifying their own value as well as that of an entire district.

There is no place on earth that can boast such a concentration of talent and know-how, industrial and artisan ability, and technological innovation and research within such a small radius. A land of mechanical and engineering marvels - the result of an industriousness for which its inhabitants have always stood out - that are developed over time thanks to the most powerful driver of them all - passion.

Motor Valley is, at once, both history and future, tradition, and avant-garde. A territory that perfectly balances innovation, identity, ingenuity, and emotion, and that reflects this sense of total harmony in all its creations, which are not only the most advanced in terms of their technology and performance, but also the most beautiful, which means they are also the most highly desired and imitated.

Motor Valley now races faster than ever as it strives to share this beauty with the world, so that more and more people can experience it for themselves. Dreams are what unite people, and Motor Valley is the place where dreams come true. At the fastest possible speed.



Claudio Domenicali
President of Motor Valley



VALLEY

A land devoted to the future

An industrial district that counts 16,500 companies and more than 66,000 staff members, with an annual turnover of 16 billion Euro and exports equating to 7 billion. These are the Motor Valley numbers. A story that harnesses the past to look to the future, and that tells of a land that will not settle for a glorious past, but that continues to strive to consolidate its role in the world.

We live in times of great change. But in Emilia-Romagna we are used to saying little and doing much. Joining forces and looking beyond the differences. Today, the challenge revolves around innovation, the attractiveness of firms, and the development of new know-how. And the playing field is not regional or even national, but global. Aware of this, and with real foresight, the Motor Valley players have united to develop instruments and activities designed to strengthen this land's instrumental role in the world, creating synergy by bringing together the best minds, skills, and technical abilities, all closely tied to the educational, development and research system.

From digitalization to artificial intelligence, from robotization to electric mobility, Motor Valley can act on many fronts, playing a starring role as it already has on so many occasions. And everyone, from the manufacturers to the circuits, from the private collections to the training centers, is ready to contribute to developing an increasingly attractive district, even more high-quality products, and ever greater professionalism.

Once again, Emilia-Romagna proves to be a global model of development and cooperation, and Motor Valley a strong and fortunate land, proudly connected to its past and totally devoted to the future.



Stefano Bonaccini
President of Regione
Emilia-Romagna



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EDUCATION
SKILL, TALENT,
AND INNOVATION

BRAND



Made in Motor Valley

Emblematic of a greatness that never diminishes despite the passing of time, the ancient Via Emilia is a route along which some of the world's most prestigious and cherished brands have their home. Brands that have made automotive and motorcycling history and that contribute to writing future chapters each day with products of unique beauty and cutting-edge technology, which are designed and created thanks to a blend of technical know-how, artisan skill, vision, and passion that cannot be found anywhere else in the world.



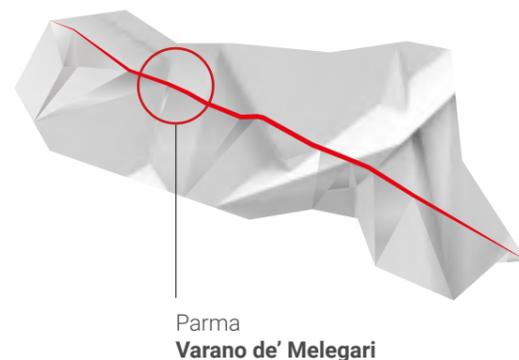
DALLARA

The pursuit of excellence

Its achievements in Formula 3, first in Italy and then around the world, its acclaim with the American IndyCar Series, its consultancy for major manufacturers, and its continued focus on technology and innovation have seen Dallara become one of the most important firms specializing in the design, development, and production of race cars. Founded in 1972 in Varano de' Melegari, Parma, by engineer Giampaolo Dallara, over the years it has become synonymous with racing at global level as it continues to "pursue excellence", with a particular focus on the composite materials, aerodynamics, and dynamics of the vehicle.

Giampaolo Dallara. Motor Valley's engineer.

Giampaolo Dallara's story is one of great passion, clear talent, immense tenacity, and perpetual enthusiasm. Born on 16 November 1936 in Varano de' Melegari, in the Parma province, Giampaolo Dallara cut his teeth in Emilia-Romagna, working for those automotive brands that were already exporting the legend that is Motor Valley as far back as the 50s. In December 1959, as a new graduate, the young engineer scored his first proper job, working for the Prancing Horse brand as an assistant to engineer Carlo Chiti, who was technical director of the Ferrari Race Department at that time. He then moved to Maserati, where he worked alongside engineer Giulio Alfieri, the genius responsible for many of the Trident brand's works of art. Two years later, he decided to continue his professional growth at Lamborghini, where he designed the iconic Miura, an unrivaled masterpiece of design that launched the era of mid-engine supercars. In 1969 he landed at De Tomaso, an automotive brand founded in Modena in 1959 by Italo-Argentinian driver Alejandro de Tomaso. Here, Dallara designed an extremely innovative Formula 2 single seater that stood out for its aeronautic-inspired tubular monocoque frame in studded metal plate. Three years later, in 1972, in the garage of his home in Varano Melegari, engineer Dallara founded "Dallara Automobili da Competizione".



Dallara Stradale

The Dallara Stradale was engineer Dallara's long-cherished dream. One that finally became reality in 2017 when he was the first to travel a few miles in the prototype vehicle, on his 80th birthday no less. The Stradale was that 'everyday' car that Dallara had been so keen to produce, a pleasure to drive but also very high-performance. A vehicle that was the result of more than forty years of research in the fields in which Dallara excelled. A dream come true.



Dallara Academy

The Dallara Academy is an educational center and exhibition area created to transmit and share the wealth of knowledge and know-how gained over more than forty-six years of experience, as well as enable visitors to see and understand the cars and the history of the Dallara brand. Moving along the exhibition ramp, visitors can appreciate the vehicles that have shaped the brand's history, from the racing cars that competed at Le Mans and Daytona, to the single seaters that shaped almost all F1 drivers, in addition to the American Indycars, the latest Formula E, and the Dallara Stradale. One area of the ground floor is dedicated to middle/high school students who can make use of specially designed labs and test the laws of physics applied to the design and development of cars for themselves. On the first floor is an entire area dedicated to university studies, including MUNER's Racing Car Design degree course (page 74).



Today the Varano de' Melegari company counts more than 650 employees across its three bases, one of which is in Indianapolis, where the Indycars are assembled.



Wind tunnel

Right from its foundation, Dallara has carried out research, studies, calculations, and experimentation in the field of aerodynamics, consolidating a development process that is relevant to the motorsport, automotive and aerospace and defense sectors. The Dallara wind tunnel is a wonder of aerodynamics. Closed circuit and with a moving walkway, it makes use of the latest data measurement tools, visualization techniques and automated model movement and control systems. The scale models used in the wind tunnel are created with high resolution and attention to detail, thanks to the support of a specialist rapid prototyping department that has been part of the company for almost 20 years.



MASERATI

In the name of the Trident

Luxury, sport, and style expressed through unique cars with extraordinary personality – this is the mission that Maserati has always pursued, building high-performance cars that are timeless in character, with their sophisticated and elegant aesthetics and unmistakably powerful sound. Founded in Bologna on 1 December 1914 by Alfieri Maserati, and part of the FCA group since 2005, Maserati is a point of reference on the global automotive landscape and a brand of unmistakable appeal, unequivocally linked to a tradition of successful vehicles that have continued to redefine the Italian sports car concept in terms of their design, performance, comfort, elegance, and safety.

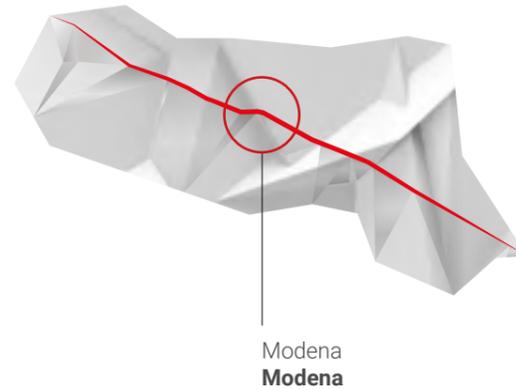
Maserati MC20. Beyond the boundaries of time.

A masterpiece of technology and aesthetics. And the dawn of a new era for the Trident brand. The MC20 is the vehicle that put Maserati firmly back on a stage it holds so dear, that of the super sports car. With its unmistakable style, which marries all the traditional Maserati details with aerodynamic efficiency shaped in the wind tunnel, MC20 is a marvel of design and technology, a sports car with racing DNA and an exceptionally refined guise. The upper part of the vehicle stands out for its stylish shapes and aerodynamic elements that merge with the lines traced by the designers' pencils. While the lower section of the MC20 is all about the technical componentry, with front air vents that are optimized to ensure efficiency air distribution between the radiators, the lower section, and the upper part of the vehicle.

Boasting 0-100 km/h acceleration in less than 2.9 seconds and a top speed of more than 325 km/h, the Maserati MC20 numbers are testament to the full 630 horsepower of the Nettuno V6. The first 100% Maserati engine for twenty years, and the first to be equipped with the innovative MTC (Maserati Twin Combustion) system, based on pre-chamber technology seen in Formula 1 engines. A real technological revolution, conceived and created thanks to the passion and commitment of a team of technicians and engineers who enthusiastically took on this new challenge – to bring the development and production of a new and highly technological engine back to Maserati in Modena.

The entire body of the MC20 is in carbon fiber and composite materials to ensure lightness, quicker tooling times, and greater freedom in defining the shapes. In using carbon fiber, the Maserati MC20 can incorporate forms that would be unthinkable with molded metal. Like the "butterfly" doors, which allow for easy and convenient entry and exit and showcase the carbon cockpit, the aerodynamics, and the uncovered front wheel, which can also be admired from outside the vehicle.

Maserati MC20: ultimate performance meets the Maserati GT spirit.



Born on Via Emilia

In 1914, Alfieri Maserati together with his brothers Ettore and Ernesto, all passionate about mechanics and speed, founded "Alfieri Maserati", located at 1A via de' Pepoli in Bologna. In 1926 another brother, Mario, was inspired by the statue of Neptune in the piazza of the same name in Bologna and designed what would become the symbol of Maserati, the trident, sculpted by Giambologna in the sea god's right hand.

The first vehicle to bear this emblem was the Tipo 26, a race car that debuted in the Targa Florio that same year. Driven by Alfieri himself, it scored first place in the sub 1.5 L class. That was the first in a long line of wins, including two consecutive victories at the Indy 500 (1939

and 1940), a feat that no other Italian team had achieved, four consecutive Targa Florio wins (1937, 1938, 1939 and 1940), nine F1 victories, and the 1957 F1 world championship title with Juan Manuel Fangio. Maserati remained in Bologna until 1939. When the Orsi family acquired the brand in late September 1939, the company transferred from Bologna to Modena, the Orsi family's main base, where it produced new vehicles, invested in research and innovation, and became the world's best known Modenese brand. On 1 January 1940 the production site in Viale Ciro Menotti officially opened its doors. It remains in operation today.



As swift as the wind

21.20 meters long, 16.80 meters wide, and with a wing mast of 29 meters and 6.3-ton displacement, Maserati Multi 70 is a latest generation ocean-going trimaran, a "laboratory-boat" onto which engineers in the Maserati Innovation Lab transfer their know-how in matters of aerodynamics, technological innovation, and performance.

Rising up on the water with particular stability, its foils and rudders reducing the wet surface to the benefit of performance, the Maserati Multi 70 can fly at more than 40 knots. At the helm is yachtsman Giovanni Soldini, an ocean racing and solo navigation champion who, in the three years since this challenge launched, has set various multihull speed records with the Maserati Multi 70 on the most historic courses and in the most prestigious regattas.





FERRARI

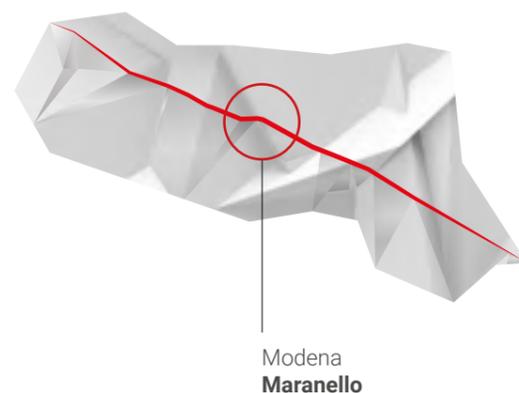
A name, a legend

There is one color that evokes the history of a company, one man's passion for his work, and a revolutionary idea that takes shape. That color is the magnificent Ferrari red, a metaphor for elegance and sport that, combined with the Prancing Horse, perfectly sums up that competitive spirit and love for racing. Ferrari is the only car manufacturer to have competed in every edition of the Formula 1 World Championship as well as the most successful and most admired. Its vehicles, an unrivalled marriage of performance, innovation, and classicism, are a global symbol of the Made in Italy and of Motor Valley, and an emblem of love for a legend that is more than 70 years old.

Enzo Ferrari. How it all began.

Enzo Anselmo Ferrari represents an idea that takes shape, the real-life allegory of a man who, in following his dream with dedication and passion, proves that anything is possible. Son of the owner of a mechanical shop, the "Drake", as he came to be nicknamed, was born in Modena on 18 February 1898 and spent his childhood in Maranello, in the house that would become the Museo Casa Enzo Ferrari. He showed an interest in mechanics right from an early age, thanks particularly to the teachings of his father, who introduced him to the racing world, as a spectator, at the age of 10. This was a defining moment in his life. In 1916, when both his father and his brother passed away, young Enzo found himself head of the household and was forced to abandon his studies and enter the world of work. He worked in various roles, which put him in touch with some of the biggest firms in Northern Italy, and all these positions had one common denominator, namely mechanics. The turning point came in 1919, when he landed at Costruzioni Meccaniche Nazionali in Milan, employed first as a test driver and then as a racing driver. Success came quickly and Enzo, having earned an important seat with Alfa Romeo, began to collect one win after another, not least the "Circuito del Savio" trophy (1923) and victory at the "Circuito di Modena" (1928). In 1929 Enzo Ferrari founded the Scuderia that bore his name and, at the age of 33, he hung up his racing gear to focus solely on managing the race team. A few years later, in 1939, the Scuderia Ferrari was absorbed by the Alfa Romeo factory racing team and the following year saw Enzo build his first vehicle. Unable to put his own name to it due to the contract signed with Alfa Romeo, he founded a new company called Auto Avio Costruzioni and created the 815 with that brand. The first Formula 1 race in which the team competed was the Monaco Grand Prix on 21 May 1950, which was soon followed by the first victory, at the 1951 British Grand Prix, ahead of the Alfa Romeo squad. This win would mark the decline of Alfa in the world of F1 and would pave the way for the inexorable rise of Ferrari and its unforgettable creator.

5000 square meters of space with exhibitions, projects and themed film clips dedicated to the Drake and the Prancing Horse.



Museo Enzo Ferrari

Located in Modena, just a short distance from the childhood home of Enzo Ferrari, the MEF (Museo Enzo Ferrari) offers an emotional journey through the engineering and design history of Ferrari. The complex is divided into two macro sections, his father's restored workshop retracing Enzo's life, from his birth to his first inventions, while the modern exhibition hall houses the brand's most iconic and beautiful vehicles.

The Prancing Horse

Few know that one of the world's most evocative Italian symbols, and not just on the racing landscape, was actually born in the region of Romagna, in Lugo to be precise. In 1923, having won the very first "Circuito del Savio" trophy, Enzo Ferrari met Count Baracca, father of fighter pilot Francesco Baracca, whose feats during World War I had made him a legend of the Italian skies. Enzo and the Baracca family developed a close friendship that would last for many years, so much so that the Countess gave the Maranello driver permission to use the same symbol that had brought so much luck to her son on his racing cars – a prancing horse standing proud, still one of the most famous logos in history even now.



Museo Ferrari, Maranello

The Ferrari Museum Maranello has its roots in the extraordinary racing and sports history of the Prancing Horse. Divided into eight rooms, the Museum collates the trophies, images and objects connected to the scuderia's racing history, without forgetting the production vehicles that have become a point of reference in the automotive world. In addition, a permanent exhibition dedicated to Formula 1, with semi-professional simulators and a garage space in which visitors can test their skills changing a tire, offers insight into what it means to live in close contact with speed.

Ferrari Challenge

This is the single-brand championship that, since 1993, has been bringing dream vehicles and very special clients who won't settle for driving their Ferrari on the road to some of the world's most beautiful racetracks, to compete in high-level sprint races. The championship is divided into three continental series, Europe, North America and Asia-Pacific, and a national British series.





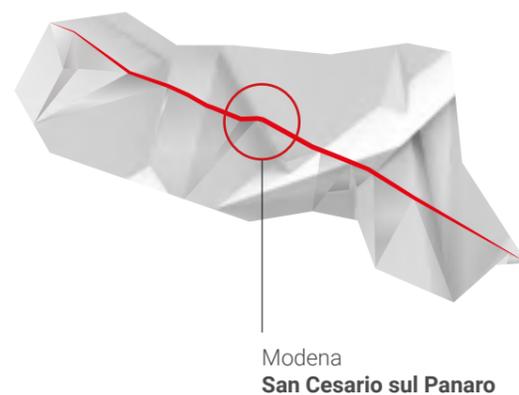
PAGANI

The dream that started it all

"Art and Science are disciplines that must walk together hand in hand". Pagani Automobili creates its hypercars according to this inspirational creed, borrowed from the Renaissance and embodied by the great Leonardo da Vinci. The Modenese manufacturer, based in San Cesario sul Panaro, builds its masterpieces by combining technique and style, functionality and aesthetics, craftsmanship and technological know-how. A story that began in 1998, but that has its roots in the Argentinian Pampas of the 1960s, where young Horacio Pagani crafted simple wood-carved models while dreaming of Modena, and the possibility of turning his fantasy into reality.

Horacio Pagani. From the Pampas to Modena.

The "piecita" was the room in which the young creator would hide himself away and work with balsa wood, designing and sculpting those little models that would, one day, be transformed into the world's most beautiful cars. Horacio's passion and talent emerged at a young age. At 14, he built a minibike, while at 21 he constructed a full F2 single seater that competed in the official Argentinian championship and captured the attention of F1 world champion Juan Manuel Fangio. It was thanks to Fangio that Pagani moved to Italy a few years later. The first chapter of his Emilia-Romagna story played out in Sant'Agata Bolognese. In 1983 he started as a level three factory worker at Lamborghini but was soon heading up a team that developed the world's first vehicle to be built entirely of composite materials, the Countach Evoluzione. And then came the dream to build his very own supercar. A dream that came true in March 1999 at the Geneva Motor Show, with the presentation of the very first vehicle by Pagani Automobili.



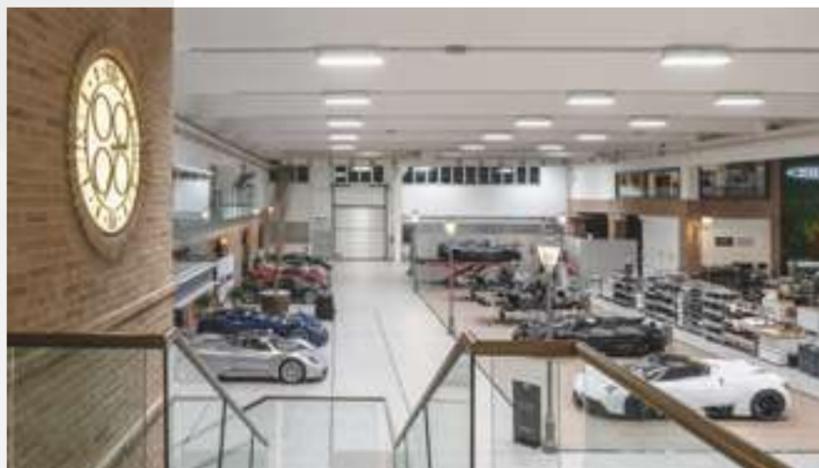
Pagani Huayra Tricolore

The Pattuglia Acrobatica Nazionale (national aerobatic team), or Frecce Tricolori, is the embodiment of an all-Italian group acrobatics tradition that dates back to the dawn of the aeronautical industry, at the start of the last century. With their ten Aermacchi MB-339A P.A.N. planes, nine of which in formation and one soloist, the Frecce Tricolori are one of the world's best-known acrobatic groups. To celebrate its 60th anniversary, Pagani presented the Pagani Huayra Tricolore, only three examples of which were built. The hypercar recalls the unmistakable lines of the aerobatic team's Aermacchi jets and injects aeronautical science and formal elegance into its every detail, further developing the concept of high-performance vehicle. A tribute that followed on from that of 2010, when Pagani presented the iconic Zonda Tricolore to commemorate the Italian firm's first 50 years.



Pagani Huayra R

The Huayra R is born on the wings of an increasingly strong wind, expressing its true character in total freedom. Pure, passionate, impetuous, and rousing. Limitless. The Pagani Huayra R is a vehicle that combines the ultimate in automotive engineering and aerodynamic know-how with unprecedented aesthetic sensitivity, in an exercise in style that really showcases Pagani Automobili technological development. Inspired by the timeless lines and charm of vehicles competing at Le Mans and in sport prototype world championships in the 60s and 70s, the Huayra R becomes a quintessential celebration of performance, technology and art applied to a race vehicle.



The studio

A one-of-a-kind location that safeguards the history of its founder and is home to one of the most exclusive artisan production sites, that of the Pagani hypercars. Spanning an area of more than 9000 m², the facility is the perfect combination of tradition and innovation, every architectural detail carefully conceived and designed by Horacio and Leonardo Pagani to respond to the core concept, typically Renaissance, whereby art and science are inextricably bound.

Huayra R represents the ultimate in Pagani Automobili technological development, contained in a package weighing barely 1050 kg.



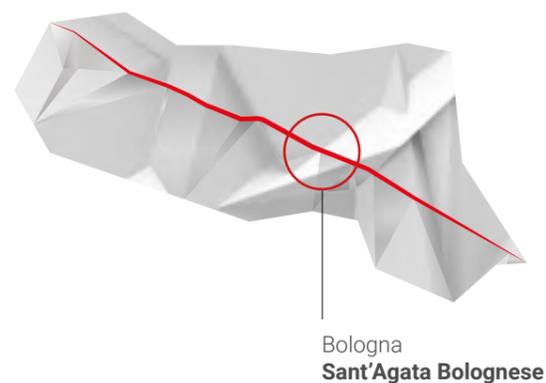
AUTOMOBILI LAMBORGHINI

Home of the Bull

Every legend is born of a challenge; a battle of epic proportions, in which the strong bull showed the world that those born of the land can indeed reach the very top. Lamborghini is one of the most significant Motor Valley symbols today, an icon recognized around the world with its bold, strong, and inimitable design, impressed on the hearts of millions of fans, and others besides. Everyone knows that shield, everyone recognizes that golden bull ready to race, and everyone associates that roar with a sense of engineering exclusivity. The Lamborghini story is in constant evolution and has no intention of slowing its charge.

Ferruccio Lamborghini. A Dream Challenge.

Born in 1916 under the sign of the bull, a symbol that still defines the company today, Ferruccio Lamborghini grew up in Renazzo in the province of Ferrara, in the heart of the Romagna countryside where his father worked as a farmer. The earth, then, was his main element, one to which he would dedicate himself entirely after studying industrial technologies, combining his farming origins and his love for mechanics with a bold entrepreneurial spirit that saw him establish "Lamborghini Trattori" in 1948. But the brand we know today resulted from a now famous exchange with Enzo Ferrari. It was 1963, and Ferruccio founded "Automobili Ferruccio Lamborghini" in Sant'Agata Bolognese, setting himself just one courageous objective: "To build the best ever car". In just six months, he produced the new Lamborghini 350 GT, which was presented at the 1963 Turin Motor Show and took on the big hitters like a bolt out of the blue. It enjoyed immediate, unparalleled success, thanks also to its twelve-cylinder engine and unique design that guaranteed the 'bullish' manufacturer a place in the "supercar" sector. His unstoppable talent and compelling enthusiasm saw the Lamborghini mechanics and engineers conceive increasingly astonishing and cutting-edge vehicles, like the Miura, the Islero, the Espada and the Jarama, models that made Ferruccio Lamborghini an emblem on the world's motorsport landscape and a continuous source of inspiration for anyone wanting to challenge the impossible.



Among the models on display at Mudetec is the Countach, the backbone of the Lamborghini legend, together with the Miura.

Mudetec

Located in Sant'Agata Bolognese, Mudetec – the Automobili Lamborghini Technology Museum – tells of the history and technological innovations that, since 1963, have lifted the brand to the very pinnacle of excellence. Visitors can admire the most iconic models to have been designed and built in Sant'Agata Bolognese, see the assembly lines, and discover how a Lamborghini vehicle is born, from the frame to the engine to the customized interiors.



Lamborghini SC20

Always be daring: for the Lamborghini designers and engineers, the only possible path is that which carries you beyond every limit and every pre-conceived convention. And this is exactly what the Lamborghini SC20 super sports car does. A unique, bold, and courageous model with a futuristic, out-of-this-world design and exaggerated performance. The SC20 is a combination of style and power – the hard, aggressive lines that characterize the carbon fiber body are the fruit of meticulous aerodynamics research that allows the air to be channeled with ease, for a safe drive even at high speeds. The spoiler mounted on a Herculean rear, the air vents on the hood, and the front splitter all give the model a strong, tenacious look, but without compromising the brand's typical elegance. The engine is, as ever, at the pinnacle of Lamborghini production, fruit of latest generation mechanical research, with a 6498cc aspirated V12 that delivers 770 HP at 8500 rpm and develops torque of 720 Nm at 6750 rpm, for a high-performance but efficient ride.

Squadra Corse and Accademia

Lamborghini also lives for its racing with the Squadra Corse department, established with the idea to create vehicles suitable for motorsport racing, perfected and modelled to compete in the most important international GT championships. The Accademia is the program that allows drivers to learn the rudiments of track driving, also on snow-covered surfaces, at the wheel of a Lamborghini.





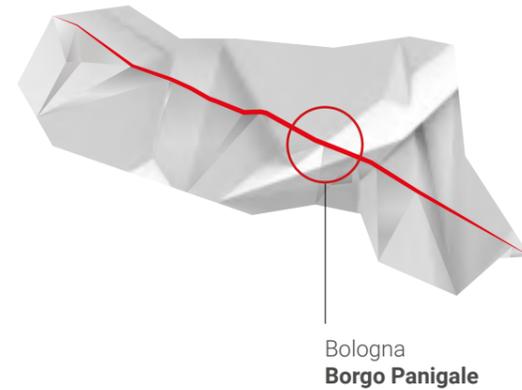
DUCATI

The Borgo Panigale 'Reds'

"Style, sophistication, performance and trust". Today's Ducati values represent more than ninety years of history as thrilling as an adventure novel. Born as an electro-technical company that turned to mechanics after World War II, Ducati is the technologically avant-garde combined with the pursuit of beauty and a passion for two wheels. An unbreakable bond that, over the years, has translated into products of unrivalled engineering and design, and a constant presence on podiums across every category and type of racing. From the speed races of the roaring, post-war period, to the epic riding seen in challenging endurance races, all the way up to more recent battles in Superbike and MotoGP, the Ducati story is one of legendary feats and unforgettable triumphs. And so it is that the Borgo Panigale 'Reds' have become icons of speed, embodying the racing spirit for fans around the world.

From the Ducati brothers to Taglioni. And from SBK to MotoGP.

The Società Scientifica Radio Brevetti Ducati was founded in 1926 by three Bolognese brothers, Adriano, Bruno, and Marcello Cavalieri Ducati. In the wake of the technological discoveries made by fellow countryman Guglielmo Marconi, they began to produce a small condenser known as "Manens". During World War II the factory was completely destroyed. The rebirth began with the "Cucciolo" auxiliary engine that, together with the bicycles of thousands of Italians, got the company moving again. And with the new Ducati Meccanica firm came the Borgo Panigale race department, where all those vehicles destined for competition would take shape. The first victories arrived at the hands of Fabio Taglioni, engineer, designer, and courteous genius whose innovations, starting with the development of the desmodromic timing system, would allow Ducati to dominate on racetracks around the world. The Taglioni era continued until the mid-80s, bringing memorable triumphs on both track (the Imola 200 win in 1972 was a legendary standout) and road, and paving the way for Ducati supremacy in the production-derived races. From 1988, the red bikes became a permanent fixture in the Superbike World Championship, writing some of the best pages of its history with models like the 916 and its successors, the 998 and 1098, ridden by champions of the caliber of Fogarty and Bayliss. 2003 marked the firm's arrival in MotoGP, a championship in which Ducati would go on to play a starring role, not only with its results (its achievements include one riders' title and two constructors' titles) but also with its technological evolution, thanks to the introduction of technical solutions that are absolutely cutting-edge in the sector.



Superleggera V4

Superleggera is the most prestigious Ducati project, an engineering endeavor that has the ultimate goal of creating a machine with the highest power/weight ratio for a homologated bike. The third generation of this family, the Superleggera V4 is the most powerful and technologically advanced production Ducati of all time. Produced as a limited and numbered series of just 500 units, it is an extreme vehicle, conceived and designed to achieve maximum performance on track, while also ensuring the requisite reliability and ease of use typical of a sports bike homologated for the road. It is the result of a long and meticulous research and development process, which harnesses sophisticated techniques borrowed from the aerospace engineering field to create components that combine advanced performance with the maximum levels of quality and safety.

Thanks to the extensive use of composite materials, the Superleggera V4 boasts a dry weight of just 159 kg, for a power/weight ratio of 1.41 HP/kg. And with the dedicated Racing Kit, these numbers, already record-breaking for a homologated sports bike, are transformed into 234 HP of power and a weight of 152.2 kg, for an incredible final power/weight ratio of 1.54 HP/kg. In terms of aerodynamics, the Superleggera V4 sports fairings that are even more efficient than those of current MotoGP bikes, which are limited in this regard by the technical regulation in force.

With the Superleggera V4, Ducati once again raises the bar in terms of what can be achieved with a production bike. The technical skill and know-how that is developed and continues to evolve in MotoGP is made available to all motorcycle technology and performance enthusiasts, with a bike that can deliver a dream riding experience and give real meaning to the emotion of speed.



More than 90,000 people took part in the last edition of World Ducati Week, travelling from 78 countries around the world.

World Ducati Week

This is the quintessential ducatiisti bike meet and an unmissable event for all two-wheel enthusiasts. A unique event that sees thousands of people from all over the world flock to the Misano World Circuit to celebrate their passion and enjoy exciting shows and activity on track and in the paddock. And the action continues at the legendary beaches of the Romagna Riviera, with live shows, DJ sets, local delicacies, games, and all kinds of entertaining events going on late into the night.

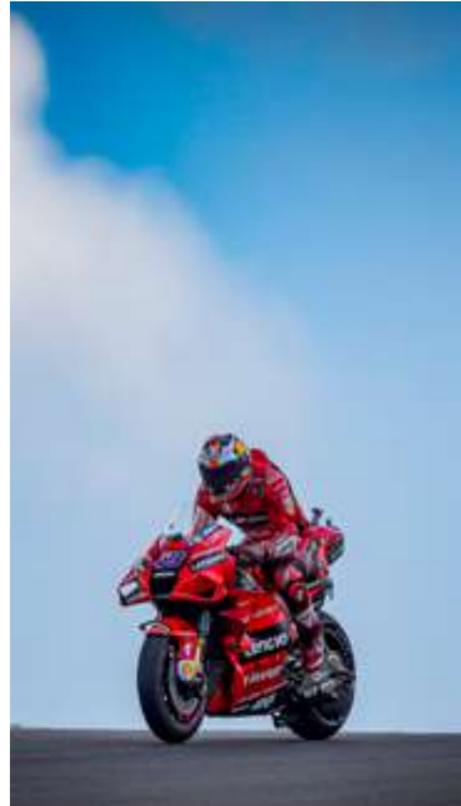
Borgo Panigale Experience

A place of pilgrimage for all Ducati fans as well as for design and tech lovers, the Borgo Panigale factory is the place where human ingenuity and technological innovation come together to create the dream. The Borgo Panigale Experience, with a tour of the Museum, the Factory, and the Fisica in Moto laboratory, is the pathway that allows visitors to explore the ideas and personalities that have contributed to fueling the legend of the red bikes all around the world.



RACING SPIRIT

LAND OF RIDERS, DRIVERS AND TEAMS



The Borgo Panigale 'Reds' and the Maranello 'Reds', both Ducati and Ferrari have competition coursing through their very veins.



From Faenza to the USA, with Scuderia AlphaTauri and Dallara Racing, Motor Valley plays a starring role at racetracks around the world.





Lamborghini Squadra Corse, Maserati Squadra Corse, Pramac Racing, Gresini Racing, and SIC58 Squadra Corse are the leading lights in a group that totals 188 two- and four-wheel race teams.

MotoE champion Matteo Ferrari is just one of the representatives of Riders' Land, a hotbed of Italian motorcycling talent.



INTERNATIONAL **CIRCUITS**

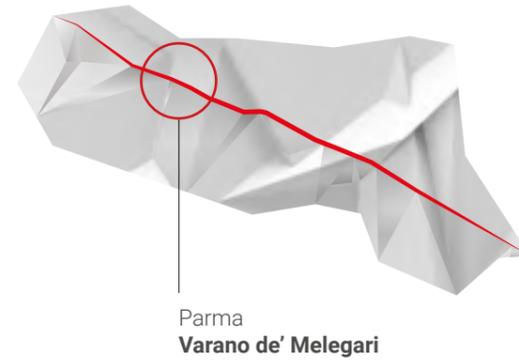


The temples of speed

Four exciting tracks at which to inhale that racing atmosphere, celebrate legendary motorsport feats and experience the passion for yourself, 365 days a year. Varano, Modena, Imola and Misano Adriatico: four tracks, each as thrilling as the next, where visitors can experience the adrenaline of competition and make their high-speed dreams a reality.

AUTODROMO RICCARDO PALETTI - VARANO DE' MELEGARI

Sheer adrenaline



Track Length: 2350 m
Corners: 14 (6 left, 8 right)
Activities: Events and shows, technical and commercial tests, track days, automotive product development and presentations.

At the foot of the Tuscan-Emilian Apennines, just 25 km from Parma, lies the Autodromo di Varano, the home track of Dallara Automobili and the stage for many motoring events.



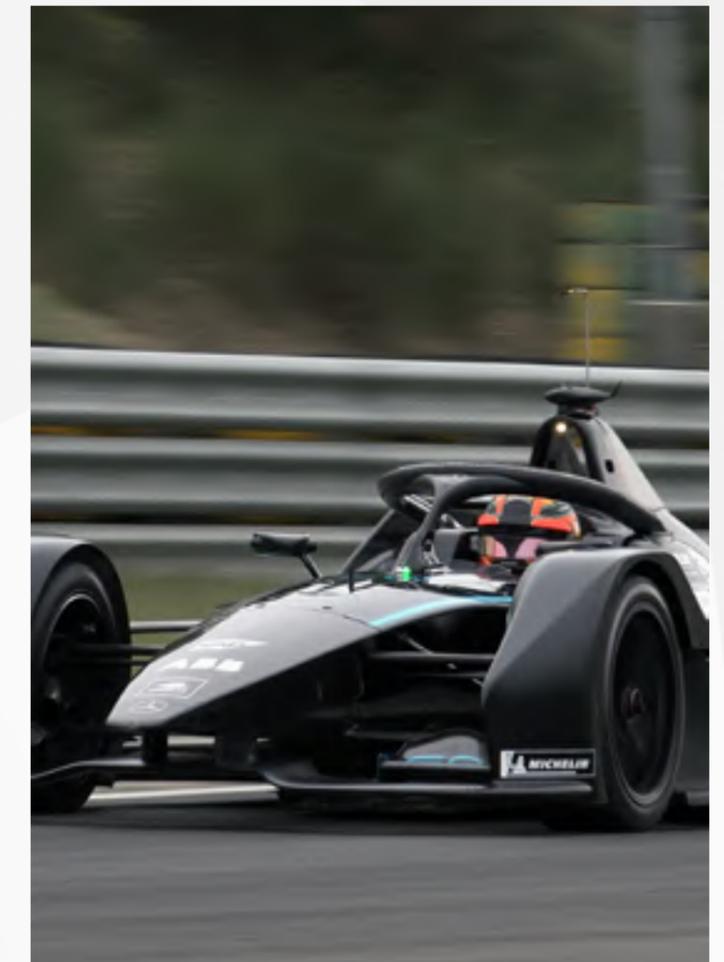
A training ground for many young talents in the two- and four-wheeled world, from Jacques Villeneuve to Carlos Sainz Jr., many drivers and riders made their first racing moves at Varano. The circuit has also been at the heart of technical and technological motorsport evolution for more than forty years.

Today, the circuit operates 300 days per year, with an extended layout measuring 2350 meters. It allows for all kinds of car and motorcycle initiatives, with various types of track day, from speed to drifting, Safe/Sports Driving Courses, rallies and drag races.



The racing, of national and international significance, comprises both car and motorcycle events. The circuit hosts two international-level events, namely Formula SAE Italy, a competition that sees the world's engineering colleges battle it out as they design, build and field real race cars, and the ASI Motoshow, where the main collectors as well as some of the greatest riders in motorcycle history come together for a weekend of bike-related initiatives.

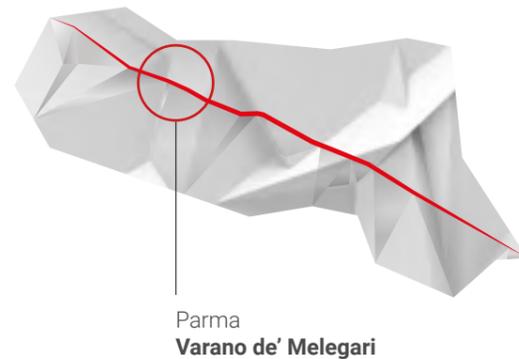
With the development of new auto technologies, the circuit has gradually become a testing ground for many electric vehicles (Formula E teams) and self-driving cars. The circuit is also used for the ongoing development of Dallara vehicles, the factory located just a short distance away, and as a test bench for the cars and bikes of many prestigious brands. It also serves as the backdrop for technical tests and photoshoots.



With an on-site restaurant, catering service, convention hall, meeting room, media room, Wi-Fi service, panoramic terrace ideal for hospitality, 22 equipped garages, a medical center and an excellent hotel and restaurant reception, the Varano circuit is the ideal place for the organization of any kind of sporting or commercial event.

SCUDERIA DE ADAMICH

Speed, control, safety



A course for every driver

Courses at the Centro Internazionale Guida Sicura are organized by Scuderia de Adamich using Alfa Romeo cars from its own fleet. There are four levels of course, namely Safe Driving, Evolved Driving, Sports Driving, and Advanced Driving. Each incorporates all of the skill and passion of Scuderia de Adamich, offering participants an electrifying and unforgettable experience.



A four-wheel success story that has developed over more than thirty years, from the Formula 1 tracks to the Autodromo di Varano de' Melegari, the permanent base of Scuderia de Adamich. Born in 1991 as a result of the passion of former Formula 1 driver Andrea de Adamich, the Scuderia of the same name still operates under his guidance, providing track driving courses at all levels and combining the highest standards of professionalism with the adrenaline of driving high-performance vehicles.

Ever since 1991, thousands of participants take part in courses organized by Scuderia de Adamich each year, people who have the chance to experience tracks days that are all about safety and sports driving, depending on the course selected, and enjoy some unforgettable moments at the Varano de' Melegari circuit, in the heart of Motor Valley. In addition to courses, and in keeping with the association's spirit, the Scuderia also arranges tours and tourism-related activities.

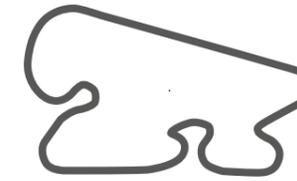
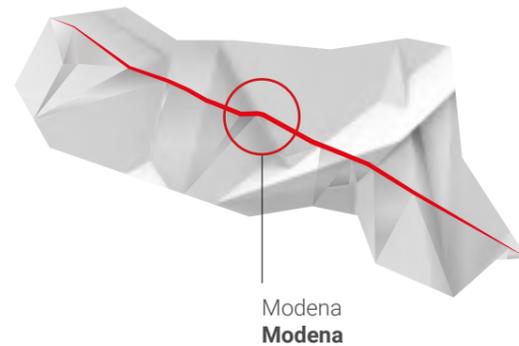
Master Maserati

Anyone in the world who has the chance to take the wheel of a Maserati will have wondered what it might be like to nudge that rev counter needle towards the red zone, or take a bend full-throttle, or push the vehicle's brakes to the limit. Master Maserati Driving Experience responds to these demands, and

more besides, with a series of four courses - Engine Start, GT, Sport, and MC20 Master. Held by professionals, the courses are designed for those who want to explore the performance potential of the Maserati range in its natural environment - the racetrack.

AUTODROMO DI MODENA

The green circuit

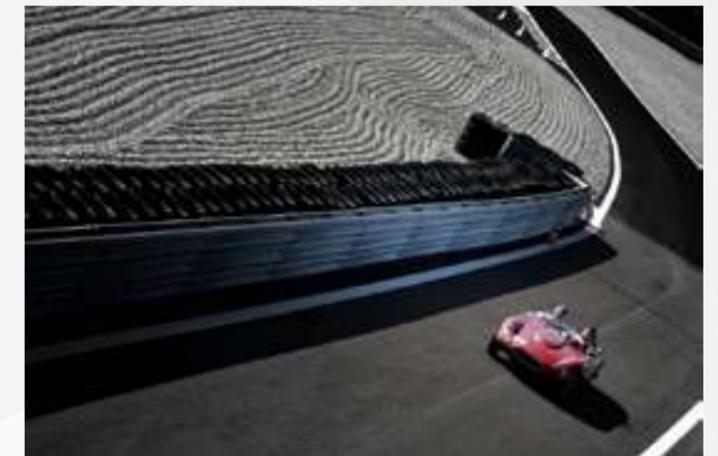


Track Length: 2007 m
Corners: 11 (3 left, 8 right)
Activities: Scientific research, test rides, product tests, safe driving courses, sports car driving, events, incentives, team building, rallies, and vintage races.

The Autodromo di Modena was the first circuit to be built in Emilia-Romagna. Originally conceived as an airport, over time it has become the hub for a community of enthusiasts who have contributed to the history of Motor Valley.



Today it is also a center of excellence for research in the fields of road safety and environmental sustainability awareness, also in the world of engines.



Research into eye movement and correct visual positioning is just one of the latest developments at a circuit that has always been at the forefront of the safe driving field. And this is why the Autodromo di Modena is not only used by car and motorcycle manufacturers, who test their products at the track during the development phase, but also by the fans themselves. With a fixed width of 12 meters around the entire

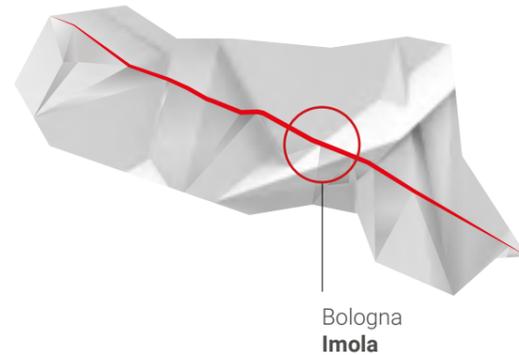
track, the new Autodromo di Modena offers visitors, drivers and riders thrilling turns, fast straights, and undulation, all of which make for an interesting layout, for both cars and bikes. The ground itself has been molded and shaped to create some interesting unevenness that makes the track even more enjoyable and technical, with more than two kilometers of asphalt on which to race freely and safely.

Emotions on track

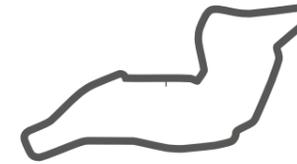
Visitors can choose to drive their own car around the Autodromo di Modena or experience the sheer adrenaline of hiring one of the dream super sportscars produced in Motor Valley. A series of customized services allow every individual to build and enjoy a unique experience, like a true professional driver.

AUTODROMO INTERNAZIONALE ENZO E DINO FERRARI

The theater of dreams



Bologna
Imola



Track Length: 4909 m (car); 4936 m (bike)
Corners: 21 (12 left, 9 right)
Activities: Formula 1, MotoGP, SBK, test drives, test rides, car races, vintage races, cycling, festivals and concerts.

A track that is the embodiment of passion and the theater for legendary sporting feats, the Autodromo di Imola hosts international car and bike races, events, and concerts.



As the first stone was laid, in the spring of 1950, Enzo Ferrari took in the hilly setting of this new track and declared it "a mini Nürburgring".

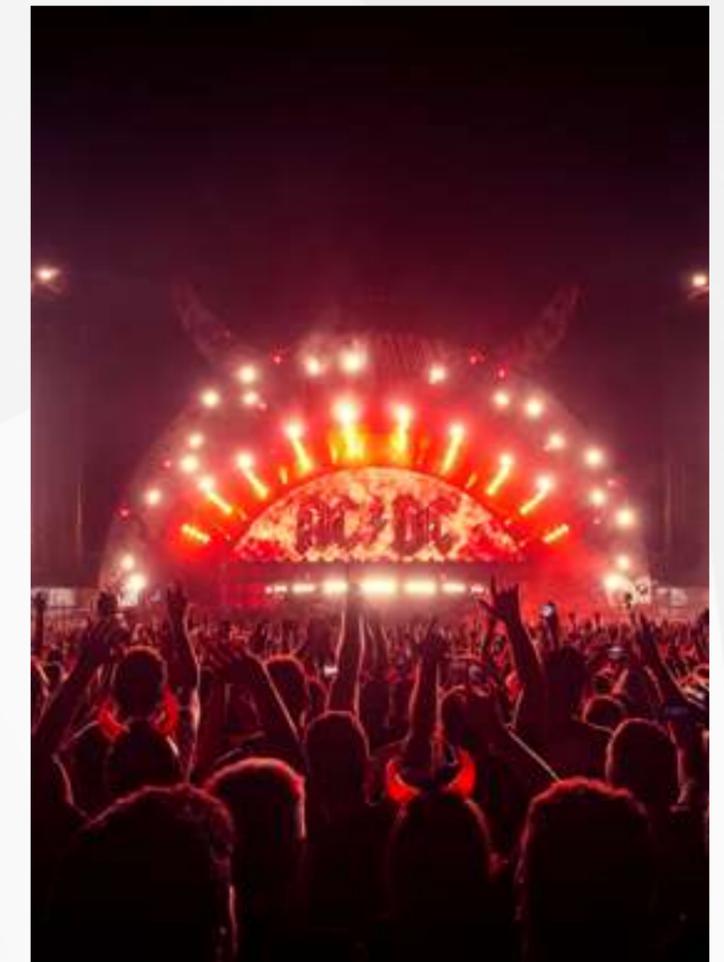


Formula 1, MotoGP, and the Superbike World Championship. This glorious past has, over the years, been combined with significant redevelopment and modernization work, the facility now cutting-edge in terms of its flexibility and functionality. Today the circuit boasts a pit building with 32 garages, a paddock spanning 50,000 square meters and a multi-purpose room/media center that can host up to 500 people.

It is the beating heart of Imola's cultural and economic life, a Motor Valley nerve center, and a true sanctuary for all race fans. Conceived by Checco Costa, to whom its Multimedia Museum is dedicated (page 58), and officially inaugurated in 1953, Imola's Autodromo Internazionale "Enzo e Dino Ferrari" has hosted the most important international motorsport races, starting with the legendary Imola 200 in 1972, followed by

The magic of F1

2020 saw the momentous return of Formula 1. After a 14-year absence, the world's most prestigious four-wheel championship was back at what is universally recognized as a very technical, fast, and challenging track, one of those that really highlights the difference between driver and champion, which is precisely what the fans love about it.

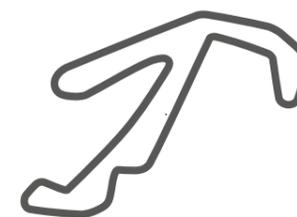
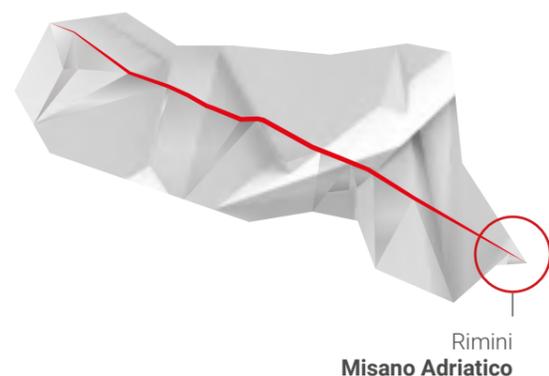


International events

The "Santerno circuit", taken from the name of the river that runs alongside it, is also the stage for large-scale international events that attract thousands of spectators each year. In recent years, these have included the Heineken Jammin' Festival, concerts by world famous bands like AC/DC and Guns n'Roses, and international exhibitions such as the vintage car, bike and bicycle Mostra Scambio show organized by CRAME.

MISANO WORLD CIRCUIT MARCO SIMONCELLI

The two-wheel temple



Track Length: 4266 m
Corners: 16 (6 left, 10 right)
Activities: MotoGP, WSBK, Ferrari Challenge, Truck GP, corse d'epoca, Kart, Flat Track, Riding Schools, test drive, test ride.

Staging races, events and shows, the Misano World Circuit Marco Simoncelli is not just one of the fans' favorite circuits, but also a sort of Rimini Riviera theme park dedicated to engines.



In 2017, to mark its 45th anniversary, the circuit underwent a graphic restyling that saw the colors and forms of the Romagna region's riders and places adorn the track, garages, and grandstands.



The Misano World Circuit is located just a few miles from the famous beaches of the Romagna Riviera and in the heart of the land that is home to so many of the greatest Italian riders. These include the forgotten Marco Simoncelli, who began his career at Misano and to whom the circuit has been dedicated since 2012. Since its very foundation, in 1972, the circuit has played

a central role in the growing sports riding movement and is now the Riders' Land very point of reference. As well as the track used for international racing, the facility also offers the Flat Track arena, a cult location for fans of the discipline as well as a training ground for the MotoGP riders, and a kart track, fully lit so that visitors can enjoy the thrill of speed even at night.

MotoGP and WorldSBK

Throughout the 80s and up until 1993, Misano was a permanent fixture on the world championship calendar. After a significant renovation of both the track itself and all the ancillary structures, a period during which the Superbike world championship continued to race at the circuit, MotoGP returned in 2007. Since 2012, the facility has regularly hosted the San Marino and Riviera di Rimini GP.

The Riders' Land

Its unique atmosphere during race weekends makes the Misano World Circuit Marco Simoncelli one of the most highly anticipated circuits on championship calendars. From a technical point of view, its limited length and sequence of turns are loved by both professional riders, for whom it is a home track, and amateurs who ride it with the sole objective of having fun.

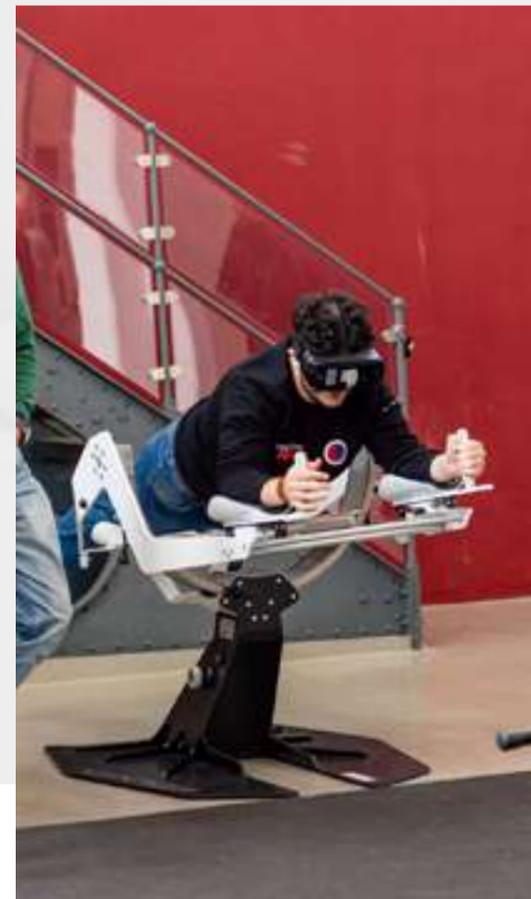


MOTOR
VALLEY

FEST

The event dedicated to passion - a celebration of past, present, and future two- and four-wheelers.

The Motor Valley Fest is a unique journey down via Emilia to explore the sheer excellence that is Emilia-Romagna's Motor Valley. A festival designed to celebrate what is a perfect blend of passion for motorsport, innovation, culture, identity, and food and wine. A formula that translates into an expansive event that also involves the local area with initiatives centering around three main themes, or rather Innovation & Talents, Expo, and Experience. The backdrop for the Motor Valley Fest is the city of Modena, a natural stage for the festival with its history and charming piazzas.

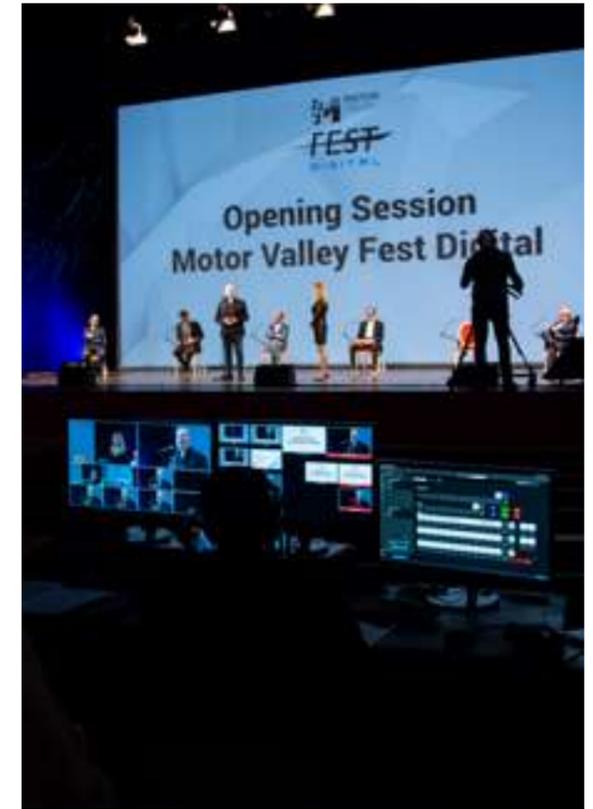


Innovation & Talents

Innovation in the field of engineering, research and development finds its ultimate expression here. At Motor Valley Fest, the best Italian universities and auto-related start-ups take center stage alongside the main motorsport brands that, in turn, showcase their latest products. Innovation & Talents serves as a networking area for talents, start-ups, and the university world, offering career guidance in the automotive sector. Students have the chance to meet with sector professionals and understand companies' true needs as they learn about the professional opportunities that Motor Valley can offer.

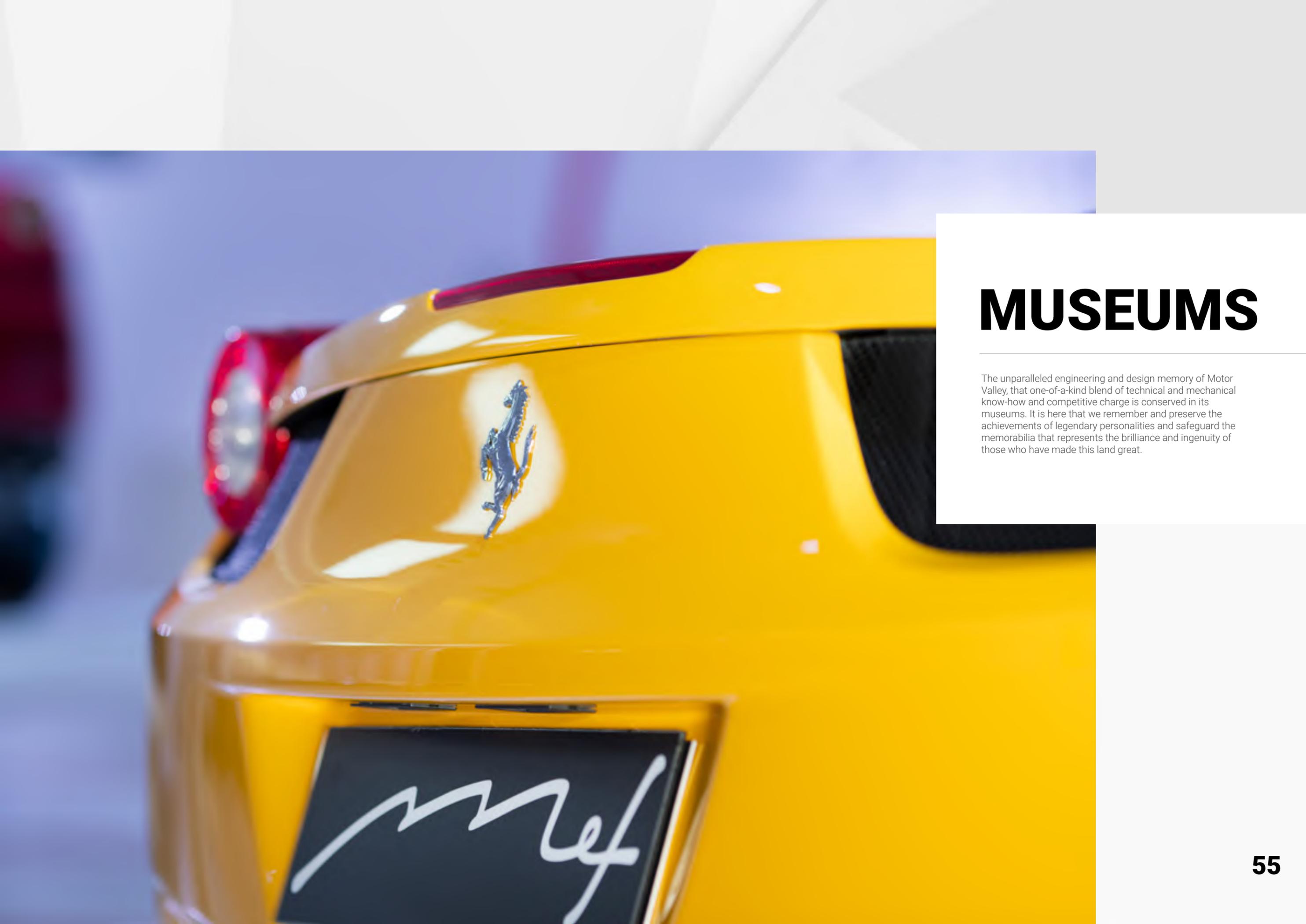
Expo

Open-air exhibition areas that promote the excellence of a district whose history is intrinsically linked to that of motoring. This is the common thread that enlivens the center of Modena, a UNESCO World Heritage Site, the beautiful streets of which play host to displays from Motor Valley's museums, collections, and constructors throughout the event.



Experience

And then there are moments of sheer adrenaline, a must in the land where speed was born. So it is that the Motor Valley Fest schedule also includes dynamic events dedicated to manufacturers in the Land of Engines. Adrenaline, passion, and speed also enliven the Motor Valley circuits during the festival.



MUSEUMS

The unparalleled engineering and design memory of Motor Valley, that one-of-a-kind blend of technical and mechanical know-how and competitive charge is conserved in its museums. It is here that we remember and preserve the achievements of legendary personalities and safeguard the memorabilia that represents the brilliance and ingenuity of those who have made this land great.

Ferruccio Lamborghini Museum

A short distance from Bologna, in Funo di Argelato, is a museum that transports visitors onto the roads of the past to discover the creativity, doggedness and ingenuity of an entrepreneur who changed the face of motoring forever. The Ferruccio Lamborghini Museum. Inaugurated in 2014 inside one of the company's former factories, the museum was strongly supported by Tonino Lamborghini, who wanted to collate and retrace not only his father's life, but also his brilliance, his engineering courage, his tenacity, and his most interesting inventions. In a space spanning 9000 square meters, the visitor can travel through more than forty years of history, delving deep into the Sant'Agata Bolognese manufacturer's products and history. From the first tractors built using recycled military vehicle parts, to the most iconic cars of the 20th century, from the reconstruction of the office where Ferruccio's ideas came to life, to the prototype helicopter and Offshore Fast 45 Diablo Classe 1 motorboat, in addition to photographic documentation... All of this is the wonderful Ferruccio Lamborghini Museum.



Lamborghini Trattori

With the legendary Carioca tractors, the first vehicles that Ferruccio ever built, we are taken back to where it all began. Lamborghini Trattori was the company that Ferruccio founded in 1948. In the space of a few years, he went from producing one tractor a week to roughly two hundred per year. The engineering innovation was immediately obvious in early models thanks to the patenting and installation of a fuel atomizer. By preheating the fuel using exhaust gas, this allowed for a gasoline engine that would run on diesel, which was must cheaper. This find perfectly reflected the Ferruccio Lamborghini mission – to create farm vehicles that were easy to use and within everyone's reach.



Miura SV

The examples on display at the museum also include Ferruccio's own car, the iconic and unparalleled Miura, in its SV (Super Veloce) version in his case. Presented for the first time at the 1971 Geneva Motor Show, only 150 units were built. The Miura SV boasts a 385 HP 12-cylinder engine which allows it to go from 0-300 km/h in around 24 seconds.



Francesco Baracca Museum

In the town of Lugo, in the childhood home of fighter pilot Francesco Baracca, a museum brimming with culture and charm transports visitors deep into the pilot's adventures, with historical finds that include photographs, documents and mementos from that period. Created at the behest of the Comune di Lugo in 1926, in the pilot's very birthplace, the house/museum presents three themed areas (History, Technology and Legend) that contain more than 250 pieces directly linked to Francesco Baracca and his

historic era. These include the SPAD VII, the 1917 biplane with which the pioneer scored one of his 34 victories, its fuselage bearing the personal emblem of major Baracca, the famous prancing horse. In the wing dedicated to technology, there is even room for a flight simulator open to the public, which, thanks to the digital reproduction of the land, obtained using wartime aerial photos, offers an interactive and immersive experience that is of real historic value.



"Sic" Museum

In October 2011 a young racer from Cattolica, a man who had already secured a 250 world championship title, left us at just 24 years of age at the Sepang circuit in Malaysia, where he was racing his Honda RC212V. This man was Marco Simoncelli, known to his friends as "Sic". Dedicated to his memory, "La storia del Sic" Museum is in Coriano, Marco's hometown. Along the hallways and in the three exhibition rooms, visitors can retrace the champion's story, from his early years to the achievements that made him a symbol of motorcycling racing. Karts and minibikes appear in the wings, reminding us of the passion Simoncelli had for speed right from a young age, while photos, caricatures by Giorgio "Matitaccia" Serra, and posters break up the visit and illustrate the salient moments of his career. A reconstruction of the original Honda garage takes the public back to his final exploits in the reigning class and then, of course, there are his bikes, his life-long loves and faithful companions through the turns of the main international tracks. The many display cabinets contain important memorabilia, from his helmets to his suits, from his trophies to his gloves, while also leaving room for his characteristic irony, one of the unforgotten champion's trademarks along with his unmistakable red and white number 58.

Checco Costa Multimedia Museum

At the heart of the Enzo e Dino Ferrari Circuit in Imola is the MAICC, or Checco Costa Multimedia Museum, named after the circuit's founder. Experimentation and technology take center stage in this wonderful interactive space that can be used for temporary shows, customized exhibition set-ups, or as a showroom. The MAICC facade displays murals by international street artist Kobra, painted in memory of Ayrton Senna, a driver who wrote unforgettable pages of his extraordinary career at Imola before the tragic epilogue at the San Marino GP in May 1994.



Scortichino motorcycle museum - Glorie Italiane

The history of motorcycling is unveiled in the "Glorie Italiane" collection, born in Scortichino di Bondeno, in the province of Ferrara, thanks to an idea by Gianni Marchetti, who set out to recount Italy's people, flag and society through the bikes that have characterized them. A private collection that does not only house race machines from the Motor Valley motorcycle manufacturers, but also production bikes from the 50s up until today. More than 140 models make up the permanent exhibition, plus an

additional 300 on rotation, which range from race bikes to MX, trials, and touring models, all the way to the classic two-seaters and scooters that painted Italy's roads in days gone by, Vespas and Lambrettas and the like. Many fine examples catch the eye, like the legendary 1947 Series 2 Lambretta, an Emmevi Germano 50, a Derby Ran and the mythological Malanca Testarossa. In navigating the rooms of the Scortichino Museum, it is also easy to travel through time thanks to vintage trade magazines, dedicated posters,

retro advertising, and photos that help to highlight the historic importance of each model on display, which is not limited to Italy and enthusiasts alone. The Museum also dedicates ample space to the engineering, technology, and mechanics, with the engines and componentry that most influenced the sector during the second half of last century. Detailed descriptions of the various pieces exhibited also help to make this space an original and heart-felt tribute to the motoring culture of an entire population.



Stanguellini Museum

Modena is not only home to a profound respect for all that is engine-related but is also home to Museo Stanguellini, a gallery dedicated to the automotive company of the same name, the manufacturer of some of the most iconic Motor Valley vehicles. Founded in 1996 by Francesco Stanguellini, son of Italian automotive pioneer Vittorio, the Stanguellini Museum houses some unique examples and engineering mementos from the early 1900s. Engines, car body forms, posters and plates are just some of the prestigious pieces on display in the museum. The exhibition space allows visitors to explore the history of a manufacturer that scored some memorable wins and produced vehicles that would forever capture the imagination of engine enthusiasts. The racing and GT models of famous vehicles that won the Mille Miglia, the Targa Florio and various Italian and European championships are all lined up in the rooms, alongside the 750 Sport, and the 1100 twin-shaft, the first to be equipped with a tubular frame designed and created by Stanguellini, with the engine produced on-site. One standout is the wonderful Stanguellini Junior 1100, which Vittorio created in collaboration with the great Fangio, who scored prestigious wins at international racetracks during the 60s. The epic Stanguellini Guzzi Colibrì, the record-breaking aerodynamic car that set six speed world records with its tubular frame and rear Moto Guzzi engine, and the Junior Delfino, the single seater with rear engine, thus named due to its agile, narrow body and front fairing reminiscent of a dolphin's nose, both contribute to reviving an action-packed and fast-paced past.



COLLECTIONS

Passion and research come together at these Motor Valley gems. Sites that safeguard priceless treasures, the charm and value of which are apparent to any enthusiast.



Umberto Panini Collection

The private museum of the Panini family is one of the world's most complete Maserati car collections.



Mauro Pascoli Vespa Collection

The history of Vespa and the passion of the vespisti come to life with Mauro Pascoli's collection.



Bandini Car Collection

Curated by the "Registro Storico Bandini", the collection includes some of the vehicles created by the brilliant Ilario Bandini.



Battilani Collection

Vintage bikes produced by Italian and international manufacturers from the early 1900s to 1945.

"Old Racing Spare Parts" Collection by Mario Sassi

The history of Ducati from its origins (1926) to the 90s.



Museo DEMM Motociclomotoristico

The museum of DEMM bikes and mopeds.

Bruno Nigelli Collection

More than 300 bikes that tell the tale of the Bolognese motorcyclist.



Parilla Collection

The result of Bruno Baccari's passion for the Parilla bike.

Brunelli Guzzi Collection

A collection of Moto Guzzis dedicated to the great Augusto Farnetti.





Pasquale Mesto Collection

An Italjet collection that counts more than 30 models produced during the firm's fifty-year history.



Pollini Collection

A journey to discover the cars that characterized Italy from the 1950s to the early 2000s.



Ascari "moto Maserati" Collection

Maserati bikes produced between the 50s and 60s.



Salsapariglia Collection

Motorbikes, bicycles, tractors and engines, radios, and gramophones, from the late 1800s to the late 1900s.



Moto Poggi Collection

The history of Yamaha race bikes.

Bariaschi motorcycle museum

The stars of mass motorization in the post-war period.



National motorcycle museum

The "motorcycle" from its origins to the present day. Approx. 250 examples from 55 different brands.

Museo dell'Automobile and annexed Scuderia San Martino

More than forty vehicles that made history in the 20th century.

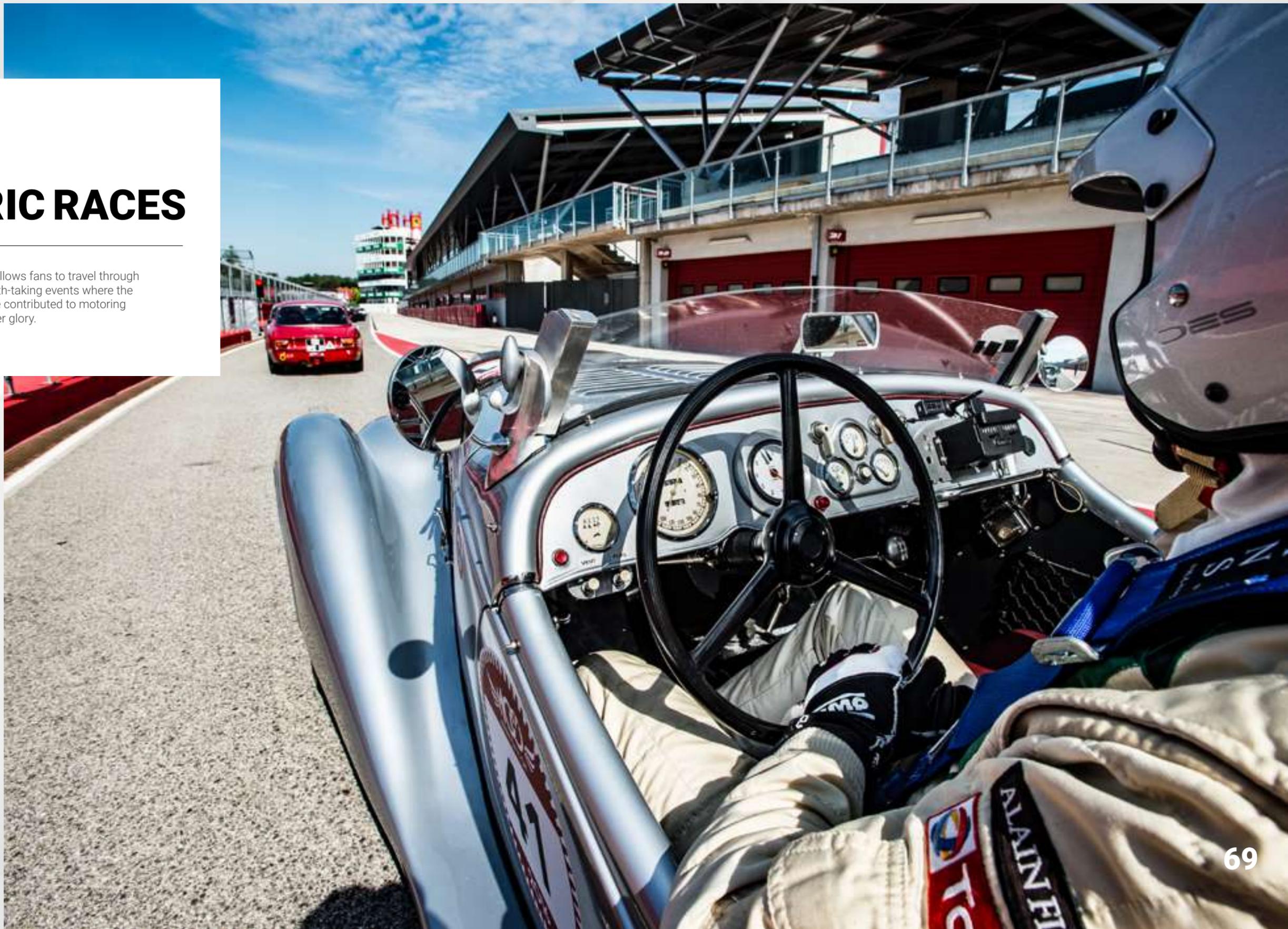


Righini Collection

Historic cars from a range of manufacturers including Alfa Romeo, Ferrari, Mercedes Benz, Isotta Fraschini and Rolls Royce.

HISTORIC RACES

The magic of Motor Valley allows fans to travel through time, thanks to unique, breath-taking events where the legendary vehicles that have contributed to motoring history race in all their former glory.



Modena Cento Ore

The Modena 100 Hours combines high-class culture and tourism with a renewed appreciation for the classic. A unique journey comprising track races and special stages in which the stars are the very sportscars that wrote motoring history between 1919 and 1981. There are two types of competition, speed and regularity, but both set the same objective – to experience the dream-like scenery of our land and remember where it all began.



Modena 100 Ore and Terre di Canossa are organized by Scuderia Tricolore-Canossa Events.



Terre di Canossa

Along the roads that wind from via Emilia all the way to the enchanting Versilia coast - the same roads travelled by Matilde of Tuscany in the 12th century - historic and iconic models take a relaxing trip through history, art, culture, and food and wine. The driving is combined with gastronomic exploration of traditional local recipes.



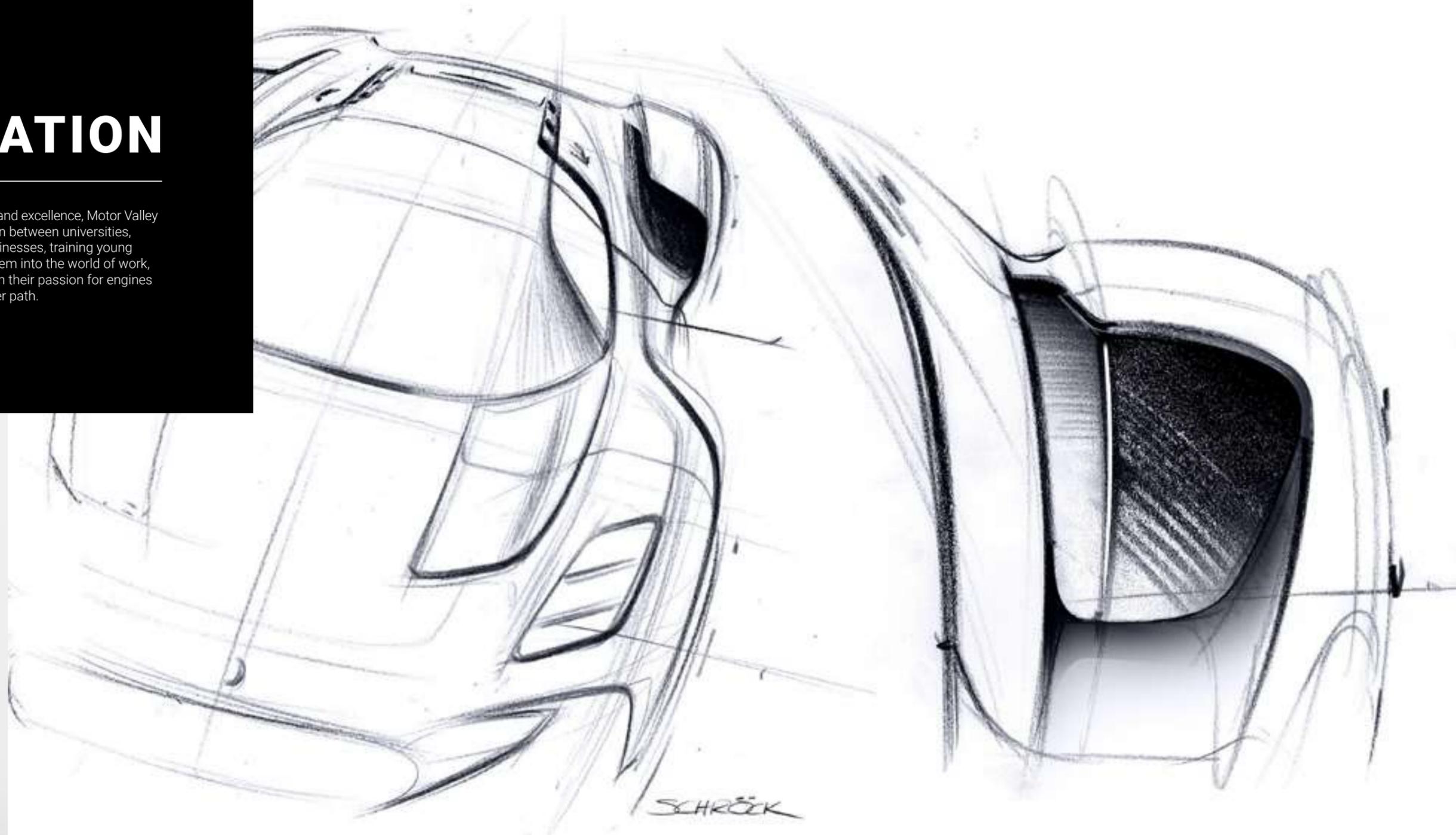
Minardi Day

The passion for Formula 1 has warmed the hearts of fans since the days of the first single seater. And it is this past that has painted the Imola Circuit yellow and blue since 2016, re-evoking the glory of the Minardi F1, F2 and F3 cars. Although many years have passed since the Minardi Team last competed in F1, the desire to tell the tale lives on, and it is this that led to the birth of an event that sees the Imola team's cars joining others at the Santerno track. Fans can see the single seaters for themselves, meet the drivers and their heroes, and hear the historic sound of these powerful Formula 1 vehicles once more.



EDUCATION

With its skill, innovation, and excellence, Motor Valley is also about cooperation between universities, training centers and businesses, training young talents and launching them into the world of work, thus helping them to turn their passion for engines into a professional career path.



Motorvehicle University of Emilia-Romagna

Motorvehicle University of Emilia-Romagna (MUNER) is the consortium that, under the auspices of Regione Emilia-Romagna, brings together prestigious universities (Università di Bologna, Università di Modena, Università di Modena e Reggio Emilia and Università di Parma) and the two- and four-wheel manufacturers that have their roots in the Motor Valley area, namely Automobili Lamborghini, Dallara, Ducati, Ferrari, Haas F1 Team, HPE Coxa, Magneti Marelli, Maserati and AlphaTauri.

The campus is as big as a region, with flagship Made in Italy firms making their know-how and most innovative technologies available to students who want to become

the automotive professionals of tomorrow, whether they wish to design road or race vehicles, or contribute to developing more sustainable propulsion systems and intelligent production plants in the pursuit of Industry 4.0. The Motorvehicle University of Emilia-Romagna offers seven inter-university and international degree programs, which range from electric vehicle engineering to racing car design.

All the pathways are based on a "learning by doing" approach and includes mandatory internships at partner companies and thesis preparation activities with workshops based around project work.



Formula SAE

Formula SAE is the championship that brings together dozens of universities and thousands of engineering students from around the world as they take on the challenge of conceiving, designing, building, and racing a small race car. Since 2009, the Italian edition has played out at the Autodromo di Varano "Riccardo Paletti" where, during the course of "static" races (the presentation of projects and analysis of the business model) and dynamic races (driving tests and endurance tests), the participants play a starring role as they explore the frontiers of automotive innovation and take a first step towards a professional career at the racetracks.





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