

MILLE MIGLIA 2016. THE OFFICIAL BOOK

It is the only volume that **reports about the 34th reenactment edition** of the historical **Mille Miglia**, held on 19-22 May 2016.

Commonly known as **the "most beautiful race in the world"**, the Mille Miglia came to life in 1927 as a high speed 1000 mile race from Brescia to Rome and back and continued so until 1957. After a break of 20 years, it moved back as a matchless regularity race along the beautiful Italian routes which recurs every year.

A **legendary race** that is nowadays a **great sporting competition** and especially an **important cultural event**, featuring hundreds of **rare classic cars** driving through the **unique scenery and heritage of Italy**.

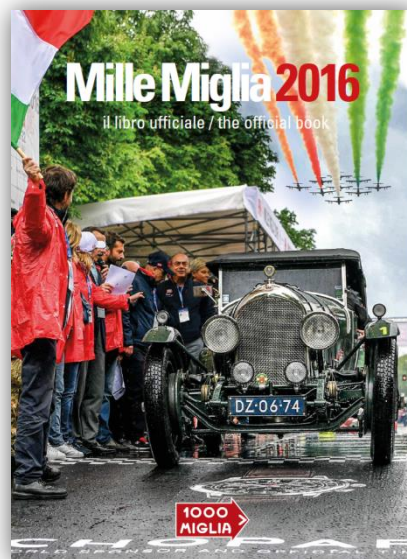
A **look back** at the Mille Miglia of **1936** and **1956** and the respective **victories of Tonino Brivio and Eugenio Castellotti**, a section about **the Mille Miglia landscapes** and a **full report of the race** with in-depth information, plus the **photographs of all the cars** that have participated in the race and collateral initiatives: these are the **main topics** of this new release.

The quality of the content and the look of the volume make this book a **truly priceless and collectible item**, which cannot be missed by those who had the **privilege of taking part in the Mille Miglia 2016**, as well as by all the **enthusiasts for the Red Arrow race**. Moreover, it is an **ideal excellent gift** for friends, clients and business partners.



For a minimum of **10 copies**, the **book** can be also **customized** at an additional cost, in the following **two ways**:

- a) use of a specific photograph of one's own car participating in the Mille Miglia 2016 or company logo on the dust cover
- b) private insert as the opening page including small image and/or a brief text or dedication



TECHNICAL SPECIFICATIONS

- 304 pages
- 240x330 mm size
- Hundreds of pictures in colour and black and white
- Text in Italian and English language
- Hardback with dust cover
- 170 gr. coated paper
- Four colours printing
- Editor: 1000 Miglia Srl

**Promotional price Euro 63,00
instead of Euro 70,00 (reccomended retail price)**

About the Publisher

1000 Miglia Srl is the company that has been organizing, managing and promoting the Mille Miglia reenactment event since 2013 increasingly obtaining positive outcomes, year by year.

Wholly owned by the Automobile Club Brescia which has the property of the race and its historical Red Arrow symbol, 1000 Miglia Srl, as the sole licensor, manages all the marketing rights related to the Mille Miglia event and its iconic brand known worldwide.

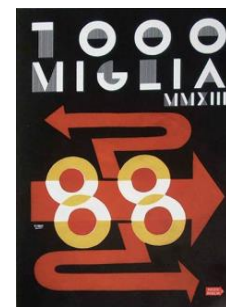
Having published the "Official Mille Miglia Catalogue" since 2013, which is usually circulated in May before every event edition, 1000 Miglia Srl will publish and market directly the 2016 Official Year Book as well.

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Official Books and Catalogues 2013-2016



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How to buy "Mille Miglia 2016. The Official Book"

By 11 December 2016, the standard book can be ordered directly online at www.millemigliashop.com at this current promotional offer.

* **Orders including customization or more than 50 book copies** can be made instead by sending an e-mail to officialbook@1000miglia.it with the following required information:

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* Once the order has been processed, the client will receive a confirmation e-mail with the indication of the total cost including the shipping service.

In addition, a code for a 40% discount on the purchase of other Mille Miglia official products available on www.millemigliashop.com will be released to all the book buyers.

Shipment will be fulfilled after payment has been received.