



BOLOGNA FIERE | 26th/29th OCTOBER 2023

LINE UP IN POLE POSITION FOR AUTO E MOTO D'EPOCA IN BOLOGNA.

**THE 40th EDITION IN THE HEART OF THE MOTOR VALLEY.
DOUBLE THE EXHIBITION SPACE IN BOLOGNA FIERE - ALL SOLD OUT. ALL EYES ARE
TRAINED FROM THE WORLD OF INTERNATIONAL CLASSIC CARS AND MOTORCYCLES
TOWARDS AN EDITION THAT PROMISES TO BE AN EXCITING NEW BEGINNING.**

Bologna, June 20th 2023_Engines warming up in Bologna for the 40th edition of Auto e Moto d'Epoca. **For the first time ever, the exhibition will be hosted at BolognaFiere exhibition centre in the heart of the Motor Valley, the land of motoring legends and passions.** *"This is a very important year for Auto e Moto d'Epoca – comments Mario Carlo Baccaglini, CEO of Intermeeting – After the last record-breaking edition in Padua, we are celebrating forty years of history, culture and passion in a new location, with much more exhibition space, spanning over 235,000 square metres, new sectors and lots of news. The new space at BolognaFiere will allow us to bring out the full potential of the world of classic vehicles. In Bologna, vintage car and motorcycle fans will have the chance to immerse themselves in the past, experience its thrills, feel the present in person and imagine the future. It will be a huge celebration for everyone: exhibitors, collectors, visitors and journalists from over 40 different countries across the globe!"*

President of BolognaFiere, Gianpiero Calzolari, declares with satisfaction: *"We are proud to have included this prestigious international exhibition in BolognaFiere's exhibition portfolio. It is backed by 40 years of success and we are delighted that double the exhibition space has been achieved from the very first edition here. The Motor Valley is the ideal setting for an event that is set to ignite passions and memories for thousands of classic car and motorcycle enthusiasts. I would also like to thank the city and the institutions who are working with us and with Intermeeting to prepare to welcome thousands of collectors and aficionados from all over the globe"*.

Indeed, this Bologna-based edition has plenty of news in store, marking a watershed in the long history of the Italian Classic vehicle exhibition. Offering the same levels of quality and excitement as ever, but with brand-new look, services and storytelling. A new beginning. Starting with the exhibition space, which spans more than 235,000 square metres and has already sold out entirely, thanks to the participation of the biggest international players from historic motoring, manufacturers, dealers and major industry-specific traders. There are a host of new entries rooting to be part of the 2023 edition. One new entry includes **the exhibition hall that is entirely dedicated to two-wheeled vehicles, across 15,000 square metres, constituting a veritable exhibition dedicated to all vintage motorcycle fans.** Among the participants, BMW Motorrad will be celebrating the brand's 100th anniversary and there will be a special focus on the history and collectibles of the Lambretta.

Another important novelty: **the presence of the most important museum collections in the world.** It is the network made up of the most prestigious European museums dedicated to the automobile, starting with **MAUTO, the National Automobile Museum of Turin, which is celebrating the 90th anniversary of its prestigious Collection.**

And again the Motor Valley district | APT Emilia Romagna, which Auto e Moto d'Epoca is a member of, and a pillar in the past and present of motoring. The Motor Valley Development association will have a dedicated exhibition hall and the presence of major motoring brands, museums, private collections, race circuits, motoring or automotive events organisers. They will all be coming together to disseminate and transfer to the new generations the culture of this excellence-packed territory.

Continuity between past and future is firmly linked to the participation of major automotive brands which, at Auto e Moto d'Epoca, address an audience of aficionados, highlighting the leitmotiv that links vintage cars to the latest new models launched on the market and the accompanying innovation and technology. The following have confirmed their participation in the 40th edition of Auto e Moto d'Epoca: **Volvo Cars Italia, Toyota Motor Italia, FCA Stellantis Heritage, Mercedes Benz Italia, Alpine, Bentley and McLaren.**

Last but not least, the presence of **Clubs and Registers** is outstanding as usual, each with cars and bikes which have made motoring history a heritage to be preserved and guarded. Many new entries are linked to the history and passion of the motoring land, such as Scuderia San Martino. **The ASI Village**, the massive space dedicated to the Automotoclub Storico Italiano (Historic Italian Automoto Club), has been restyled and extended. Also present are the **Automobile Club Italiano and ACI Storico** in the large area which will be playing host to authentic four-wheeled gems as well as a rich calendar of events and dedicated talks. The **Piazzetta Lancia** experience has also been confirmed. This exhibition area is dedicated to all the great Italian clubs. First ever attendance on the part of the newly established Club Cayenne, which ranks up to five the number of Porsche clubs present at Auto e Moto d'Epoca 2023. Among the anniversaries being celebrated, mention must be made of **the 70th celebrations of Autodelta and the 100th anniversary of Quadrifoglio Alfa Romeo.** And also the Marazzato collection which will bring together vintage lorry models with the VR driving experience on the roads of the 1950s. Thanks to the large outdoor spaces afforded by BolognaFiere, a large number of rallies will also be organised inside the exhibition district.

And more still: **restoration, materials and maintenance.** Everything that is attributable to loving and caring for cars will be enclosed in the large exhibition MALL. The finest Italian companies that combine state-of-the-art technology with tradition and impeccable care will be taking part: craftsmanship at the service of collectors and enthusiasts.

The Fiva Heritage Workshop, one of the most important events on the calendar of international motoring institutions, will also be held in Bologna to emphasise the profound bond between the past and the future of the automotive industry and the transition of values and culture of innovation from classic vehicles to new models being put to market. The biggest players in the world of international Classic cars - and the leaders of car manufacturers - will be getting together at the Bologna exhibition to talk about the future of vintage cars, the relationship with the contemporary Automotive industry and the growth of new generations of fans.

Auto e Moto d'Epoca is all this and much more. It is the thrill of sharing the atmosphere and all the revolves around Classic vehicles with fans from over 40 different countries around the world. A distinguishing feature which has made this exhibition one of a kind on the international exhibition scene.

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Auto e Moto d'Epoca in Bologna is the biggest vintage car and spare parts market in Europe, and has been the biggest international event for motoring enthusiasts and for fans of the wider culture tied to the automotive field for years. At Auto e Moto d'Epoca, collectors and aficionados can choose between more than 5,000 cars put up for sale by the main car manufacturers, and find original spare parts and automobilia of all prices and makes. The history and culture of motoring live at Auto e Moto d'Epoca: visitors to the Exhibition delve into the past while touching the present and the future of the car world. For this reason, too, Auto e Moto d'Epoca is an intergenerational event that can excite everyone - men, women, young people, fans or anyone who is simply curious. An event that leaves you with beauty, dreams and creativity. Auto e Moto d'Epoca is: 39 years of history, 46 countries, 18,600 exhibitors, 84,500 cars on display, 6200 spare parts dealers, 4,485,000 square metres, 2,740,000 fans, 9500 journalists, 380 km of cars on exhibit.

The 40th edition of Auto e Moto d'Epoca is possible thanks to the collaboration and support of BolognaFiere, the Emilia-Romagna Region, the Municipality of Bologna, APT Servizi Emilia-Romagna, the Motor Valley Development Association, Confcommercio ASCOM, the Metropolitan City of Bologna, Bologna Welcome and CNA.

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