



FERRARI AND ABARTH: THE KEY ELEMENTS OF MODENA MOTOR GALLERY 2018

THRILLING DISPLAYS SHOWCASING TWO MOTORING LEGENDS

Over the last few years, the events featuring historic motoring have greatly evolved, from simple markets to places of sharing and events of a high cultural level. Modena Motor Gallery, of which the sixth edition will take place on 22 and 23 September 2018, is certainly no exception. Since its opening, the format designed by Vision Up has featured an exhilarating cultural approach. As the heart of the unique Motor Valley, Modena Motor Gallery represents a 'hub of passions' capable of bringing together all the fields of car collecting for a weekend, starting from the excellent theme-based shows focusing on the men and the machines that have written the history of motoring. Indeed, this year there will be two great names in the spotlight at Modena Motor Gallery: Enzo Ferrari and Carlo Abarth.

To celebrate the 'Drake', an exhibition project has been put together which draws on the most advanced multimedia technology. Visitors will relive the history of Enzo Ferrari in his own territorial setting. Original photographs will be on show belonging to the Panini family – never exhibited before – concerning the life of the *Commendatore*, who was born exactly 120 years ago. What's more, on large monitors, thanks to the collaboration of the Fondazione Casa Enzo Ferrari, interviews will be screened with people who played a major role in the history of the Ferrari man, starting with his son Piero Ferrari, Mauro Forghieri, Giulio Borsari, Franco Gozzi, Dino Maucchi, Mario Righini, Don Sergio Mantovani, his barber Antonio, the restaurant owner Lauro, Oscar Scaglietti, Renè Arnoux, Niki Lauda, and his driver Dino Tagliazucchi, to name but a few.

What's more, the heart of the exhibition will feature two vehicles of extraordinary historical interest and inestimable economic value: the Auto Avio Costruzioni 815 built in 1940, the first Ferrari 'creature' will leave the castle of Mario Righini for one day, as well as the Ferrari 195/212 Inter Vignale, kindly granted by Umberto Camellini, the only car in the world of its kind, made in 1951.

From the most famous Gran Turismo vehicles in the world, those of the Prancing Horse, we then come to the 'little bombs' bitten by the scorpion of Carlo Abarth. For the Austrian genius – of whom this year marks the 110th anniversary of the birth – an exhibition has been designed which will showcase some of the most emblematic Abarth vehicles, such as the Sport Prototipo and the compact Gran Turismo queens of many a race from the 1960s and '70s.

While the 'Drake' theme will be accompanied by a rally of Ferrari vehicles, for those of the Scorpion it will be the nimble Autobianchi A112 Abarth to be featured in the outdoor areas of ModenaFiere with a meeting all of their own.

Modena Motor Gallery 2018 will provide the same format which for the last five years has made it an event greatly appreciated by an ever more international audience. The aim is to create the right mix between culture, passion and business in the field of motor collecting. And so here almost 400 exhibitors including museums, clubs, dealers and spare-parts sellers as well as specialists in publishing and automobilia.

As well as the now traditional presence of the Ferrari Museums of Modena and Maranello, this edition will also host the Associazione Scuderia Ferrari Club, which brings together Ferrari fans from all five continents, promoting Modena Motor Gallery with various special proposals; from discounts to weekend tour packages in Modena.

Modena Motor Gallery is also a territorial marketing event, and on the evening of 22 September it will host a special gala dinner for operators in the sector: collectors, journalists, personalities from the world of motoring and opinion leaders, making it a perfect opportunity to establish new contacts. Following the success in 2017 at the Palazzo Ducale/Accademia Militare, this year the dinner will be held in the Enzo Ferrari Museum in Modena: cars and flavours from the territory brought together for what promises to be a thrilling evening.