



BOLOGNA FIERE | 26th/29th OCTOBER 2023

**PASSION IGNITES BOLOGNA.
EVERYTHING IS SET FOR THE 40TH EDITION OF AUTO E MOTO
D'EPOCA, IN THE HEART OF THE MOTOR VALLEY.**

Bologna, 26th October 2023_ The spotlight is cast on the new Bologna premises of the historic exhibition dedicated to the world of Classic vehicles. *"This fortieth edition of Auto e Moto d'Epoca is set to be revolutionary: after 39 years in Padua, Bologna has enabled us to renovate the event, making it bigger and better, starting with the exhibition halls dedicated to motorbikes"* - comments **Mario Carlo Baccaglini, CEO of Intermeeting**. *"Auto e Moto d'Epoca is now consecrated at European level as the largest event in Europe dedicated to motoring passion: no other event in Europe boasts the same dimensions, the same content, the same comprehensive line-up and can truly satisfy all fans, allowing them in this digital age to see, touch and appreciate the silhouettes, design and components of so many classic cars and motorcycles. I believe it is of the utmost importance for motoring culture to be able to take part in this event, because it represents and encompasses the entire evolution of the car - and hence of society - from the post-war period to the present day"*.

The exhibition has a brand-new look, services, storytelling and exhibition spaces; 235,000 square metres - distributed across 11 exhibition halls - to be discovered by following 4 new themed exhibition paths, to experience a deep dive into the history, the present and the future of the automotive world:

- **World of Classics:** being backed by a great history makes for a great future. World of Classics is the exhibition path devised for visitors to meet those who preserve, hand down to the new generations and regenerate the universal motoring heritage: Historic Clubs and Registers, great museums, motoring institutions and the great names of the Motor Valley, the cradle of the Italian automotive industry, where the number one tradition is to innovate. This year, for the first time ever, the six biggest museums in Europe are pooling together their collections at Auto e Moto d'Epoca. This is a unique opportunity to embrace motoring history in one glance, to admire models which are normally kept thousands of kilometres apart.
- **Car Path:** an unrivalled collection of vintage cars and motorcycles for sale, from rare collectables to promising Instant Classics and Youngtimers. The largest classic vehicle market in Europe. 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.

- **Motorbike Path:** 15,000 square metres for a veritable exhibition dedicated to all fans of classic motorbikes and new models alike. An unprecedented cultural heritage brought together for the first time for motorcycle enthusiasts to enjoy.
- **Spare Parts Path:** Europe's largest line-up of vintage spare parts - from mechanics to engine electronics and interior components.

Some of the most impressive **museum collections** in the world will be at Auto e Moto d'Epoca for the first time. It is the network of the Big Five, the most prestigious European museums dedicated to cars, starting with the Italian National Automotive Museum (MAUTO) which continues its celebrations for its 90th anniversary by displaying 8 cars from the collection. The following will be exhibiting at Auto e Moto d'Epoca for the first time, with representative cars: Autoworld Brussels (Belgium), the Louwman Museum (the Netherlands), the Musée National de l'Automobile in Mulhouse (France), the Musée National de la Voiture | Château de Compiègne (France).

With an entire exhibition hall to itself, the Emilia Romagna **Motor Valley** district is like no other in the world, owing to its concentration of motoring brands and passion. It is showcasing two- and four-wheel excellences by Ferrari, Maserati, Lamborghini, Ducati, Pagani and Dallara. Four racetracks from the Motor Valley will also be present (Varano de' Melegari, Modena Racetrack, Enzo e Dino Ferrari International Racetrack in Imola, Misano World Circuit Marco Simoncelli), along with racing teams, private collections and rallies.

The theme underpinning the entire **ASI Village** display in Exhibition Hall 25 is to be "Italian Pride". A deep dive into more than one hundred years of motoring history made in Italy thanks to the display of dozens of vehicles in the Club booths and, in the ASI booth, the presence of a car boasting a significant history: the 1956 Alfa Romeo Giulietta which belonged to Enrico Mattei and is still preserved by the family of the founder of ENI and a prominent figure in the second half of 20th Century Italian history.

In the epic scenario of the Targa Florio, ACI Atorico is celebrating a racing tradition that challenged time for a generous 61 years, from 1906 to 1977, with the exhibition of 12 cars related to the history of the Targa Florio, the longest running race in history. Every model on display actually took part in the race, from the 1914 Aquila Italiana to the Alfa Romeo 33 with a tubular chassis. One of the only two models in the world ever made of the Lancia Fulvia F&M Special will also be on show.

The leitmotif which brings together classic cars with the new models launched on the market and the innovation and technology which accompanies them is represented by the large number of brands attending: **Volvo Cars Italia, Toyota Motor Italia, FCA Stellantis Heritage, Mercedes Benz Italia, Alpine, Bentley, McLaren, BMW Motorrad, Carrozzeria Touring Superleggera.**

Auto e Moto d'Epoca awaits at BolognaFiere from 26th to 29th October, to delve into the past, enjoy its thrills, come face-to-face with the present and imagine the future. It is going to be a fantastic affair for all those involved!

Press pack, news, photos, videos and schedule: https://drive.google.com/drive/folders/182Fz-cFoumqGiOg3vTLWvy6NYM98_nW?usp=drive_link

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