



BOLOGNA FIERE | 26th/29th OCTOBER 2023

AUTO E MOTO D'EPOCA: WHAT ARE THE PREVIEWS OF THE 40TH EDITION AT BOLOGNA FIERE?

A boom of European exhibitors, large historic manufacturers and clubs, the most important Heritage collections and the latest models not yet seen on the road or track. In an exhibition area twice as large as the previous year, the international Italian Classic event is moving to the new site in Bologna, the heart of the Motor Valley, and developing all the potential of the motor passion starting from the first 'Exhibition within the Exhibition' entirely dedicated to historical motorcycles.

MOVE TO BOLOGNA FIERE

The 40th edition of Auto e Moto d'Epoca will mark a new chapter in the history of the Classic Exhibition, as it will be the first to be held in **the Bologna exhibition centre**. This transfer is looking towards Europe. In fact, Bologna's exhibition hub benefits from spaces and transport links that will allow a privileged channel to be created between European enthusiasts and exhibitors and the Italian market. Every year, Auto e Moto d'Epoca has come to attract visitors from 45 countries around the world, and has become an established benchmark on the international calendar, as well as the largest historic vehicle market in Europe.

EXHIBITION SPACE DOUBLED

The 2023 edition represents a turning point that will allow Italian Classic to realise its full potential. In fact, in the new setting of Bologna Fiere, the Exhibition will have double the exhibition space available, with a total of 235 thousand square metres distributed across 11 pavilions and 4 access doors, as well as more than **14,500 covered parking spaces for visitors and exhibitors**. An important new feature this year is the introduction of an entire pavilion, 21, dedicated exclusively to classic motorcycles, a real "Exhibition within the Exhibition".

THE FIRST MOTORCYCLE EXHIBITION

The new pavilion dedicated to historical motorcycles is, in fact, one of **the great novelties of this edition**, with 15,000 square metres of exhibition space. The aim of the Motorcycle Exhibition will be to reveal to motorcycle enthusiasts a cultural heritage they have never seen before all in one place. The highlights will include a motorcycle from the racing world by HONDA **exhibited in a world preview** with the participation of the award-winning **Lucio Cecchinello Racing Team** and the historic **750 HONDA K0**; a special focus on the BMW Motorrad history for the 100 years of the brand; and several examples of the important **Battilani Collection from Imola**, one of the most renowned in

Italy for the quality and quantity of its motorcycles (300) and, in particular, for the Italian examples from the origins to the '40s.

BOOM OF EUROPEAN EXHIBITORS

Bookings by exhibitors and dealers, especially from Europe, have exceeded expectations, leading to the need to open two additional pavilions to those already planned. The exceptional response of the specialists was fostered by the participation and promotion of Auto e Moto d'Epoca at the great European Classic shows and by intense international communication.

COLLECTIBLES

The celebrations will also be taking place for the 90th anniversary of the Mauto Collection, the National Automobile Museum, and the presence of other important European museum institutions that will announce their participation after the summer.

The **historical Clubs and Registers** will also have a marked presence, each with cars and bikes which have made motor history a heritage to be preserved and guarded. The **Touring Superleggera International Registry**, for example, will exhibit one of the first Ferrari road vehicles in the world: **the Berlinetta 195 LM Coupé Superleggera**, a car identical to the one in which the Count Giannino Marzotto won the 1000 Miglia in 1950. Also in the Registro's booth, a 1942 **Alfa Romeo 6C 2500 S Cabriolet Turinga**, one of the coachbuilders' rare cars produced under the Italianised name out of respect for the autarchic imposition of the twenty-year Fascist period. There are also many new entries linked to the history and passion of the Motor Valley, such as **the Scuderia San Martino** and **the Automobile Museum of San Martino in Rio** that will present together a double stand, with **two cars over 100 years old** and a surprise linked to the famous 24 hours of Le Mans (which turns 100 this year).

THE BIG AUTOMOTIVE MANUFACTURERS

The space dedicated to car manufacturers is an opportunity to admire the new models and discover their origins: construction philosophies, sports history and technological progress are blended by combining past and future and transmitting the values and culture of the manufacturer over time. The common thread that unites historic cars with new models on the market is dedicated to the participation of important brands such as: **Alpine, BMW Motorrad, Bentley, Carrozzeria Touring Superleggera, FCA Heritage Gruppo Stellantis, McLaren, Mercedes Benz Italia, Toyota Motor Italia and Volvo Cars Italia.**

IN THE HEART OF THE MOTOR VALLEY

The Motor Valley is a cornerstone in the past and present of Italian motors and Auto e Moto d'Epoca is now part of the Motor Valley Development non-profit making association whose aim is to bring together the great motoring brands of the Emilia-Romagna region, company museums, private collections, race circuits, driving schools and event organisers in the automotive industry to sit down at the same table. Visiting the Exhibition will be an excellent opportunity to discover this territory that is central in the past, present and future of the passion for Italian motors.

MARKET AND SPARE PARTS MARKET

Auto e Moto d'Epoca is the largest classic vehicle and spare parts market in Europe, able to satisfy almost all the desires of collectors and restorers and to allow everyone to find the historic car, motorcycle or spare part they are looking for. The range of cars, motorcycles, spare parts,

automobilia and memorabilia covers the entire horizon of historic motoring and motorcycling. The car market spans from unique '30s hand-crafted body builders to the most promising youngtimers. The spare parts sector offers a complete overview of original and **'new classic parts'**: from mechanical to electrical components, from documents to car radios from the past.

THE MALL

A central area, a junction between the different pavilions, dedicated to the most important companies specialising in the care, restoration and **technology for classic cars and motorcycles**. Visitors will find gears, mufflers, 3D printed parts based on original designs, and many care and restoration products.

DESIGN, CLASSIC, TAILORING AND MOTOR ART

Vintage designer clothing, accessories, watches, interior design, motor art and handcrafted creations make any visit even more inspiring. Auto e Moto d'Epoca is a unique exhibition also due to **the quality and variety of its exhibitors**. Among the pavilions visitors will find professional designers and artists of motor art, petroliana-style creations, paintings dedicated to the history of motoring, vintage tailored garments and crafts of the highest quality, and unique design pieces inspired by the world of travel.

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