

## The Modena Cento Ore is the “Rally of the Year 2017”

**The Modena Cento Ore has won the prestigious “Rally of the Year 2017” at the Octane Awards, reserved for classic and collector cars. The award acknowledges the quality and unique appeal of this event and is a commendable testimonial of the motoring heritage in the Motor Valley.**

We are proud to announce that the **Modena Cento Ore** was proclaimed “**Rally of the Year 2017**” at the **Octane Awards**: the "Oscars of Motoring" paying tribute to the best classic motoring events around the world. The award is organised by British magazine Octane and is now in its seventh year of celebrating the universe of classic and collector cars.

After being shortlisted as one of the most beautiful rally in the world for three years in a row, the Modena Cento Ore ([www.modenacentooreclassic.it](http://www.modenacentooreclassic.it)) finally took home this most coveted prize on November 17<sup>th</sup> 2017, a huge success for the Motor Valley too, as it is a considered a testimonial in the world of classic car rallies.

This year, the Cento Ore outshone the other candidates not only on account of the high standards of the vehicles, the tracks and the trials, but also for the “perfect organisation”, in the words of the panel of judges. Yet another feather in the cap for the region’s role as a Home of Motoring.

The Modena Cento Ore is organised by Canossa Events in partnership with Scuderia Tricolore. It is an international competition for classic cars; a winning combination of fantastic cars and gentlemen drivers from all around the world, who come here to enjoy a uniquely Italian experience, combining the adrenalin rush of the competition with the delights of Italian food and wine, and the chance to explore the country with a route that crosses Italy from east to west.

The event follows an itinerary covering around 1000 Km, and each year takes in the breathtaking scenery in Central and Northern Italy, including some of the most prestigious racetracks in the country and some spectacular hill climbs on roads closed off to the traffic. In 2017, the event got off to a start at **Rimini** with an inaugural evening at the Grand Hotel. It went on to visit the racetracks at Mugello, Magione and the **Misano World Circuit**. According to tradition, the closing ceremony was held in **Piazza Grande**, in the heart of the city of **Modena** and the Motor Valley of Emilia-Romagna. The organisers are able to guarantee that standards remain high by accepting applications from a maximum of 100 crews. Vehicles representing 19 different vehicle manufacturers and competitors from 21 countries on all 5 continents took part in the race. 2017 marked the 70<sup>th</sup> anniversary of **Ferrari**, and there were 23 cars representing the Maranello, all extremely fine cars.

In **2018** the Modena Cento Ore will be held from Tuesday **5<sup>th</sup> June** to **Saturday 9<sup>th</sup> June** with a brand new itinerary. The team at Canossa Events is once again preparing a unique programme for the crews taking up the four-day challenge on the most beautiful routes passing through Lombardy, Emilia-Romagna and Tuscany, from Monza to **Salsomaggiore Terme, Forte dei Marmi to Florence**, with the last leg arriving in Piazza Grande in **Modena**, as usual, where the awards ceremony and closing event will be held. There will also be three races at the **Monza, Varano and Mugello tracks**, an entertaining trial at the Modena track and **12 hill climbs on roads closed to normal traffic**, making for a captivating mix of a rally and speed trials on the track that is even more exhilarating thanks to the **starting grid** at the departure.

The pre-registrations are already flooding in, showing there is a great deal of enthusiasm surrounding the event, as it is almost sold out at this early booking stage, with applications pouring in from all around the world

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You can download photos at this link: <https://we.tl/PIJqpm1SG6>

Visit our website: [www.modenacentooreclassic.it](http://www.modenacentooreclassic.it)

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