



VM Travel

A JOURNEY THROUGH THE  
ICONS OF ITALIAN AUTOMOTIVE  
EXCELLENCE

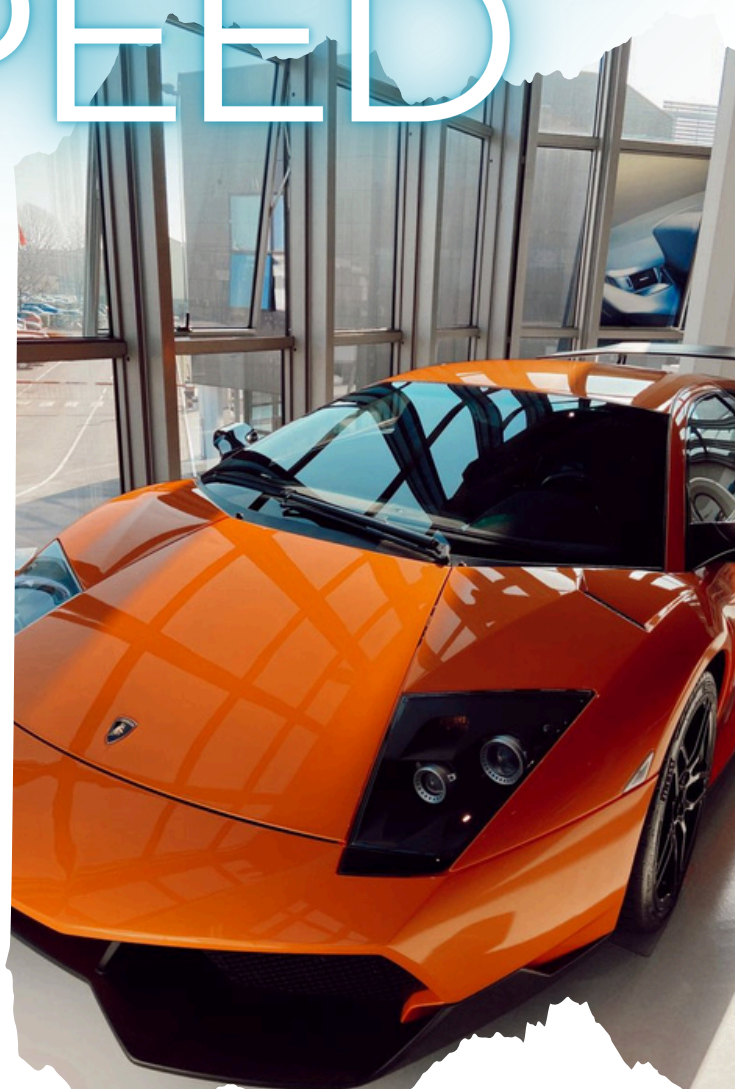
5-7 DAYS  
INSPIRATIONAL AUTOMOTIVE  
ITINERARY

# THE LEGEND OF SPEED

A JOURNEY THROUGH NORTHERN ITALY DEDICATED TO THE LEGENDARY BRANDS THAT HAVE SHAPED THE HISTORY OF AUTOMOTIVE DESIGN AND PERFORMANCE. FROM THE INDUSTRIAL HERITAGE OF TURIN TO THE INNOVATION OF MILAN AND THE RACING SPIRIT OF EMILIA-ROMAGNA, THIS ITINERARY EXPLORES THE WORLD OF ITALIAN ENGINEERING THROUGH ICONIC MUSEUMS AND UNFORGETTABLE DRIVING EXPERIENCES.

**VM TRAVEL SRLS**

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## **TURIN – THE BIRTHPLACE OF ITALIAN AUTOMOTIVE INDUSTRY**

THE JOURNEY BEGINS IN TURIN, LONG CONSIDERED THE HISTORIC CENTER OF THE ITALIAN AUTOMOTIVE WORLD. HERE VISITORS EXPLORE THE REMARKABLE MUSEO NAZIONALE DELL'AUTOMOBILE, WHERE MORE THAN A CENTURY OF AUTOMOTIVE INNOVATION TELLS THE STORY OF THE LEGENDARY FIAT AND THE EVOLUTION OF THE AUTOMOBILE.

## **ARESE – THE SPIRIT OF ALFA ROMEO**

THE JOURNEY CONTINUES NEAR MILAN TO THE MUSEO ALFA ROMEO, WHERE THE HISTORY OF ALFA ROMEO UNFOLDS THROUGH ICONIC RACING MODELS, ENGINEERING INNOVATIONS AND LEGENDARY VICTORIES THAT DEFINED THE BRAND'S SPORTING DNA.

## **SANT'AGATA BOLOGNESE – LAMBORGHINI EXCELLENCE**

IN THE HEART OF EMILIA-ROMAGNA LIES SANT'AGATA BOLOGNESE, HOME TO THE LAMBORGHINI MUSEUM. HERE VISITORS DISCOVER THE BOLD DESIGN AND TECHNOLOGICAL AMBITION THAT DEFINE LAMBORGHINI, A BRAND SYNONYMOUS WITH INNOVATION AND STRIKING AESTHETICS.

## **MARANELLO – THE FERRARI LEGEND**

THE JOURNEY REACHES MARANELLO, THE HOME OF FERRARI. AT THE FERRARI MUSEUM, VISITORS EXPLORE THE HISTORY OF ONE OF THE MOST ICONIC BRANDS IN THE WORLD — FROM FORMULA ONE TRIUMPHS TO LEGENDARY ROAD CARS.

## **DRIVING THE DREAM**

NO AUTOMOTIVE JOURNEY WOULD BE COMPLETE WITHOUT EXPERIENCING THE THRILL OF DRIVING. GUESTS HAVE THE OPPORTUNITY TO DRIVE A FERRARI ON A PROFESSIONAL CIRCUIT, FEELING THE POWER AND PRECISION OF ITALIAN ENGINEERING IN THE ENVIRONMENT WHERE PERFORMANCE TRULY COMES ALIVE.



### **BEST TIME TO VISIT**

SPRING AND EARLY AUTUMN, WHEN TRAVEL CONDITIONS ARE IDEAL FOR EXPLORING NORTHERN ITALY AND ENJOYING THE DRIVING EXPERIENCE.



### **IDEAL FOR**

- AUTOMOTIVE ENTHUSIASTS
- LUXURY AND PERFORMANCE TRAVELERS
- VISITORS PASSIONATE ABOUT ITALIAN DESIGN AND ENGINEERING



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