

PRESS RELEASE

THE 1000 MIGLIA WARM UP AUSTRIA CELEBRATES ITS PREMIERE IN TWO WEEKS

The legend of the “Freccia Rossa” (eng. Red Arrow) makes the hearts of car enthusiasts beat faster: from 26 to 29 September, the 1000 Miglia will come to the SalzburgerLand and the Austrian Alps for the first time as a warm-up event.

Salzburg, 10 September 2024 – Illustrious car manufacturers such as Ferrari, Alfa Romeo and Mercedes-Benz, together with daredevil drivers such as Alberto Ascari, Rudolf Caracciola and Sir Stirling Moss, shaped the legend of the 1000 Miglia: the great endurance race on the triangular circuit between Brescia and Rome. The legend lives on today and now, for the first time, the 1000 Miglia Warm Up Austria gives participants and fans the opportunity to experience the spirit of the 1000 Miglia in Austria.

The extraordinary motorsport event spans three days on the breathtaking roads of the SalzburgerLand and the impressive Austrian Alps. After a practice day at the legendary Salzburgring, on Friday the route leads from the festival city of Salzburg with a stopover at the Hans-Peter Porsche-Traumwerk in Anger (Germany) via the Hochalpenstrasse to Austria's highest mountain, the Grossglockner. The route then continues to Lienz in East Tyrol and finally to the first day's stage finish in Mittersill on the foothills of the Kitzbühel Alps.

On Saturday, the road book guides the participants along the right route from Mittersill past Lake Zell through the European Capital of Culture 2024, the Salzkammergut region. After a stopover on the lakeside promenade of St. Gilgen am Wolfgangsee, the route leads back to Salzburg. There, the participating cars drive through the venerable old town with the Mozartplatz, before the trip ends after a total of 544 kilometres with a vehicle presentation on the magnificent Residenzplatz in the centre of Salzburg.

The participants' accommodation at Rosewood Schloss Fuschl, Hotel Schloss Mittersill and Hotel Sacher Salzburg is just as impressive as the cars themselves, mainly due to the fact that only cars with 1000 Miglia tradition are eligible to participate. This includes models that took part in the 1000 Miglia between 1927 and 1957, as well as cars from the post-1000 Miglia era, i.e. sports and Gran Turismo cars built between 1958 and 1976. The number of entrants for the first edition is very limited and applications (requests via info@301events.eu) can only be submitted until 16 September. The Porsche Challenge will take place at the same time as the 1000 Miglia Warm Up Austria, with up to 20 examples of the Porsche brand, built from 1977 to the present day, accompanying the historic 1000 Miglia cars.

The event is held as a regularity classification. In 32 time trials and 5 average trials the driving technique, precision and teamwork of the drivers and co-drivers will decide the result. Prizes will be awarded to the overall winners, the best women's team, the best in the average classification and the Porsche Challenge. The winning team in the absolute classification of the first 1000 Miglia Warm Up Austria 2024 will also receive the coveted invitation and therefore the right to compete in the 1000

www.1000migliawarmupaustria.at

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1000 MIGLIA SRL



Miglia in Italy in 2025 as part of an extraordinary award ceremony in Red Bull's Hangar-7 at Salzburg Airport. A look at the waiting list for the 1000 Miglia with over 150 applicants underlines the importance and prestigious nature of the event.

With the 1000 Miglia Warm Up Austria, the organiser “301 events” landed a real coup. Alongside countries such as the USA, China and the United Arab Emirates, Austria is now among a group of selected venues that are allowed to use the traditional name “1000 Miglia”. For the first edition of the 1000 Miglia Warm Up Austria, proud partners have already been acquired for collaboration, including SalzburgerLand, Chopard, Luisaviaroma, Porsche, Leica, The Houtkamp Collection and the municipality of Mittersill.

Giuseppe Cherubini, Vice President Organising Committee 1000 Miglia:

“1000 Miglia S.r.l. – the brand's company – together with the Automobile Club Brescia, have taken a path of internationalisation to bring the spirit of historic racing and its lifestyle to the world. The 1000 Miglia Warm Up Austria offers the opportunity to learn or improve the techniques of historic regularity racing, while immersing oneself in the stunning atmosphere of the 1000 Miglia thanks to the sheer beauty of the classic cars and the passion of the drivers.”

Angelika Colombini-Maier, Organizer of the 1000 Miglia Austria Warm Up:

“Since 2019, there have been official events in the style of the 1000 Miglia, including the 1000 Miglia Warm Up – an event reserved for a limited number of participants and the ideal preparation for participation in the 1000 Miglia in Italy. Contestants can expect practice runs and a final regularity in perfect 1000 Miglia style. Each year the event will feature a different route in the fascinating Austrian countryside, with the aim of promoting and enhancing the beauty of Austria to the world through the 1000 Miglia brand.”

Stefan Schnöll, Vice-Governor of Salzburg:

“Classic cars are more than just vehicles - they are cultural assets on wheels and an important economic factor. Every year, hundreds of millions of euros are invested in restorations, repairs and events. Craft businesses in particular, which are often threatened with extinction, benefit greatly from this passion. The preservation of these historic vehicles secures jobs and promotes the regional economy. Classic cars are also a valuable cultural asset that impressively shows us how far automotive engineering has come. They reflect the technical innovation of their time and illustrate the enormous progress we have made to date with hybrid and electric drives. This development is also an expression of a growing awareness of environmental and noise protection. While classic cars show us the engineering skills of days gone by, they also remind us how important the transition to sustainable mobility is in the present. We look forward to showcasing our host qualities.”

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Leo Bauernberger, Managing Director of SalzburgerLand Tourismus:

“The 1000 Miglia is the most famous classic car race in the world. Classic car events such as the 1000 Miglia Warm Up Austria are an exciting boost for tourism. The figures speak for themselves: two thirds of participants and visitors take advantage of the wide range of hotels on offer, thus making a significant contribution to value creation in the region. Such events offer a unique opportunity to experience the beauty of our landscapes, attract new groups of guests and at the same time strengthen tourism in the long term. Many media representatives from the markets that are important to us will accompany the Warm Up and report on the event.”

ABOUT 1000 MIGLIA

The 1000 Miglia (eng. Thousand Miles) is considered the “most beautiful race in the world,” as Enzo Ferrari defined it: from 1927 to 1957, the 1000 Miglia was a race that ran along the historic Brescia-Rome-Brescia route through the unique Italian landscape and was geared towards maximum speed. Today, the legend lives on in a regularity race for historic vehicles. Every year, around 450 participants, the majority of those coming from more than 35 countries around the world, drive their valuable historic cars along the Italian roads through cities of art and historic villages, accompanied by enthusiastic spectators along the route. www.1000miglia.it

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Application for media accreditation can be made until 22 September 2024.

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