

GRAN PREMIO

STORICO  D'ITALIA

MUGELLO



EXHIBITORS PRESENTATION

OCTOBER 3-4 2026 | MUGELLO CIRCUIT



EVENT PRESENTATION

In autumn 2026, Italy will play host to a brand-new international motorsport event : the Gran Premio Storico d'Italia, a Historic Grand Prix designed to celebrate Italy's rich motoring heritage, and particularly the legendary Scuderia Ferrari. Organised under the auspices of the Automobile Club d'Italia (ACI), the event will take place in the heart of Tuscany at the circuit del Mugello from 2nd to 4th of October.

More than 200 cars are expected on track, including over 70 Formula 1 single-seaters that competed between the 1960s and the early 2000s. Tickets will grant access to both the grandstands and the paddock.

Project management has been entrusted to HVM Racing, a leading organizer of historic motorsport events in France, with more than 100 events delivered since 2013, including the *KENNOL* Grand Prix de France Historique, which attracted over 100,000 spectators in 2025. HVM Racing will oversee the sporting operations and promotion of the event, working in close collaboration with the Autodromo del Mugello.

CORE CONCEPT

The Gran Premio Storico d'Italia is a competitive historic race meeting celebrating 50 years of motorsport excellence, with a special focus on the defining Ferrari era of 1996 – 2006. Iconic cars return to the track ; reviving the sound, intensity and spirit that shaped generations of enthusiasts.

AUDIENCE & MARKET POSITIONNING



8 Championships
15 Races
Over **70 F1 cars**

The GPSI gathers more than spectators : it unites a community bound by heritage and passion.



Enhancement
Of
automobile heritage

At its heart is a discerning audience of collectors, enthusiasts and long-time motorsport followers, for whom racing is memory, culture and identity.



Historic Grand Prix
Popular and
accessible

As part of a multi-layered and highly engaged community, they combine strong spending power with a deep attachment to authenticity, making them particularly receptive to brands that embody craftsmanship, innovation and legacy.



- Affluent audience with motorsport collectors & drivers
- Board consumer audience with motorsport enthusiasts
- Families & leisure-driven consumers



- Strong engagement and time spent on site
- High interest in automotive, lifestyle



- 30 000 spectators over 3 days
- National and international visitors
- Multi-generational audience profile



- Core audience : Italy
- Visitors from across Europe
- Digital visibility extending internationally

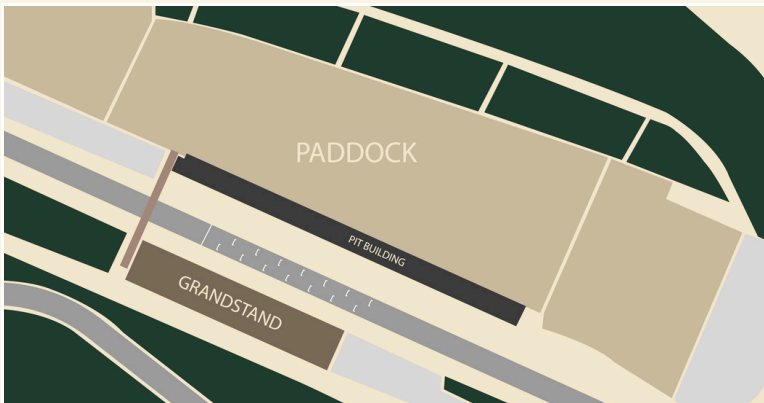


- The Gran Premio Storico d'Italia combines on-site attendance, regional visibility and digital amplification to deliver a multi-layered audience reach.

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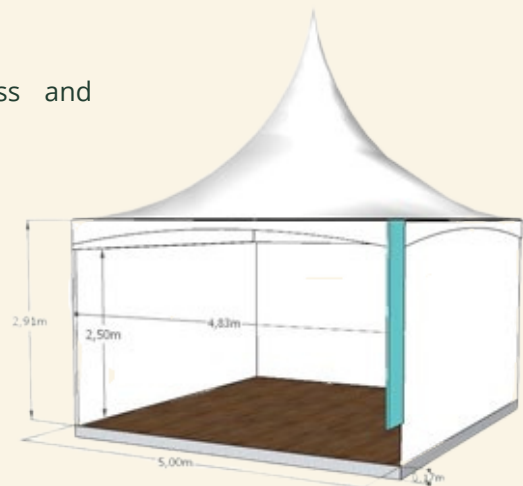
EXHIBITORS - PADDOCK ANIMATION AREA

- Located in the **heart of the paddock**, the entertainment area is a **central point** of the Gran Premio Storico, where energy, celebration and audience concentration naturally converge.
- This **high-visibility zone** offers brands a unique opportunity to position themselves at the center of the action, benefiting from constant foot traffic driven by podium ceremonies, race highlights and guest circulation.
- Designed as a **curated and premium environment**, the space allows exhibitors to showcase their products, activate their brand and engage directly with a highly qualified audience of collectors, VIP guests and motorsport enthusiasts



EXHIBITOR PACKAGE

- We offer a turnkey solution ensuring a seamless and professional setup within the paddock:
- Paddock Activation Package – €1,500 excl. VAT
Includes:
 - 25m² tent (5x5m) within the entertainment area
 - Carpet flooring
 - 1 electrical connection
 - 5 exhibitor passes
 - 1 parking access
 - 1 dedicated van access / logistics area
- Exhibitors must hold valid public liability insurance (RC) and ensure their equipment and stock are properly insured. All necessary licenses and permits related to their activity must be secured in advance.
- A standard security service will be provided by the organizer. Additional dedicated security can be arranged (quotation upon request).



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