



Canossa Events Launches North American Touring Series

This fall, Europe's preeminent luxury automotive tour provider will offer its small-group road-trip excursions in the California's Central Coast, New England and the American Southwest.

August 10, 2020 (New York, NY) – Canossa Events, Europe's preeminent luxury automotive touring provider, which expanded to North America in 2019, is launching several private – and safe – small-group road-trip excursions that will explore America's most majestic corridors.

Beginning in Fall 2020, Canossa Events North America will offer a series of exclusive, highly curated automotive tours for discerning car enthusiasts. Guests will explore picturesque drives, indulge in one-of-a-kind gastronomy experiences, enjoy luxury accommodations and rediscover *la dolce vita* – all curated via Canossa's signature values of beauty, elegance, taste and personalized service.

Canossa Events North America is also applying its white-glove service to its safety protocols. All excursions are limited in size, and the staff and hosts along each tour adhere to strictest safety and social distancing guidelines to deliver a carefree and pleasant experience for guests.

Canossa Events North America is currently accepting reservations for its [Fall Rallye New England](#), and will soon announce additional excursions, including:

- **Grand Tour of California**, which will highlight the coastal byways, wine country and farm-to-fork culture of California's Central Coast.
- **Rallye of Enchantment**, which will explore some of America's most iconic landscapes of New Mexico, Colorado and Arizona and Utah.

Canossa Events began in Emilia Romagna, Italy's culinary and automotive epicenter – and home to Europe's most awe-inspiring drives. Known as Food Valley, the region is home to Parmigiano Reggiano, Parma Prosciutto and Modena Balsamic Vinegar, among other delicacies. Emilia Romagna is also referred to as the Motor Valley, thanks to its illustrious supercar and motorbike houses, such as Ferrari, Lamborghini, Maserati, Pagani, Dallara and Ducati.

"We have longed to bring Canossa's version of *la dolce vita* to North America," says Canossa's Founder, Luigi Orlandini. "And in this current climate, we have the opportunity to deliver our experiences to our fans who are unable to leave North America. With Canossa Events North America, we will safely celebrate the freedom to drive, indulge in culinary delights, and soak in the beautiful sceneries amongst old and new friends."

~

About Canossa Events

Founded in 2010 in Italy's Motor Valley and Food Valley – Emilia Romagna – Canossa Events is Europe's preeminent provider of luxury automotive rallies and motorsport events for the discerning enthusiast. Canossa Events offers Canossa Grand Tours, which furnishes guests with their own Fiat 500 Abarth and guides them on highly-curated tours of Italy's most storied regions to fully indulge in *la dolce vita*. Canossa Events, a Motorsport Network company, launched Canossa Events North America in 2019.