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## MODENA MOTOR GALLERY 2016

The Hall of Excellence in the Land of Motors

24-25 September 2016

Along the Via Emilia (SS9) road, you can find Modena: considered the world's Motoring Capital. Within a radius of 50 km, we can find Ferrari, Maserati, Lamborghini, Dallara, Ducati and Pagani, who all chose Modena following Fangio's suggestion.

A land of mechanics, engineers, body-shop mechanics and above all a land with a lot of passion, love and wit; the land of men like Enzo Ferrari and Luciano Pavarotti, who also shared a passion for Modena's food and wine. An identity that shines through thanks to the presence of major museums, such as the Ferrari Museum in Maranello and the Enzo Ferrari Museum in Modena, as well as the private collections of Righini, Stanguellini and Panini. Modena awaits you with its legendary hospitality and delicious traditional cuisine.

The 2016 edition of Modena Motor Gallery will take place on 24<sup>th</sup> and 25<sup>th</sup> September at Modena Fiere. More than **12,000 visitors, 350 exhibitors, 500 classic cars and motorcycles, 15 Clubs, Historical Registers and Museums and 5 exhibitions.**

Here are just some of the highlights:

### 1. **The great exhibition of 2016: "STRAORDINARIA MOTOR VALLEY"**

Covering a surface of over 1,000 m<sup>2</sup>, the exhibition "**STRAORDINARIA MOTOR VALLEY**" will be on display, highlighting the history and the vehicle production that has made this land famous throughout the world, hosting the very best of products and realities from along the Via Emilia: manufacturing plants, public and private motoring museums, racetracks and motoring events.

- **Motor Gallery will commemorate and pay tribute to Maserati, Lamborghini and Ducati**  
**Celebrating, within other anniversaries the 50 years of the Miura**, which was first unveiled at the Geneva Motor Show in 1966, leaving visitors speechless and marking the start of a new era in the sports car sector. Modena Motor Gallery also dedicates a major space to **Ducati** in the Central Gallery, curated by Claudio Lusuardi. In 1926 the Ducati company was founded, under the name "Società Scientifica Radio Brevetti Ducati", specialising in research and the production of technologies for radio communications, and indeed it wasn't for another two decades that the motorcycle department would be founded, having gained the licence for the Cucciolo: a 48cc mono-cylinder engine with a two-speed gear to be applied for auxiliary thrust to a normal bicycle.

2. **Microcars** with the exhibition of the unique "**Isetta, The Flying egg**" and the fantastic Bubble Cars, will welcome visitors in the Central Gallery curated by the **Ames Museum**.
3. And more, **The English "Grease Monkey" Colin Chapman Vs Enzo Ferrari exhibition**, curated by Matteo Panini (Circolo della Biella), traces the evolution of their respective companies, Ferrari and Lotus, using an imaginary technical time-line for telling the history of two openly rival race track "automotive myths", comparing the Italian school and the English garagistes.
4. As always, the **craftsmen** will occupy a major space and will constitute the 'icing on the cake' of an entire pavilion of car dealers. For the first time at Modena Motor Gallery, several young craftsmen will give a live demonstration of how sheet metal may be beaten and modelled as well as how it is then welded.
5. At Modena Motor Gallery, will hold the first **Automobilia Charity Auction**, the proceeds of which will go to the Istituto Dino Ferrari in Maranello, to support the research and planning activities of zero emission vehicles and to the city of Amatrice recently hit by earthquake. Ing. **Mauro Forghieri** will be the Auction superintendent.
6. With a dedicated space celebrating the solid roots our present is linked to our past, the Ferrari Museums of Modena and Maranello will offer another emotion to the visitors. The Museums will be also offering a special discount to visit them in Modena and Maranello
7. World premiere of the **feature Film "La Fabbrica Blu" (The extraordinary adventure of Bugatti Automobile)**, with exhibition of the wonderful Blu Bugatti EB110.
8. "Vita di Stile" presents: "4 passi nella storia" ("A walk into history") a journey to discover cars that made history, stopping and revealing secrets of some of the cars in exhibition.
9. On the Stage of the ACI Storico (Pavillion C): presentation of the book: "Ducati 90 anni di eccellenza italiana" ("Ducati 90 years of Italian's excellence") curated by the author Daniele Buzzonetti with Cesare Maria Mannucci, reporter of F.1 for the magazine Autosprint and motors expert.
10. In the lounge space of the Motor Valley exhibition an appointment curated by Dallara Automobili "The technical training of ITS financed by Region Emilia Romagna
11. On Sunday there will be a conference on the theme of research and development on Zero emission technology, speakers amongst others will Prof Filippo Sala, responsible for the prototype course of the IIS A Ferrari of Maranello and Ing. Mauro Forghieri

Outside, on a surface of more than 20,000 m<sup>2</sup>, **private dealers** will be selling their own cars and motorcycles, as well as an ample section given over to spare parts.

The **promotion** of Modena Motor Gallery began back in October 2015, with the event's active participation in various shows/markets in Italy and across Europe, including Salzburg, Paris, Stuttgart, Avignon, Essen, Lucerne and Friedrichshafen.

Modena Motor Gallery is sponsored by the Chamber of Commerce of Modena, Modena City Council, ModenaFiere, Motor Valley. With the support of BPER, ACI Storico and Circolo della Biella.

Planning and organisation by Vision Up s.r.l.