



PRESS RELEASE

2014 MILLE MIGLIA

- **Essen, 26 March 2014:** the same date as that of the very first Mille Miglia, in 1927, sees the official presentation of the 32nd edition of the Freccia Rossa (Red Arrow) in its revival format.
- Scheduled for 15 to 18 May, the event was presented on the opening day of the Techno-Classica Essen.
- After an intensive selection phase (619 applications were received), an official list of 430 starters, representing 35 countries across five continents, has been drawn up.
- The 2014 race features changes in the programme and course: the Mille Miglia will last an extra day, adding a 4th leg on the Sunday morning.
- In addition to the traditional start and finish in Brescia, with the half-way mark in Rome, the 1st leg will finish in Padova, with an overnight stay in Thermae Abano Montegrotto; the 3rd leg will take the race to Bologna.
- Other places on the route include Riccione, Loreto, Ascoli, Teramo, L'Aquila, Volterra, Lucca and Pisa.
- The number of time trials rises to 80, with six new pre-defined average speed trials.
- Numerous confirmations and interesting new faces in the 2014 Mille Miglia Sustainers team.

«**87 years** after the first Mille Miglia in **1927**, our unmissable Freccia Rossa event is once again to be staged in Brescia, the **city of the Mille Miglia**, where this 32nd historical revival of the Race will be held from **15 to 18 May 2014**»: commented **1000 Miglia Srl.** chairman **Roberto Gaburri**.

Counting the **24** speed races from **1927 to 1957** (**13** before the 2nd world war and **11** after 1947), the **3** rally format races in 1958, 1959 and 1961 and the **31 historical revivals** from **1977 to 2013**, the **2014 edition** will thus be the **59th** motor race to bear the name of the **Mille Miglia**.

As always, it will be a tremendous opportunity to enjoy the best of Italian hospitality, with artistic and natural settings of extraordinary beauty: the entire course being enlivened by the passage of 430 vintage cars.

This year the **Mille Miglia** is being organized for the second time by a wholly-owned subsidiary of **Automobile Club di Brescia**, owner of the brand since the first edition.

In the words of **1000 Miglia Srl** managing director **Marco Makaus**: «*Since last year, we have been committed to maintaining the spirit of the Freccia Rossa intact, with an even stronger focus on the tradition of our great Race. This is why the Mille Miglia is organized in close compliance with all the historical and sporting aspects, as well as with high standards of sobriety and safety. All this led us to introduce a number of changes to the **2014 Mille Miglia**, whilst also managing to respect the legend we're called upon to preserve and celebrate*».

THE 2014 COURSE

The main changes are to the course and consequently to the programme as well: the upcoming **Mille Miglia will last an extra day**, with an **extra leg** to be raced on the **Sunday morning to the finishing line in Brescia**.

The start - from Viale Venezia delle Mille Miglia as always – will be on **Thursday 15 May**, in **Brescia**. The course is unchanged as far as **Vicenza**, where the cars will head north toward **Marostica and Bassano del Grappa**. The 1st leg will finish in **Padova**, with all the members of the “caravan” being hosted for the night in **Thermae Abano Montegrotto**, whence the 2nd leg will start on Friday morning.

The second day, **Friday 16 May**, will see numerous changes: after **San Marino**, the participants will continue in the direction of **Riccione** (instead of cutting inland) and then south along the coast to **Loreto** and then **Ascoli** and **Teramo**.

Passage through **L'Aquila** will be a gesture of symbolic solidarity, as it was in 1997 when the Freccia Rossa drove past the tents of the earth-quake evacuees in Umbria and in 2013 when it went through quake-stricken Emilia Romagna.

In line with tradition, the 2nd leg will close with a parade through the heart of **Rome**.

As on days 1 and 2, the start of the 3rd leg, on **Saturday 17 May**, will be as in previous years, with the customary passing through **Ronciglione, Viterbo, Radicofani and Siena**, places strongly associated with the Mille Miglia and much loved by the participants.

After **Siena**, the road-book will indicate a left turn towards **Pisa and Lucca**. As in 1947 and 1948, the Freccia Rossa will head back east after passing beneath the Leaning Tower and make for the **Futa and Raticosa passes** and thence to **Bologna**. The teams will stay the night in the historic centre of this originally Etruscan city, whence they will set off again on the Sunday morning.

The 4th leg, a new addition to the Race, will go through **Modena, Reggio Emilia** (missed out last year in favour of the areas hit by the earthquake) and **Mantova**. Arrival in **Brescia**, on **Sunday 18 May**, will be just before lunchtime, with the prize ceremony taking place in the afternoon.

ORGANIZATION

The logistics and organizational aspects of an event like this are very complex, as explained by **Andrea Dalledonne**, the other managing director of 1000 Miglia Srl: «*the numbers alone give an idea of the apparatus set in motion by the Mille Miglia, which is lining up **430 cars this year**, a new **all-time record**, with around **1,600 people (participants and entourages)** and involving a further **2,000 in the organization itself**, not to mention around **1,500 journalists and other media operators**. So we would like to publicly thank everyone involved in helping the Freccia Rossa on its way and contributing towards such an enthralling spectacle of history, sport and culture*».

Of the more technical novelties of the **2014 Mille Miglia**, mention must be made of the number of **time trials**, rising to **74**, that will go towards drawing up the final ranking.

Further, after an absence of over a decade, the course will include **six pre-defined average speed navigation trials**. This type of trial – in which drivers must maintain a constant average speed – is not very well known in Italy but is common abroad. The point of this new development is to allow foreign teams, and European ones in particular, to clock up more points, a small gesture in the spirit of the healthy competition and sporting friendship amongst nations that has permeated the **Mille Miglia** since its very beginnings.

MILLE MIGLIA REGISTRATION

The appeal of the world's most admired "travelling museum" continues to draw fans from across all five continents. Last year saw **1,575** on-line registrations of teams and cars for the Mille Miglia. People who registered last year weren't required to repeat the process this year. There have been **995** new registrations bringing the total number of potential competitors, including those from 2013, to **2,570**.

Registration for the **2014 Mille Miglia** has continued last year's trend, which was beyond all expectation. Despite the economic crisis, which has certainly affected numbers, the total is practically the same as in 2013, the only difference being the decrease in registrations from Italy, offset by those from abroad (with an extra five countries now being represented).

Excluding applications that were incomplete, without payment or not valid, the number of registrations submitted to the selection committee was **619**, from **35 nations**, five more than last year. **Italy** continues to be the biggest contributor, with **143** registrations (albeit down 42 on 2013).

Participation by **Germany** was also down, with **133** teams (-20), while the **United Kingdom** was stable with **52** registrations.

There was growth in smaller countries like **The Netherlands and Belgium**, with **52 and 43 registered** competitors respectively. Other countries with registration in double digits include **Switzerland (40)**, the **United States (39)**, **Austria (14)**, **Japan (13)** and **Argentina (12)**.

Curious minds will note that there were **5** registrations from **Liechtenstein**, **4** from **Luxembourg** and **2** from **Hong Kong**, as well as those from **China, Czech Republic, Greece, Isle of Man, Israel, Kuwait, Malta, New Zealand, San Marino, Singapore, South Africa, Sweden, Thailand and United Arab Emirates**.

Of all the **cars registered**, the most numerous marque was **Mercedes-Benz** with **59** vehicles, followed by **Alfa Romeo** with **57**, **Jaguar/SS** with **53**, **Fiat** with **46**, **Lancia** with **43**, **Porsche** with **41**, **Aston Martin** with **32**, and **Ferrari and BMW** with **24**. The list is completed by another **66 car makers**.

TEAMS ACCEPTED AND CARS STARTING AT THE 2014 MILLE MIGLIA

The high number of applications created hard work for the committee called upon to select the **teams** to be admitted to this motoring Olympus. As always, taking part in the Mille Miglia is considered a success in itself: actually finishing it gives a competitor the most sublime sensations, whatever the position in the ranking.

NATIONALITIES OF TEAM PARTICIPATING IN THE MM 2014

ITALY (I)	105		HONG KONG (HK)	2
GERMANY (D)	93		CHINA (CN)	1
UNITED KINGDOM (GB)	39		ARAB EMIRATES (UAE)	1
THE NETHERLANDS (NL)	33		GREECE (GR)	1
SWITZERLAND (CH)	31		ISLE OF MAN (GBM)	1

BELGIUM (B)	28		ISRAEL (IL)	1
UNITED STATES (USA)	27		KUWAIT (KWT)	1
JAPAN (J)	11		MALTA (M)	1
ARGENTINA (RA)	11		NEW ZEALAND (NZ)	1
AUSTRIA (A)	10		CZECH REPUBLIC (CZ)	1
AUSTRALIA (AUS)	5		RUSSIA (RUS)	1
LIECHTENSTEIN (FL)	5		SAN MARINO (RSM)	1
LUXEMBOURG (L)	4		SINGAPORE (SGP)	1
FRANCE (F)	3		SLOVENIA (SLO)	1
CANADA (CND)	2		SOUTH AFRICA (ZA)	1
DENMARK (DK)	2		SWEDEN (S)	1
SPAIN (E)	2		THAILAND (T)	1
PRINCIPALITY OF MONACO (MC)	2		Total teams	430

Total countries: 35

After their intensive work, involving the rigorous application of criteria of merit, the Selection Committee was able to announce the list of cars accepted, whose **value in terms of quality, collector's worth and sporting record is extremely high**. Of these, some **67** are cars that took part in at least one of the Mille Miglia speed races (from 1927 to 1957).

To widen the **historical value** of a fleet of cars that no other vintage car event may boast, the selectors decided to accept, in addition to the **410** vehicles already chosen, **another 20 cars, reaching a total of 430, a record**: these are models having Mille Miglia characteristics but which for various reasons didn't compete in the official race years. They will compete for all intents and purposes like all the others but will start in a "**Special List**", the only difference being that they will not be assigned a coefficient of merit, so that the race can only be won by models that took part in the race between 1927 and 1957.

TREASURES OF INESTIMABLE WORTH FROM THE CAR MAKERS' MUSEUMS

Of the many reasons why the Mille Miglia is unrivalled in terms of refinement, exclusivity and prestige, one is its being the rarest travelling museum in the history of the motor car. Once a year, Brescia sees the arrival of treasures of inestimable value that wrote some of the most exciting pages in the history of international motor racing.

Some of the cars taking part will come from the museums of marques like **Mercedes-Benz, Alfa Romeo, BMW, Jaguar and Porsche**.

The cars that will be lining up at the start in Viale Venezia on the evening of Thursday 16 May belong to **61 different marques**, the lions' share being that of **Mercedes-Benz with 45** cars and **Alfa Romeo with 41**, followed by **FIAT with 39**, **Jaguar/SS with 31** and **Porsche with 24** cars.

CARS PARTICIPATING IN THE MM 2014

MERCEDES-BENZ	45		OLDSMOBILE	2
ALFA ROMEO	41		PEUGEOT	2
FIAT	39		RENAULT	2
JAGUAR	30		TALBOT-LAGO	2
PORSCHE	24		ALPINE RENAULT	1
LANCIA	23		AUTOBLEU	1

BUGATTI	22		B.N.C.	1
FERRARI	20		BIONDETTI-JAGUAR	1
ASTON MARTIN	18		BORGWARD	1
MASERATI	14		CARGEM	1
BMW	13		CHRYSLER	1
AUSTIN HEALEY	9		COOPER	1
BENTLEY	9		DAGRADA	1
HEALEY	9		DELAGE	1
MG	9		FRAZER NASH – BMW	1
O.M.	9		FRAZER-NASH	1
TRIUMPH	9		GIANNINI	1
CISITALIA	8		GIL-CO	1
O.S.C.A.	6		GOLIATH	1
S.I.A.T.A.	5		HW (POI HWM)	1
A.C.	4		HWM	1
ABARTH	4		MORETTI	1
RILEY	4		PAGANELLI-LANCIA	1
ERMINI	3		PANHARD BIANCHI GILCO	1
LAGONDA	3		ROVELLI-FIAT	1
LOTUS	3		SALMSON	1
STANGUELLINI	3		SS	1
ALLARD	2		VERITAS	1
ARNOLT BRISTOL	2		VOLKSWAGEN	1
BRISTOL	2		VOLPINI	1
CITROEN	2			

THE MILLE MIGLIA SUSTAINERS TEAM

The list of Sustainers for the 2014 Mille Miglia has numerous well known names as well as some interesting new faces. “*That it has been possible to make the Race a great event and over the years transform it into a brand as well is undoubtedly thanks to both the formidable efforts of the organization team and the support of institutions and government and above all to the contribution made by the many companies which have always decided to help the Freccia Rossa,*” says 1000 Miglia S.r.l. marketing manager **Roberto Pagliuca**.

This year too, the public tender for *Automotive Presenting Sponsor* of the Mille Miglia was won by **Mercedes Benz**, which will thus join **Chopard**, *World Sponsor*, and **UBI Banco di Brescia**, *Trophy Sponsor*, as the event’s main partners.

The Sustainers will also be enriched by the quality contribution from **Alfa Romeo**, which is once again supporting the project as *Gold Sponsor*, having won the relative tender. The *Main Sponsors* are **GMH**, **The Classic Car Trust**, **Alkatec** and **Roland Iten**. In the *Mille Miglia Passion* category, on the other hand, they are **Kienle**, **Rubinetterie Bresciane** and **Alitalia**. Lastly, the *Mille Miglia Friend* sustainers of this year’s Race are **J.D. Classics**, **OMR** and **Aurelius**.

The portfolio of licensing agreements continues to be enriched. In addition to the by now traditional collaboration with Chopard, *Official Time-Keeper*, and with Alitalia, which uses the name of the Mille Miglia for its loyalty programme, there are new agreements with the French multinational **Coty**, for a fragrance and a line of cosmetics inspired by the Race, and with the Italian **De Rigo**, for worldwide distribution (from the start of this year) of a line of sunglasses with the Freccia Rossa logo.

Renewals for 2014 include the agreement with the Brescia-based **PMP Advertising**, *Official Merchandiser* of the Mille Miglia, and with the Japanese **Forza KK**, for *La Festa della Mille Miglia*, the event being held this year in Japan, from 17 to 21 October.

Full information on the "world's greatest race" can be found at:

www.1000miglia.it

This site has news, info and updates on the Mille Miglia as follows:

- the "**MILLE MIGLIA**" section, under "SPEED MILLE MIGLIA", provides the complete history of the race from 1927 to 1957.
- The "**NEWS**" section contains all current and recent news in chronological order (starting from the most recent).
- The "**PRESS AREA**" section, under "PRESS KIT", provides full info on the Mille Miglia in the present and the past.

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