



**28<sup>TH</sup> EDITION AUTOMOTORETRÒ 2010**

**Turin- Lingotto Fair Expo, 12<sup>th</sup>-14<sup>th</sup> February**

IN 2010, THE FAIR CELEBRATES THE 60<sup>TH</sup> ANNIVERSARY OF FORMULA 1.

BESIDES THAT IT IS WILLING TO PRESENT NEW EXHIBITION SECTIONS:

**AUTOMOTORACING, AUTOMOTOMARKET**

**AND A WIDER COLLECTING MODELS AREA.**

The exhibition, that this year celebrates its 28<sup>th</sup> anniversary, will present a larger market place section, which will allow both visitors and exhibitors to meet in a business-to-business environment: great old-timers and just-turned 20 years old cars, which represents a certain bargain in terms of economical investment.

AUTOMOTORACING section is dedicated to rapid four wheels: racing teams, preparers, design and tuning companies will present their latest creations, prototypes, parts and auto accessories and technologies.

The FORMULA 1 60<sup>th</sup> anniversary will give the chance to show to the visitors these extraordinary vehicles that for the Fair occasion will come from all over Europe.

Besides all this, Automotoretrò has decided to widen the presence of HISTORIC CAR RESTORERS at the expo, satisfying the demand of many collectors and the interest of most of the visitors, as well as enlarge the COLLECTING MODELS AREA with new stands and exhibition area.

Automotoretrò 2010, the only motor show in Turin and the first automotive fair of the year in Italy, is back again with its liveliness, culture, innovation and new technologies; this is the reason why the organizers are confident that, once more, the numbers will reward their efforts, confirming the growing trend that during last edition has brought at Lingotto Expo more than 400 exhibitors and 28.000 visitors.

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