

Under the patronage of Comune di Modena



# MOTOR VALLEY TOURS





# ***THE NEW EXCITING EXPERIENCE FOR MOTOR SPORT LOVERS!***

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

**Thrill, beauty, safety:** these are the key elements of Motor Valley Tours, the best way to rediscover freedom of movement with the wind in your hair, travel in an enchanted land nestled between the Via Emilia and the Apennines and discover the "temples" of Motor Sport.







Motor Valley is Emilia's beating heart, 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 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, always made in Italy: Alfa Romeo Duetto, Fiat 124 Spider and other similar models.



You have the choice between two programs:

### **INDIVIDUAL TOURS**

available whenever you want by reservation only, will give you the opportunity to organize your time as you prefer.

Individual tours include the car rental, the ticket package to the Lamborghini, Pagani, Ferrari and Enzo Ferrari museums, the guided tour of Piazza Grande, a UNESCO site and the visit to a traditional vinegar factory.

### **GUIDED TOURS**

available on selected weekends, will allow you to meet new travel companions to share your passion for motorsport with. One of our tour guides will lead you through the discovery of every detail of this exciting land.

Guided tours include also the hospitality package, with one of the best 4-star hotels in Modena, Friday and Saturday dinners and Saturday lunch.





# WELCOME IN EMILIA

## DAY 1

In the evening, one of our guides will deliver the car directly to your hotel, provide you with your material and all information you need to enjoy the experience at its best.

## FRIDAY

Hotel check-in is available from 3PM.

At 7PM our guide will hold a “drivers briefing” and share the two day program with the group, provide you with the car keys and any further useful information. The evening will continue with a welcome dinner to savour traditional flavors of Modena's typical cuisine.



# THE MOTOR VALLEY

## DAY 2

The first destination is Sant'Agata Bolognese where Ferruccio Lamborghini decided to build his cars, determined to challenge Enzo Ferrari. After the visit to the official Lamborghini museum, we will continue towards San Cesario Sul Panaro to visit another unique dream factory: Pagani. Horacio Pagani chose this spot because he knew he would find all the necessary knowledge and skills to make his dream come true, the legendary Zonda.

After lunch at Montana Restaurant, surrounded by memorabilia and photos of many Ferrari drivers, the afternoon continues at the Ferrari Museum in Maranello, with a "VIP" entry and a special welcome.

The afternoon concludes with a guided tour of the UNESCO site in Piazza Grande, with its Romanesque cathedral and the Torre Ghirlandina, followed by an aperitif at one of the historic center's renowned bars.

## SATURDAY

The program follows the same itinerary as the Individual Tour, but the journey will be done in a convoy following our expert guides', who will be leading the group on the roads and during the visits.

The program also includes the Pagani Automobili Museum guided tour and a dinner at the typical Trattoria Pomposa Al Re Gras, where you can taste the best tortellini of your life and where you will find a special gift from the starred chef Luca Marchini.





# MODENA

## DAY 3

The last stop is Modena city, to visit the Enzo Ferrari Museum, where it is recommended to arrive at the right time to not miss the exciting film about the life of the "Drake". Then, you can visit an incredible vinegar factory, where Traditional Balsamic Vinegar has been refined for centuries.

## SUNDAY

After a tasty breakfast, our guide will accompany you to the city center in order to visit the Enzo Ferrari Museum and a vinegar factory. The tour will end with the delivery of a small souvenir.

The car return is expected at the hotel by 4PM.







# ENROLLMENT

## Participation fee for **INDIVIDUAL TOURS**

**330,00 € per person** 

*The rate includes:*

Entrance tickets to the Lamborghini Museum, Pagani Museum, Ferrari Museum and Enzo Ferrari Museum  
The guided tour of Piazza Grande UNESCO site and a vinegar factory with the production of Traditional Balsamic Vinegar of Modena DOP  
Car rental (fuel and insurance included)  
VAT

*The price is per person, for two people in a double room sharing a car*

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## Participation fee for **GUIDED TOURS**

**550,00 € per person**   

*The rate includes:*

Two nights in a 4-star hotel in Modena in a double room  
Friday and Saturday dinners, including our selection of wines  
Saturday lunch (without wine of course, having to drive after lunch)  
Entrance tickets to the Lamborghini Museum, Pagani Museum, Ferrari Museum and Enzo Ferrari Museum  
The guided tour of Piazza Grande UNESCO site and a vinegar factory with the production of Traditional Balsamic Vinegar of Modena DOP  
Car rental (fuel and insurance included)  
VAT and tourist taxes

*The price is per person, for two people in a double room sharing a car*

Enrollment [www.canossa.com/motorvalley](http://www.canossa.com/motorvalley)  
[motorvalleytours@canossa.com](mailto:motorvalleytours@canossa.com)





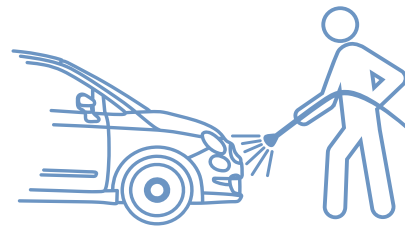
# DRIVE SAFELY

*The participants protection is our priority*



**OUR STAFF WILL WELCOME YOU  
WITH MASKS**

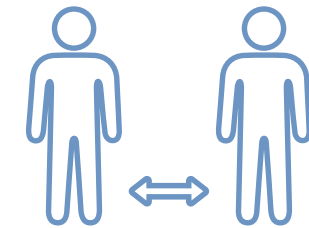
*and a smile under the mask*



**SANITIZED CARS  
BEFORE EACH TOUR**



**KEYS ALWAYS  
HYGIENIZED**



**RESPECT FOR  
SAFETY DISTANCES**

*while close in passion*

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

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 gear (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.

Cars and keys are sanitized before delivery and will be just 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!



# ABOUT US

**Canossa Events** was born in 2010 in the heart of the Motor Valley and today is a leader in organizing motoring experiences. Thanks to a close-knit team of 40 people and to offices in Italy, North America and the Middle East, every year it offers the best of Italy to car lovers from all over the world.

“There’s no road to happiness, happiness is the road”: Canossa Events’ payoff is a guarantee of quality in all types of experiences, from tours to races.

Since 1998, **Modenatur** is a point of reference for tourism in Modena and Emilia Romagna region. The wide tourist product offered by the territory, homeland of art, engines and flavors, allows to operate in different sectors: organized and individual tourism, incentive travel, events and conferences organization.







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