



Cars and Coffee srl
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The Cars and Coffee Rally 13th-15th May 2016: an exciting journey to enjoy among hypercars and supercars.

New Cars and Coffee format launched in Italy for the first time.

The rally, a **new unique format** organised in accordance with the Cars and Coffee style, strongly highlighted all the values which over the past few years have made the Italian Cars and Coffee events a great success. Participants spent three days sharing their driving passion among a group of enthusiasts, all against the backdrop of the best Italy has to offer and characterised by its beautiful landscapes and historical gems.

A thrilling journey through the heart of Emilia Romagna and Tuscany combined with exclusive visits to ancient Baroque and Renaissance palaces and venues, the participants got the chance to explore places where the most admired automotive engineering worldwide is brought to life. **This event represented a first in the history of Cars and Coffee worldwide, marked by a typical care and attention to details, allowing each participant an unforgettable experience.**

The group of cars which took part in the rally consisted of 25 supercars representing the most famous automotive brands, among them where the Pagani Zonda S, the Ferrari 458 Speciale, the Porsche 911 GT3 RS, the Ferrari LaFerrari, the Pagani Huayra BC and the Evantra Mazzanti. Visitors from the UAE joined the other participants at one of the stops with their Bugatti Veyron Supersport, Koenisegg Agera RS and Porsche 918 Spyder hypercars. The Mazzanti was driven by the founder of Mazzanti Automobili, who introduced his future project to all participants. **The dynamic event represents something completely new, which has never been organised in Italy and involved a great variety and quality of cars on display.** The pictures taken by Francesco Carlo and Daniele Madia will allow the participants to relive the excellent atmosphere during the rally days.

On the first day after a luxurious welcome lunch at the Palazzo Albergati, guests visited Pagani Automobili for an exclusive factory tour where they would be able to see highly capable technicians built the Zonda and Huayra hypercars, and learn more about the detailed and precise processes required during the creation of Horacio's masterpieces. **Right here, a unique moment happened when the famous Lamborghini test driver Valentino Balboni arrived at the factory driving a beautiful Miura SV. He came over to say hello to all the participants. Their welcome was a warm "Happy Birthday" song when he entered the building. It entertained everybody.**



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The second day participants drove through the famous Raticosa and Futa mountain passes known for being part of the Mille Miglia route. They followed the roads down the hills that surround Florence reaching the Hotel Villa Cora for a refreshing lunch and enjoying the breathtaking panorama over the town of Firenze. The third day, the 25 teams moved to the charming Val D'Orcia in the city Pienza, which is classified in the Unesco World Heritage list. Part of the visit at the Val D'Orcia was a tour of the city center, a typical Renaissance town called "the Ideal Town", freezed for more than five hundreds years. The Cars and Coffee Rally weekend concluded with a wine tasting at the Cantine Avignonesi cellar, one of the most famous in the area.

During this amazing experience drivers combined the Italian fine cuisine with relaxing moments in local Spas and a unique driving route through wonderful rolling hills and beautiful Italian landscapes. Enthusiasts, standing along the streets, were greeted by a lineup of supercars which announced their presence with a deafening roar of a six-in-line, V8 or V12 engine, leaving them completely breathless when the 25 teams had moved past.

The rally may be considered as a sequel to the record-setting Cars and Coffee event hold in Brescia last April, involving more than 260 sports- and vintage cars and becoming one of the most famous international events on the calendar.

"This first edition of the Cars and Coffee Rally has been a very important challenge for us: the first dynamic event organised by my team in Italy. The backdrop and the wonderful sceneries have shown that this country is the best location to organise a new dynamic format and has the ability to represent a brand that will soon roll out its international plans", according to Francesco Canta, CEO of Cars and Coffee Italy. "The Cars and Coffee Rally has been a great experience thanks to the essential values which characterise every C&C event, allowing a meeting point that combines friendship and passion for driving."

Photos: Francesco Carlo and Daniele Madia

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