

Press release

**MOTOR SHOW AND AUTOPROMOTEC PREVIEWED IN CANADA
Emilia-Romagna's Motor Valley raises its profile in North America**

Motor Show -- the International Automobile Exhibition -- and Autopromotec -- the highly specialized International Exhibition of Automotive Equipment and Aftermarket Products -- two major global trade fair events for the automotive industry held in Bologna, were previewed in Montreal from June 9-11, 2010. The initiative promoted by Regione Emilia-Romagna in collaboration with the Italian Chamber of Commerce in Canada took place during the exhibition "The Emilia Romagna Motor Valley in North America." Coinciding with the Formula One World Grand Prix race in Montreal and with Echo Italia, the North American showcase of "Made in Italy" products, the exhibition offered the Canadian public an array of products and innovations representing the excellence of the automotive sector in Emilia-Romagna. Seminars on topics such as advanced engineering, mechatronics and car design, as well as face-to-face meetings, noted strong participation of trade members, associations and local media and rounded out the full schedule of events at Montreal's Marché de Bonsecours, venue currently used for special events and exhibitions. It was an ideal urban setting for presentation to the general public and trade professionals of the two "souls" of the Emilia-Romagna automotive industry: "on the one hand ingenuity, creativity and style, on the other the innovation, quality and reliability of products." The sector boasts an internationally recognized technological leadership matched with the top-flight trade fairs such as the Motor Show and Autopromotec, whose increasing international success has contributed to the distinction of Emilia-Romagna's Motor Valley around the world. "The initiative," said Giada Michetti, CEO of GL Events Italia, organizers of the Motor Show, "offered a unique opportunity for the entire automotive supply chain, which the Motor Show and Autopromotec have always been an integral part of, to increase their visibility. It also serves as an occasion to present our experience to a highly competent pool of visitors and a chance to establish relations with such a major auto market as Canada."

"Not by chance, Autopromotec and the Motor Show have always been held in Emilia-Romagna," said Renzo Servadei, CEO of Promotec, organizers of Autopromotec. "The area has a long tradition of motor engineering and is home to the largest district in the world of manufacturers of automotive equipment and components for the automotive industry. During our meetings with industry members, associations and local media here in Montreal, which has been a very important stop over on our international promotion agenda, we've received a lot of positive feedback for Autopromotec from the Canadian automotive market."

Bologna, June 11, 2010