



AUTOMOTIVE  
MASTERPIECES

exhibitions lab

## Press Release

Bologna, December 6, 2016

### 90 anni, 1000 Miglia.

Preview at Bologna Motor Show.

AUTOMOTIVE MASTERPIECES and MUSEO MILLE MIGLIA have presented at Bologna Motor Show the preview of the exhibition **90 anni, 1000 Miglia** which will be held from next March 26 to December 31, 2017 in Brescia with the patronage of the Automobile Club of Brescia.

The inauguration date was not chosen casually, as it falls the same day of the first Mille Miglia, 26 March 1927.

It will be the first exhibition ever created exclusively with cars which took part in the Mille Miglia speed race. The census of these cars is still in progress and the cars are gradually included among Automotive Masterpieces.

The cars will be displayed in chronological order and visitors may explore their history and characteristics by visiting their personal website on a tablet thanks to beacons placed on each car and thanks to BLE technology (Bluetooth Low Energy). Internet of Things. The past meets the present.

AUTOMOTIVE MASTERPIECES exhibitions lab believes in making the motoring heritage accessible and unlimited in a digital way, to promote both the exchange of ideas and knowledge, as well as through exhibitions.

"It is exciting to work on this theme where the exhibition at the Museo Mille Miglia is part of a larger cultural project. The real challenge is the global census as well as the virtual exhibition which will perform it. The technology will help us to engage a wider audience and promote the history of the most beautiful race in the world" said Sandro Binelli - general coordinator AUTOMOTIVE MASTERPIECES and former Secretary General of the Mille Miglia 2008-2012.

Moreover, the project also includes a **3D virtual exhibition** and the book "**Registro Mille Miglia. The ultimate opus**".



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The cars exposed at the Motor Show 2016 are six cars that ran the legendary red arrow and one as a tribute to the race itself. The initiative was organized with the cooperation of Zagato Atelier Classic that has joined the whole project.

**1933 Alfa Romeo 6C 1500 Gran Sport Testa Fissa (Zagato) chassis: 10814406**

This car ran the 1934 Mille Miglia driven by Anna Maria Peduzzi called "Marocchina" (13rd overall and 1st in class). It returned to the Mille Miglia two years later, in 1936, with a Swiss crew (DNF).

**1954 O.S.C.A. MT4-2AD (Morelli) chassis: 1151**

This car ran the 1955 Mille Miglia driven by Giulio Cabianca (DNF).  
It returned to the Mille Miglia the following year, always with Cabianca. (9th overall and 1st in class).

**1954 Fiat 8V (Vignale) chassis: 106000052**

This car ran the 1955 Mille Miglia driven by Casimiro Toselli (DNF).

**1955 Ermini 357 1500 Sport (Scaglietti) chassis: 1555**

This car ran the 1955 Mille Miglia driven by Libero Bindi (DNF).

**1939 S.I.A.T.A. Fiat 1100 Coupé (Viberti) chassis: 238030**

This car ran the 1940 Gran Premio delle Mille Miglia driven by Arialdo Ruggeri (16th overall and 6th in class).

**1952 Ermini 1100 Sport Internazionale (Motto) chassis: 55352**

This car ran the 1952 Mille Miglia driven by Aldo Terigi (DNF).  
It returned to the Mille Miglia the following year, always with Terigi (DNF).

**1950 Ferrari 166 MM Panoramica Sanction II 2007 (Zagato)**

This car is a tribute to the car which ran the Mille Miglia in 1950.

The cars displayed during the Motor Show will be in Brescia and will join the many exceptional cars which ran the Mille Miglia from all over Europe, the USA and Australia.

Adhesions are ongoing. For further information visit [www.automotivemasterpieces.com](http://www.automotivemasterpieces.com) or write at [info@automotivemasterpieces.com](mailto:info@automotivemasterpieces.com)

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