

Under the patronage of



Comune di Modena

# MOTOR VALLEY TOURS

#MODENA



# *ROADTRIP FOR MOTOR SPORT LOVERS*

---

A weekend in the homeland of the world's fastest cars, driving an unique and exciting car, an icon of Dolce Vita.

Thrill, beauty, safety: these are the keywords of Motor Valley Tours, the best way to enjoy an enchanting land nestled between the Via Emilia and the Apennines, and discover the "temples" of Motor Sport.





# EMILIA'S BEATING HEART

Motor Valley is the charming place where the world's fastest cars are born, a place of "slow food and fast cars" as the great Michelin starred chef Massimo Bottura likes to say. Ferrari, Maserati, Lamborghini, Pagani, Dallara and Ducati factories and museums are located within a few kilometers from Modena, as well as the not-to-be-missed Piazza Grande, a UNESCO World Heritage Site with the Duomo and the Torre Ghirlandina. To complete this thrilling journey that stimulates all one's senses, a vast array of world renowned culinary specialties are offered right here as well.

Motor Valley Tours 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 craftsmens' skilled hands. Alternatively, you can choose a historic car of our fleet, always made in Italy.



# PROGRAM

## FRIDAY - WELCOME IN EMILIA

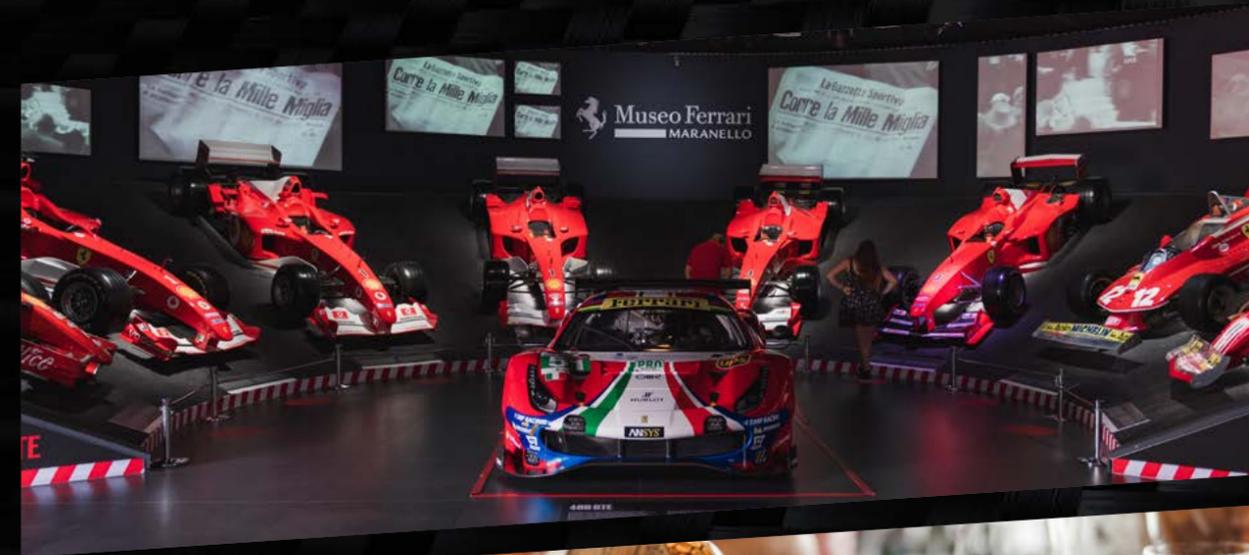
- 18:00 Hotel check-in and "drivers' briefing"
- 20:00 Welcome dinner to savour traditional flavors of Modena's typical cuisine

## SATURDAY - THE MOTOR VALLEY

- 09:30 Lamborghini Museum – Mudetec
- 11:00 Pagani Museum and Factory Tour
- 13:00 Lunch in a panoramic restaurant, reachable by a scenic and winding road
- 15:30 Thrilling driving through the Apennines
- 18:00 Guided tour of Modena
- 20:00 Aperitif and dinner in the heart of Modena

## SUNDAY - FERRARI DAY

- 09:30 Enzo Ferrari Museum
- 11:30 Ferrari Maranello Museum with VIP experience
- 14:30 End of the Tour and car return



# DRIVE SAFELY

Your protection is our priority

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

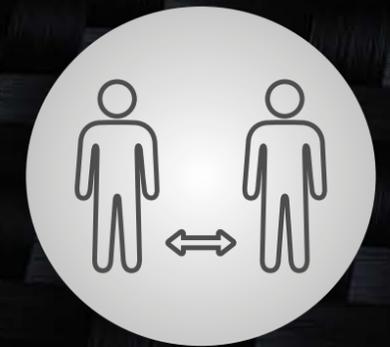
Cars and keys are sanitized before delivery and will be only for you throughout the tour. The car is certainly the safest way to get around, and in this case it is also a fantastic driving experience!

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.



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

The background of the advertisement is a high-quality photograph of the interior of a yellow sports car, likely an Abarth model. The driver's side door is open, revealing the black leather interior with yellow stitching. The steering wheel features the Abarth logo and a small Italian flag. The dashboard and center console are also visible, with yellow accents. The text 'THE PACKAGE INCLUDES' is overlaid on the left side of the image in a large, bold, white, sans-serif font.

# **THE PACKAGE INCLUDES**

- Two nights in a 4-star hotel in Maranello
- Friday and Saturday's dinners, including our selection of wines
- Saturday's lunch (wines excluded, having to drive after lunch)
- Entrance tickets to the Lamborghini Museum, Pagani Museum and Factory Tour, Ferrari Maranello Museum with VIP experience and Enzo Ferrari Museum
- Guided Tour in Piazza Grande, a Unesco World Heritage Site, and visit of a vinegar factory producing Traditional Balsamic Vinegar of Modena DOP
- Car rental (fuel and insurance included)
- VAT and tourist taxes

# OPTIONALS

---

- **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:

Click here

[motorvalleytours@canossa.com](mailto:motorvalleytours@canossa.com)





REGGIO EMILIA | MILANO | NEW YORK | MIAMI | DUBAI

[www.canossa.com](http://www.canossa.com)

[info@canossa.com](mailto:info@canossa.com)