



Salone Vanvitelliano - Palazzo Loggia, Brescia Presentation Conference

Brescia, 7 February 2017: in the year of its ninetieth anniversary, the thirty-fifth edition of the re-evocation of the race created in 1927 was presented, the race that Enzo Ferrari called “a unique travelling museum”.

Huge enthusiasm and vastly increased participation requests: 695 participation requests from 41 Countries in 5 Continents.

The Mille Miglia 2017 route varies slightly compared to the 2016 edition: there is great interest in the four-stage race which crosses the historical centres of some of the most charming cities in Italy.

From Thursday 18 to Sunday 21 May, the race will travel through more than 200 municipalities and 7 regions in Italy, as well as the Republic of San Marino.

Among the novelties, worthy of mention are the “showcase trials” to be held in some historic squares, by the 440 accepted cars.

There will also be celebrations to remember the 24 original editions of the race, which took place from 1927 to 1957.

The race that will take place from **Thursday 18 to Sunday 21 May 2017** will be the **thirty-fifth re-evocation of the Mille Miglia**, the most famous road race of all time, **ninety years** after the first of the **24 editions of the speed race, from 1927 to 1957.**

The **celebratory trademark of this ninetieth anniversary** groups together the distinctive symbols of our history: such as the connection between the numbers "9" and "0", representing the symbol of infinity, perpetual motion along a road that ideally crosses Italy. Furthermore, in tribute to the two different automobile races, the speed race of the past and the regularity race of the present. The logo also incorporates the hub of a wheel and a stopwatch button.

For the fifth year running, **1000 Miglia Srl** will be running the great automobile event. The company is a subsidiary of **Automobile Club Brescia**.

The enthusiasm for the most admired “travelling museum” in the world continues to spread to enthusiasts on all five continents. Registrations for **Mille Miglia 2017** have continued to increase. The examining committee will inspect **695 vehicles**, all **manufactured from 1927 to 1957**: the list of the **440 vehicles accepted** will be revealed in one month’s time, at the **Geneva International Motor Show**.

Next May, **Brescia** will once again experience the pomp and splendour that made it the capital of motor racing: over and above the various initiatives to celebrate the **ninetieth anniversary**, the 2017 edition will begin with the preview of **Tuesday 16 May**. The city streets will be the backdrop for the **Roberto Gaburri Trophy**, a regularity race which will have about one hundred participants.

In 2017, Mille Miglia will continue to be run over **four stages**. After checks and stamping, which will, as always, take place at **Fiera di Brescia** and proceed to **Piazza della Vittoria**, the start of the **Mille Miglia 2017** will be from **Viale Venezia**, at **14:30 on Thursday 18 May**.

In keeping with tradition, which began in 1927, the route will start and end in **Brescia**, crossing half of **Italy**, with the turning point in **Rome**.

The route is changed every year in order to allow **Mille Miglia** to return to areas it has not been to for a few years.

From **Brescia**, after the classic drives past Garda Lake, and after passing **Verona**, the **440 cars** in **Mille Miglia** will head toward **Vicenza**, ending off the first stage in **Padova**.

The day after, **19 May**, the second stage will take the competitors to **Rome**. In order to take into account all the requests and in compliance with the idea of alternating, in 2017 **Freccia Rossa** will not follow the Adriatic Coast southwards, but will move towards the hinterland, crossing **Umbria**. Leaving from Padova at 6.30, the vintage cars will pass through **Ferrara, Ravenna, San Marino, Urbino, Gubbio, Perugia** and **Terni**. Arrival in **Rome** is envisaged around 21h15, with the parade in **Via Veneto** and the customary nocturnal tour of the heart of the city.

Saturday 20 May, the day will begin at 6.30, the route from the **Capital** will remain unchanged up to **Tuscany**. This is the most classic part of the route and will cross through **Ronciglione, Viterbo, Radicofani** and **Siena**, with the indispensable show in **Piazza del Campo**. From here, in answer to various requests, **Mille Miglia 2017** will travel northwards passing through **Montecatini Terme** and **Pistoia**, crossing the Apennines along the **Passo dell'Abetone**, descending onto the plane from **Reggio Emilia** to **Modena**.

The **third stage** will end in **Parma**, which always warmly welcomes the participants. From here on the morning of **Sunday 21 May**, the day will start at 7.00.

Travelling through the **Pianura Padana**, the long line of **Freccia Rossa** vehicles will cross **Cremona** and **Mantova**. Continuing in its promotion of the territory around Brescia, with its characteristic attractions and products, lunchtime will be spent in **Rovato**, where the competitors will be able to taste delicacies such as the traditional *manzo all'olio* (*Beef with oil*). Arrival on the final leg will lead the teams onto the ramp to take the chequered flag in **Brescia**.

The programme and route of the **Ferrari Tribute to Mille Miglia** and the **Mercedes-Benz Mille Miglia Challenge** will be the same as that for Mille Miglia, with the exception of the start and arrival of the **first stage**, on **Thursday 18 May**, which will be in **Desenzano del Garda** (from 13h45) and in **Ferrara** (from 21h00) respectively.

The main novelties of the 2017 edition will concern the competitive aspect with a considerable increase in the number of **time trials**, which increase to **112**, plus **18 readings in 7 set average tests**. The final classification, after the application of **coefficients** (unchanged following the changes done last year) will comprise a total of **130 timed stages**.

Among these, for the first time, Mille Miglia will hold a few "**showcase trials**" in the squares of **Verona, Castelfranco Veneto, Ferrara, Pistoia, Busseto**, and **Canneto sull'Oglio**.

The last timed trials of **Mille Miglia 2017**, decisive for the ranking, will take place in an extraordinary setting: the runways of the **6th Squadron Tornados** at **Ghedi Military Airport**.

STATEMENTS BY THE SPEAKERS

Piergiorgio Vittorini, **President of Automobile Club Brescia**, stated that « *Mille Miglia is a heritage of history and tradition which Italy proudly exhibits to the world. It encompasses many aspects: the value of history, the ability of uniting Italians with pride in an Italian tradition and the ability of attracting thousands of tourists to our country, captivated by the fascinating spectacle of the "most beautiful race in the world" ».*

The **President of 1000 Miglia Srl**, **Aldo Bonomi**, reminded those present that « *the Freccia Rossa trade mark, the immense heritage of ACI Brescia, has grown because of the excellent results of 1000 Miglia Srl. The four stages of the race along the roads of Italy mask the careful and intense work done by one company, an extraordinary undertaking, where an entire year of work must be put into place in the space of a few days. If this sports event has reached international fame for efficiency and good organisation, it is due above all to the achievements of management over the last four years. Mille Miglia is a great race, it is history in motion, but not only: Mille Miglia is a vision of the whole, unending planning and work in order to achieve the continuous growth and improvement of a great brand. It is a distinctive way of working as a company ».*

Franco Gussalli Beretta, **Vice-president of 1000 Miglia Srl**, spoke about a few aspects concerning Freccia Rossa: « *In these nine decades, Mille Miglia has become a symbol of Brescian excellence envied by all. It is one of the most successful Italian brands in the world. The trademark bearing the Red Arrow can translate into a lifestyle, a trend able to combine the heritage of the race with a fun-filled way of life, sophisticated, inclusive and contemporary. Making the*

trademark contemporary means interacting with sponsors and licensees that are able to consolidate its position in the "luxury market" without setting aside its deep roots in the local community and where the fundamental values are a common heritage. The 90th anniversary, starting from the first edition in the now-distant 1927, will be an opportunity for transforming the concept of speed - understood as being the ability to overcome time and space - into one of dynamism, experimentation and contamination ».

Alberto Piantoni, Managing Director of 1000 Miglia Srl, said: «**Crossing The Future** - this will be the key phrase that will stand out in the forthcoming editions of Mille Miglia which is known as the most beautiful race in the world, but is also a project and a platform from which to launch, in the world, Made in Italy products, its communities, led by the that from Brescia, and its values. "Crossing The Future" is a direction in which to travel: Giannino Marzotto - winner of the 1950 and 1953 editions - said: "Mille Miglia has been the portrait of technical, social and human innovation". I think that the promise contained in the original idea can still today represent its main value ».

Giuseppe Cherubini, Vice-president of the Mille Miglia 2017 Operations Committee, in presenting the outline of the 2017 edition, said: «*In their trip from Brescia to Padova, to Roma, to Parma and finally back again to Brescia, the competitors will see a scenario of art and history pass before them, which can only be seen in the squares of some of the most beautiful cities in Italy. Mille Miglia 2017 will offer an exclusive mix of this in a long, breathtaking trip. One the one side it will highlight the most genuine corners of old Italy, with its history, on the other it will offer amazingly beautiful areas, crossing through natural parks and unspoiled nature* ».

Paolo Mazzetti, Secretary of the Mille Miglia 2017 Operations Committee, mentioned the ninety-year history of Mille Miglia, from the twenty-four original speed editions held from 1927 to 1940 and then from 1947 to 1957, up to the first historical re-evocation in 1977, repeated in 1982. The drivers, vehicles and dates of those legendary years have been collected in a small celebratory publication that was distributed to those present at the press conference.

The history of Mille Miglia, rankings and many other information can be found here:
<http://www.1000miglia.it/Mille-Miglia/La-Mille-Miglia-di-velocita/Tradizione-sportiva/>

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