



PARCO VALENTINO  
SALONE & GRAN PREMIO

CITTÀ DI TORINO, 11-14 GIUGNO 2015

PRESS RELEASE May 2015

## PARCO VALENTINO - Salone & Gran Premio 25 car Companies at the open air Salone of Turin

*'We will be the most important automotive event in Italy in 2015: 25 Car companies, 10 Designers and Design Centres, more than the 95% of the spaces of Parco Valentino occupied. 28 days before the opening - on June 11th - it is time to name important names'* underlines proudly **Andrea Levy**, President of the Organizing Committee.

This is an unmistakable signal that with **Parco Valentino Salone & Gran Premio** in **Turin from 11th to 14th June** one will breathe fresh air, a lively energy that infected the entire automotive world.

A parterre of Brands that speaks for itself: **Abarth, Alfa Romeo, Audi, Bentley, Bmw, Ferrari, Fiat, Jaguar, Jeep, Kia, Lamborghini, Lancia, Land Rover, Lexus, Lotus, Maserati, McLaren, Mercedes, Porsche, Pagani, Subaru, Suzuki, Tesla, Toyota and Volkswagen**. The news and the most important models will be shown on very elegant platforms located on the plain air route in the most beautiful park of Turin. The exhibition will be **free** and open to all **from 10 a.m. until midnight**: a walk through the best automotive production displayed on the boulevards that from 1935 to 1955 have been 'tracks' of Gran Premio del Valentino which saw Nuvolari, Ascari, Farina, Fangio and Villoresi racing.

**Parco Valentino** reserves an area dedicated to Designers and Design Centres: the most important car style designer brands in the world will participate. **Centro Stile Ferrari, Fioravanti, I.DE.A. Institute, IED Torino, Italdesign Giugiaro, Pininfarina, Spada, Studiotorino, Torino Design and UP Design**. State-of-the-art engineering development will be represented by **Politecnico di Torino** and **B-Tron**.

**Levy** adds: *'It has been successful to use the same approach to the exhibition for every Brand: it turns into an advantage for the car companies since they only have to bring the models on the platform. This simplifies the commitment in terms of budget and organizing time. What we describe today is the result of an intense teamwork and I take the opportunity to publicly thank the Honor Committee which includes several personalities and businessmen who importantly contributed to the automotive and Made-in-Italy development'*.

Some car Companies revealed in advance the models that will be shown in **Parco Valentino**: **Audi R8** and **RS6 Avant**, **BMW** with four cars of range M, **Bentley Continental GTC**, **Ferrari 488 GTB** and **California T**, **Lamborghini Aventador LP 750-4 Superveloce** and **Huracan LP 610-4**, **McLaren** with the national preview **570 S**, **Porsche 911 GT3 RS** and **Cayman GT4**, **Suzuki Vitara**, **Tesla Model S P85D**. A special platform will be reserved for the winner of the prestigious *Car of the Year* contest, this year won by **Volkswagen Passat**.

Style and creativity are successful and impact focuses: **Centro Stile Ferrari** with **FXX K**, **Fioravanti** with **Vola**, **IED Torino** with **Concept Syrma**, **Italdesign Giugiaro** with **GEA**, **Spada** with **Codatronca**, **Pininfarina** with **Sergio** and **Cambiano** and **Studiotorino** with **RK spyder** and **RK coupé**.

**Two global previews** chose **Parco Valentino** to reveal themselves to the world: **Umberto Palermo** will present **Mole**, a mass-produced handcrafted construction model 001 signed **UP Design** started for the first time for the **Gran Premio on Sunday 14th June**.

A Super Sport with 12 cylinders engine, 800 cv and carbon fibre chassis will be revealed by **Roberto Piatti**

COMITATO ORGANIZZATORE PARCO VALENTINO - SALONE & GRAN PREMIO - CITTÀ DI TORINO, 11-14 GIUGNO 2015

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from **Torino Design**.

A long and prestigious story that of **Pininfarina** which announced a **Concorso d'eleganza** for its 85th anniversary with a large selection of models coming from all over the world. The date is on Saturday 13th June at Castello del Valentino.

Event in the event is the **Gran Premio Parco Valentino** on Sunday 14th June, a runway of the most representative models of all the Brands that will go through the city centre up to Reggia di Venaria. Awaited by the public are **Ferrari** and **Porsche** Tours that are obtaining many participations by Italian and foreign collectors.

**Tour Pagani** is an extraordinary event with the presence of **20 models among which Zonda and Huayra**, arrived in Turin for the occasion from all over the world.

Also **Jaguar** chose the **Gran Premio** to celebrate its 80th anniversary participating with a tour in which will parade the heritage models of the English company.

Big homage to **Torino Capitale Europea dello Sport 2015**, there will be a Motorsport dedicated area inside the Salone, a pit-lane with Formula 1, Rally, GT-Series and Sport Prototipi cars. On Sunday 14th June competition cars will start their engines and conclude the Gran Premio in a 3 km special city route with arrival in Piazza San Carlo.

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