

# MOTOR VALLEY TOURS

#PARMA



**CANOSSA**  
EVENTS

**MOTOR**Site  
LA TERRA DEI MOTORI

VIA EMILIA  
MOTOR VALLEY

**MOTOR**  
VALLEY

**motorsport**  
NETWORK



# ***ROADTRIP TO DISCOVER EMILIA'S MILESTONES***

A weekend on the road to discover Emilia's excellences, driving an unique and exciting car, an icon of the Dolce Vita. An itinerary that will give you a privileged access to the secrets of the worldwide renowned car manufacturer Dallara and to some of the most evocative places and castles in Parma: the secret recipe for an unforgettable journey throughout the most hidden corners of the Motor Valley.





# ***A JOURNEY TROUGHT THE EXCELLENCE OF CRAFTSMANSHIP***

Emilia's enveloping hills and its castles full of mysterious ghosts and secrets, world famous traditional culinary delights and the pleasure of driving a car symbol of the Italian culture. All these unique experiences are gathered together in Motor Valley Tour #Parma, a one of a kind roadtrip to enjoy Emilia's milestones.

Immerse yourself in the history of some of the most fascinating castles, labyrinths and ditches in the area and be captivated by Dallara's unprecedented innovation. In between emotions, we will take care of making you taste the best cuisine that Parma has to offer.

Motor Valley Tour #Parma will allow you to discover all this beauty while driving a legendary car, an icon of the Dolce Vita, in an absolutely one-of-a-kind bespoke edition. Canossa Events makes its fleet of Abarth 595 Cabriolets available, specially designed by Lapo Elkann's creative genius and Garage Italia craftsmen's skilled hands.





# PROGRAM

## FRIDAY - WELCOME IN PARMA

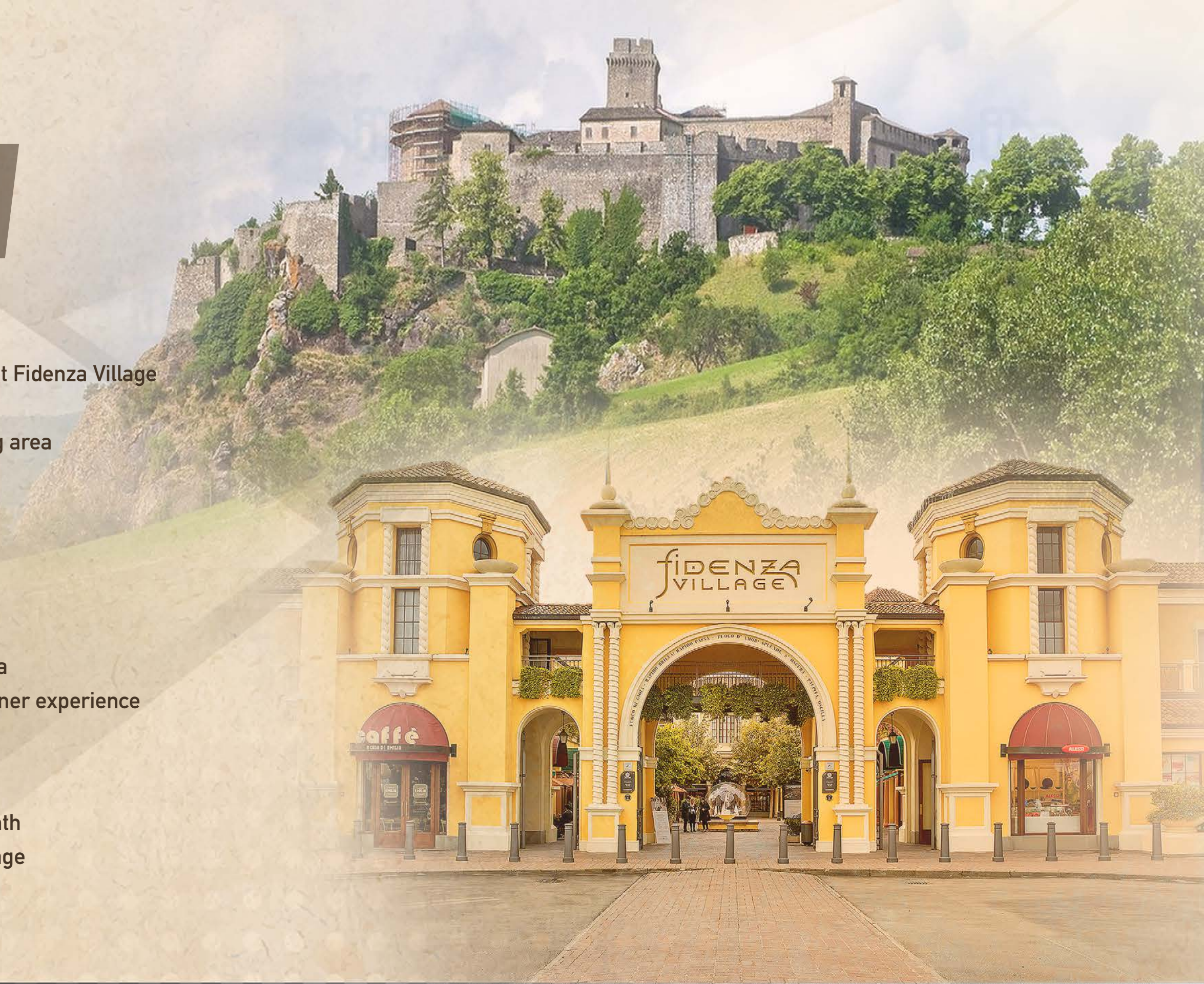
- 18:00 Meeting point and “drivers’ briefing” at Fidenza Village
- 19:00 Hotel check-in
- 20:30 Typical dinner in Parma’s surrounding area

## SATURDAY - PARMA HIGHLIGHTS

- 10:00 Dallara Experience
- 12:30 Lunch at Dallara Academy
- 15:30 Visit of Castello di Fontanellato
- 18:00 Guided tour in the city center of Parma
- 20:30 Night visit of Castello di Bardi and dinner experience

## SUNDAY - EXCLUSIVE CORNERS

- 09:00 Driving experience to Masone Labyrinth
- 13:00 Car drop off and lunch at Fidenza Village
- 15:00 Shopping and departure





# DRIVE SAFELY

Your protection is our priority



OUR STAFF WILL WELCOME YOU  
WITH MASKS  
and a friendly smile



RESPECT FOR  
SAFETY DISTANCES  
while close in passion



SANITIZED CARS BEFORE EACH TOUR



KEYS ALWAYS HYGIENIZED

Every moment of the trip has been conceived to guarantee a carefree and pleasant experience for you.

Cars and keys are sanitized before delivery and will be only for you throughout the tour. The car is certainly the safest way to get around, and in this case it is also a fantastic driving experience!

Our staff is prepared to welcome you with the usual smile, even if hidden by the mask, and will provide you with all necessary protective gears (masks, hand sanitizer).

All operators involved in the tour comply with safety regulations and will do their utmost to ensure that physical distance does not prevent us from sharing our common passion.



# ***THE PACKAGE INCLUDES***

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- Two nights in a 4-star hotel in Parma's surroundings
  - Friday and Saturday's dinners, including our wine selection
  - Saturday and Sunday's lunches (without wine, having to drive after lunch)
  - Guided visits at Dallara with Factory Tour, Castello di Bardi, Castello di Fontanellato and Masone Labyrinth
  - Guided visit in the city center of Parma
  - Car rental (fuel and insurance included)
  - VAT and tourist taxes





# ***OPTIONALS***

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- **CUSTOMIZATION:** make your trip unique by characterizing your car as a real racing car
- **INSURANCE:** travel even safer reducing deductible
- **SEQUENTIAL SHIFT - AUTOMATIC TRANSMISSION:** enjoy the road with no worries
- **HISTORIC CAR:** experience the road with a car that made history
- **UPGRADE:** your hotel room to relax as you wish
- **EXTRA TIME:** enjoy your car to the fullest



**CONTACT US** for more information and prices:  
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