

PRESS RELEASE



Canossa Events announces the creation of Canossa Racing

Canossa Racing – a new joint venture between GPS Classic and Canossa Events - has acquired Alfa Revival Cup, expanding the event offerings to the racing world

Reggio Emilia (Italy) 18th October 2021 - Canossa Events, part of Motorsport Network, LLC, and GPS Classic announced the creation of **Canossa Racing**, a joint venture focused on organizing circuit activities for drivers and classic car enthusiasts. **Canossa Racing** will combine the expertise and broad network of Canossa Events with GPS Classic's in-depth knowledge of classic car races.

Under the new joint venture, **Canossa Racing** has also acquired the Alfa Revival Cup, the well-known Italian racing series dedicated to all Alfa Romeo GT and Tourism cars built from 1947 through 1981 and sanctioned by the Automobile Club of Italy (ACI).

The creation of **Canossa Racing** will complement the many sports and classic car events organized by Canossa Events, allowing them to further expand their unique event offering for drivers, car collectors and enthusiasts and creating new synergies across Motorsport Network's Driven Lifestyle division.

Luigi Orlandini, Chairman and CEO at Canossa Events said: "I am delighted to announce this new Joint venture – **Canossa Racing**, another exciting step towards our continued growth strategy. Together, we will create new opportunities for all those who like to spend their time on a racetrack, and the Alfa Revival Cup acquisition is a perfect example of an amazing racing series, dedicated to all "Alfisti" who are eager to relive new emotions onboard an authentic Alfa Romeo."

Tommaso Gelmini, Founder and CEO at GPS Classic said: "I'm thrilled to partner with Canossa Events, a global industry leader of events and experiences in the motorsport and automotive space, to create **Canossa Racing**. For more than 15 years, GPS Classic has been organizing events for vintage race cars and this is an ideal opportunity to share our expertise with the Canossa team. This new joint venture, as well as the acquisition of the Alfa Revival Cup, delivers a fantastic opportunity to further develop the race series across a wider and more international audience."

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About Canossa Events

Canossa Events was formed in 2010 and is synonymous with excellence in road touring events. The company organizes almost 300 events a year, including the legendary [Modena Cento Ore](#), that cuts a swath across the stunning scenery of Italy also featuring races in some of the most famous circuits. Canossa is best known for its classic car rallies and its supercar motor touring events that blend exotic collectable cars, world-class hospitality and road adventures set in some of the world's most picturesque landscapes across Europe, the US and the Middle East. Canossa has also acquired [Cavallino](#), the publisher of the famous magazine and organizer of the world's most important Concorso d'Eleganza entirely dedicated to Ferrari. Canossa's headquarters, *Casa Canossa*, are located in Quattro Castella, Reggio Emilia, Italy, with offices in Milan, Miami, Greenwich and Dubai. Since 2019 Canossa Events is part of Motorsport Network. To read all of Canossa Events announcements, please visit <https://canossa.com/category/news/>



About Motorsport Network

Motorsport Network is the leading independent media, interactive entertainment and e-commerce company focused on the motorsport and automotive industries. Every month, approximately 60 million dedicated users visit a [Motorsport Network](#) digital property, to buy, to learn, to be entertained, or simply to feed their passion for cars and racing. Motorsport Network sits at the heart of the racing and automotive industries and provides authoritative thought leadership as well as unique experiences for our customers. Motorsport Network puts racing and automotive enthusiasts on a journey that encompasses news and insights, events, tickets, games, and eSports, and leverages the network effect to add value to their experience. Through the use of in-house technology and modern data tools to continuously test, learn, and improve, Motorsport Network's processes, content creation, and products are constantly evolving to better serve our audience, clients, and partners. To read all Motorsport Network announcements, please visit <https://www.motorsportnetwork.com/press>



About GPS Classic

GPS Classic was formed in 2003 by Tommaso Gelmini, and since then has been a benchmark in the world of vintage car collectors, with a preference and a focus on competition cars. Passion, know-how, and respect for the car are the key values for GPS Classic. The company provides professional technical expertise and assists its clients in obtaining the best performance from their cars. In 2012 GPS Classic launched Alfa Revival Cup racing series, which now has become the leading racing series for Alfa Romeo Tourism and GT cars.



FORWARD-LOOKING AND OTHER CAUTIONARY STATEMENTS

Any statements contained in this press release that are not statements of historical fact may be deemed forward-looking statements. Words such as "continue," "will," "may," "could," "should," "expect," "expected," "plans," "intend," "anticipate," "believe," "estimate," "predict," "potential," and similar expressions are intended to identify such forward-looking statements. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statements, many of which are generally outside the control of [Motorsport Network](#), LLC (the "Company") and are difficult to predict. Accordingly, the Company does not assume responsibility for the accuracy or completeness of any forward-looking statement and readers should not rely on any forward-looking statements as predictions of future events. The forward-looking statements in this press release include, without limitation, the Company's beliefs, expectations, and/or estimates about the following: (i) the Company's expectation that the creation of **Canossa Racing** will complement the many sports and classic car events organized by Canossa Events, allowing them to further expand their unique event offering for drivers, car collectors and enthusiasts and creating new synergies across Motorsport Network's Driven Lifestyle division; (ii) the Company's belief that the Canossa Racing joint venture is an exciting step towards our continued growth strategy, creating new opportunities for all those who like to spend their time on a racetrack; and (iii) the Company's belief that this new joint venture, as well as the acquisition of the Alfa Revival Cup, delivers a fantastic opportunity to further develop the race series across a wider and more international audience. The Company's actual results may differ materially from such forward-looking statements for a number of reasons, including, without limitation, risks and uncertainties relating to: (i) less than expected benefits from Canossa Racing, such as difficulties and/or delays in expanding its audience, such as due to ongoing delays and/or greater than anticipated disruptions due to the prolonged COVID-19 pandemic and its related shutdowns and lockdowns impacting the conduct of events and participant travel or other related factors; and/or (ii) less than expected growth and synergies from Canossa Racing, such as due to the Company's inability to successfully manage the business, whether due to labor shortages, higher inflationary costs or otherwise. Factors other than those referred to above could also cause the Company's results to differ materially from expected results. The Company anticipates that subsequent events and developments may cause its plans, intentions, and expectations to change. The Company assumes no obligation, and it specifically disclaims any intention or obligation, to update any forward-looking statements, whether as a result of new information, future events, or otherwise, except as expressly required by law. Forward-looking statements speak only as of the date they are made and should not be relied upon as representing the Company's plans and expectations as of any subsequent date. Additionally, the business and financial materials and any other statement or disclosure on, or made available through, the Company's websites or any other websites referenced or linked to this press release shall not be incorporated by reference into this press release.