



Emilia-Romagna: Explore The Land Where Speed Was Born

MVF Annual event in May – ER Photo library

Emilia-Romagna is known as the Motor Valley due to its important contribution to Italy's motor industry. Celebrated names like Ferrari, Maserati, Lamborghini, Pagani, Dallara and Ducati are all produced here and the region is also the birthplace of Enzo Ferrari. In addition to manufacturing, the area has a wealth of events such as the yearly Motor Valley Fest and a wide range of attractions making it a must-visit destination for motoring fans.

Motor Valley boasts 188 sport teams, 10 specialized operators, 4 international race tracks, 6 specialized training centers, 18 impressive private collections and 13 fabulous museums.

Museums & Collections

The spectacular 13 museums are all dedicated to the motor industry, including Museo Ferrari Maranello which attracts over 200,000 visitors per year and Museo Enzo Ferrari Modena, dedicated to Enzo Ferrari, which comprises his family home as well as his father's workshop celebrating the life of this automotive icon.

Near Bologna, visitors can admire Automobili Lamborghini Museum, which offers interactive experiences, also thanks to the new driving simulator that amplifies the thrills and the discovery of the vehicles on display.

In addition to the 13 museums, 18 exciting private collections are dotted across the region, housing extremely rare exhibits. One of these is the Righini collection, set up in the medieval castle of Panzano at Castelfranco Emilia. Among the collection is the legendary 815 from 1940, known as the first car built by Enzo Ferrari and the remarkable Fiat Chiribiri from 1912, a very high "cigar" on four wheels, which could reach incredible speeds for the times.

Circuits & Driving Experiences

'The land of motors' is home to six specialized training centers and four international racing circuits and speedways, offering a variety of spectator events, test drive experiences, karting and conferences.

The legendary "Autodromo Internazionale Enzo e Dino Ferrari" is located in Imola, close to Bologna. This impressive track hosts some of the most important races in the Italian automotive calendar such as the yearly prestigious Formula One Grand Prix and the Gran Prix d'Italia of the Superbike world championship.

Furthermore the Misano World Circuit Marco Simoncelli right on the Eastern coastline—the Riders' land—is welcoming racing events such as the MotoGP Gran Prix of San Marino and Riviera di Rimini and World Ducati Week. The track also offers speed drive and karting opportunities and more.



Maserati MC20 in Giallo Genio, Modena

Italy's Motor Valley is drawing luxury motor enthusiasts to discover its magic all year around.

Discover more on www.motorvalley.it/en/



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