Mercedes-Benz Mille Miglia Challenge 2016 | Italy, May 19th – 22th, 2016

Mercedes-Benz Museum, Concept, 16.03.2016
Mercedes-Benz Classic Events

Mercedes-Benz
Das Beste oder nichts.

Review – Mercedes-Benz combines with the legendary "1000 miles" a unique history and proves the leading role of the brand convincingly

Mille Miglia – Fascinating history, rich in motor sport moments

The worlds most famous road race

- 1927-1957 **endurance race with world championship status**, until 1930 solely Italian participants
- 1931 for the **first time a non-Italian driver wins**: Triumphant Victory of Mercedes-Benz with Caracciola on Mercedes-Benz SSKL (W 06 RS)
- 1952 **Mercedes-Benz returns to motorsport**: Premiere on the Mille Miglia with Mercedes-Benz 300 SL (W 194)
- 1955 Mercedes-Benz demonstrates its **leadership**
  - **Double victory** Mercedes-Benz 300 SLR (W 196) by Moss / Jenkinson and Fangio (single driver)
  - Mercedes-Benz is still **record holder** with 10 hours, 7 minutes and 48 seconds (Average speed of 157 km/h)
- **Several class victories** (including diesel class, GT sports car)
- 1957 original last race; the Mille Miglia is considered too dangerous

Presence – The Revival creates international attention attracts both media industry as well as VIPs and individuals

Revival – International highlight in the historical racing calendar

Overwhelming enthusiasm, increasing competition

- Since 1977, long-distance drive with regularity tests ("hose down")
- Permitted vehicle types in the original race 1927 - 1957; Nearly **400 participant vehicles from 33 countries** (out of 1,575 applications); of which at least 10% are Mercedes-Benz vehicles
- **2 - 3 million spectators** along the almost 1,600 km route Brescia - Rome – Brescia
- Participants from **automotive and Life Style segment**:
  - OEMs (BMW, VW, Ferrari, Jaguar, Bugatti)
  - VIPs (media, companies, institutions)
  - Private Classic enthusiasts and collectors?
- **Wide media coverage documented Relevance**
  - TV, radio, print, digital / Longlead- and daily press
  - Over 1,400 accredited journalists from 30 countries; More than 100 TV / radio reports, 2,500 articles in print and online media 2,000

* Zulässige Mercedes-Benz Modelle: 710 SS, 710 SSK, 720 SSKL , 300 SL Prototyp, 300 SLR, 180 D, 220, 220 A, 300 SL, SC 180 Coupé, 190 SL

Challenge

DRIVING

CLASSIC EVENT

Mercedes-Benz Mille Miglia Challenge

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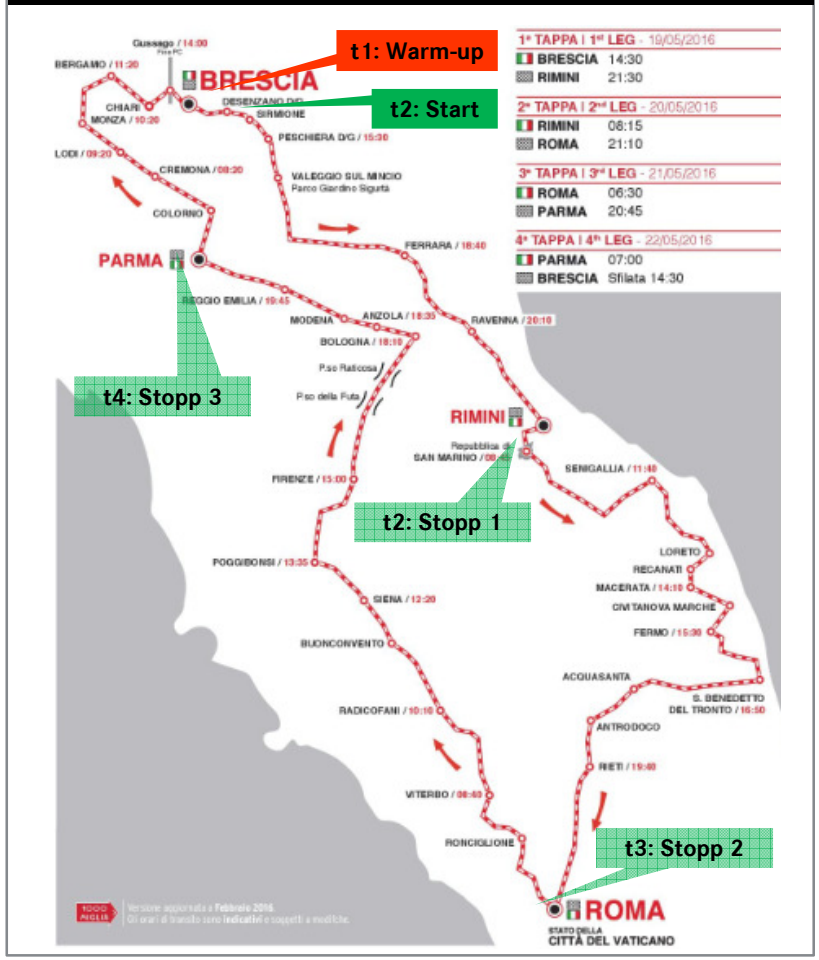
Impressions 2015 – 1.600 Kilometers from Brescia to Rome and back

Schedule and Route 2016 – 1.600 Kilometers from Brescia to Rome and back

5 event days, 4 driving days, circa 1.600 km



5 day event

(Wed., 18.05. – Sun., 22.05.2016)

- t1 | Wednesday: Arrival until noon, warum-up in Brescia
  E.g. briefing, scruteneering, teamdinner
- t2 | Thurseday: Warm-up, Leg 1 Descenzano – Pesaro*
  Start first car from Desenzano ca. 13:45
- t3 | Friday: Leg 2 Pesaro – Rom/Villa Borghese
- t4 | Saturday: Leg 3 Rom – Parma
- t5 | Sunday: Leg 4 Parma – Brescia (arrival around 14.15)
  Individual departure (optional additional overnight stay)

Regulation

- approximately 40 Mercedes-Benz vehicles (max. 60 vehicles)
- Eligable Mercedes-Benz cars model year 1946-1991**
  as well as all AMG, SL and SLR

* Differ to regular Mille Miglia team = time and place of start/finish

** All MB models that have not participated with the historic Mille Miglia

Mercedes-Benz Mille Miglia Challenge 2016 – Be part of the legend

5 event days, 4 driving days, circa 1.600 km

Subject

Mercedes-Benz customers can be part of a legend: Driver get the exclusive possibility to participate in the "most beautiful road race in the world" and experience the fascination Mille Miglia. The Challenge team starts 1 hour prior the vintage field and runs on an official Road Book and faces the same stages. Be part of the legend –

Services

Package for 2 people (Self-drive vehicle)

- 3 nights in 4* hotels (double room), incl. Breakfast, 2x lunch, 3x dinner
- Driving program participation in the Mercedes-Benz Mille Miglia Challenge and access to the entire Mille Miglia route incl. time trials and Mille Miglia road book

As well as additional

- Accommodation in a single room, and additional nights (Wed. and Sunday , in Brescia)
- Team briefing incl. practice of time trials, Welcome evening and participate at award ceremony, Teamshirt
- Shuttle service at the welcome evening and in Parma (other stages within walking distance)
- Medical Assistance throughout the event

Registration – Let‘s get the engines startet …

5 event days, 4 driving days, circa 1.600 km

Four steps until your start at the legendary 1.000 Miles

1. Download and Registration at www.mercedesbenzchallenge.1000miglia.it
2. Payment by bank transfer before May 1st, 2016
   (IBAN IT 40 E 03500 11200 000000061946; SWIFT code BLOPIT22)
   – remember to mention the drivers name as reference
3. After reception of the entry fee to the organizer
   – Receipt of confirmation within one week
4. Packing, refueling – and from May 18th, 2016 enjoy the legendary 1.000 miles!

Questions or further information required?

Organiser Mille Miglia “1,000 Miglia srl”:

- Monday to Friday from 9 am to 1 pm / 2 pm to 5 pm (English or Italian speaking)
- Telephone: +39 030 2318211 Monday to Friday
- E-Mail: mercedesbenzchallenge@1000miglia.it