

MODENA CENTO ORE 2020: THE 20TH ANNIVERSARY!

To mark the 20th anniversary of the rally, the Canossa Events Team has prepared a special edition that will be starting out in Rome and crossing Italy from south to north. The rally will include 4 races on the track, 10 special stages, exclusive evening events and five-star hospitality. The participants welcomed the event with great enthusiasm, which was sold out months before applications officially closed.

2nd - 6th June 2020: take notice of these dates on your agenda, the event promises to be a special edition to mark the 20th anniversary.

The Canossa Events team has prepared a truly unique event to celebrate this anniversary with **four driving days** on a beautiful itinerary from **Rome to Florence and Modena**.

The crews will have the opportunity of taking part to a tough competition in **four famous racetracks**: Vallelunga, Magione, Mugello and Imola, along with **ten special uphill stages** on roads closed to normal traffic.

The planned route crosses Italy from south to north with a non-stop schedule of spectacular stages on a very scenic route passing through charming beauty spots: rolling hills, mountain passes across the Apennines, cities of art, lakes and small medieval villages.

The participants will come from all corners of the world and they will not be disappointed by the magical atmosphere of the Eternal City or by the charms of the cities of Orvieto, Rieti, Cortona, Arezzo, Florence and Modena.

They will as well see memorable views that will be immortalized like postcards of an unforgettable journey into the heart of Italy. After four intense days of competition, the chequered flag will await them in **Piazza Grande in Modena** on Saturday 6th June.

Luigi Orlandini, president of Canossa Events, explained what is so unique about this edition: "We wanted to come up with a very special edition to celebrate the 20th anniversary of the Modena Cento Ore. Therefore, we designed a wonderful itinerary from Rome to Modena.

It will be a really challenging race, which will include **10 special stages** and **4 races on the track** with a starting grid, made even more exciting by thinking that many gentlemen drivers will be behind the wheel of extraordinary cars. Attention will be put as well on evening events, where the participants have the opportunity to discover special places and taste superb food and wine of our wonderful country. It will be a truly unique event in Italy, also on account of our ongoing focus on the smallest details and our awareness on issues linked to environment and safety. Above all, this race is a combination of real passion, sport, adrenaline and friendship!"

The 2020 programme

The route will cross Italy with non-stop spectacular views and stages, marvellous cars will be admired by the public with the opportunity of taking postcard views and glimpses.

The cars will arrive in Rome on June 2nd and will remain on public display throughout the afternoon.

The crews will be racing on the track at Vallelunga on June 3rd, before crossing Magliano Sabina, racing up the challenging Terminillo hill climb and passing through Rieti before heading back to Rome.

On June 4th they will pass through some of the most beautiful towns and cities in Umbria and Tuscany: after a time check in gorgeous Orvieto, they will be racing at the Magione Circuit, passing through Cortona and resting up in Piazza Grande in Arezzo before finally arriving in Florence, the cradle of the Italian Renaissance.

On June 5th, the day will get off to an exhilarating start with the race at the Mugello Circuit, the cars lining up at the starting line ready to make the hearts of all fans skip a beat. The next challenge awaiting them will be the Giogo and Futa passes before relaxing during an exclusive gala evening in the centre of Florence.

On June 6th the crews will leave Florence heading towards Firenzuola, Palazzuolo sul Senio and the challenge of racing on the track at Imola. Subsequently, they will be off again, driving into the very heart of the Motor Valley, where the crews will be greeted by the crowds waiting for them at the finish line in Piazza Grande in Modena, in the shadow of the Ghirlandina bell tower. The awards ceremony will take place later in the evening.

In a world that is becoming increasingly aware of environmental issues, Modena Cento Ore is particularly proud that it is still the only **zero emission event** of its kind for the fifth year running, as the organisers decided to implement a CarbonZero protocol and completely offset the residual emissions of CO2 by planting scores of new trees in the Tuscan-Emilian Apennines.

The event is also made unique by its superb partners such as RM-Sotheby's, the world leading auction house for our industry; Blackfin who has designed an exclusive model of eye-wear for the crews; Brose, a centre of excellence in the field of mechatronics; and Brandoli a firm specialising in the restoration of Ferraris.

You can download a selection of photos from the Modena Cento Ore at this link:

<https://we.tl/t-Aw4bmEoKMs>

For photographic credits: Courtesy of Canossa Events.

Visit our website for more information: www.modenacentooreclassic.it

The Modena Cento Ore Team

