XPERIENCE CHN

1000 Miglia s.r.l and FCCC - 2025



www.fccchina.cn

THE SECOND EDITION OF 1000 MIGLIA EXPERIENCE CHINA

LOCATION)

Province Guangdong - Greater Bay Area

TIME

November 2025 - the best season of the year

100+ Classic + Youngtimer

200+ Participants from overseas, Hong Kong and Macau, Mainland China

Organized by the Federation of Classic Car China (FCCC) with 1000 Miglia s.r.l. as the licensor, and supported by the Chinese government and Italian partners.







ACTIVITIES ARRANGEMENT

Elegance Show Guangzhou	21–24 Nov. 2025	Vehicle inspection and exhibition, cultural events
Registration	25 Nov. 2025	Training and Welcome dinner
Racing days approximately 260 km per day	26 Nov. 2025 27 Nov. 2025 28 Nov. 2025 29 Nov. 2025 30 Nov. 2025	Guangzhou Qingyuan Qingyuan Kaiping Kaiping Zhongshan Shenzhen Shenzhen Huizhou Conghua Conghua Guangzhou
End of match	30 Nov. 2025	Awards Dinner and open-end party (Guangzhou)





6 categories of cars



1000 Miglia eligible 1927-1957



Youngtimer 1994-2004 (registered in China)



Tradtional classic cars before 1977 (excluding category 1)



Tribute team
(Tribute Teams like Ferrari)



Classic cars 1978-1994



New energy vehicles



Elegance Show 2024













Elegance Show 2024















Registration 2024















Registration 2024





Racing days 2024

Experience the beautiful local scenery



Racing days 2024

Experience the unique folk culture













End of match 2024











Strong government support and international influence





Elegance Show (4 days) the flow of 500,000 people The event covered 150 million people



PARTICIPANTS

The 1000 Miglia China targets the top level representatives, owners and opinion leaders of the worldwide classic car community and the leading car collectors from different countries and cultures.

Chinese participants

Most of the grid participants are selected from China, Hong Kong and Macau including some from sponsors and others chosen among the most influential young collectors and car enthusiasts.

International participants

A portion of the grid participants, hailing from all over the world, are selected by the 1000 Miglia China team to enjoy a unique China experience.

KOL / KOC

This includes social media influencers, self-media celebrities (Internet celebrities), and cross-border media celebrities.



Federation of Classic Car China (FCCC)

The Federation of Classic Car China (FCCC), established in 2015, is an important governing unit of the Chinese Culture Promotion Society (CCPS) and the only officially registered national organization dedicated to Chinese classic car culture. With comprehensive support and guidance from CCPS, FCCC has built a strong reputation and established an authoritative position in classic car policy promotion, international exchanges, event organization, and member services. FCCC has successfully organized the "Top City Classic Rally China" for ten consecutive years, making it the most influential classic car rally in China. Additionally, FCCC is the exclusive organizer of the 1000 Miglia Experience China.











Official launch in Guangzhou 2025

A press conference will be held at the museum of art Guangzhou on 1st Apr 2025.



Mr. Piantoni, CEO of 1000 Miglia, and Ms. Parolin, Managing Director, awarded the license to Mr. Wuzheng, Mr. Simoni and Mr. Tanbo, heads of FCCC.(2024)



First press conference



Promotional Ad of 1000 Miglia Experience China played on the big screen of Guangzhou CITIC Building.



Media partner in CHINA (Social Media)



【11.9首发】igc经典车嘉年华来袭

咖啡桂基基分日首发 #igc 天汇广场。"1000 Miglia Experience CHINA 2024" 静态展、为期 4 天 (11.9-11.12), 数十辆美轮美奂、额具年代特色 和品牌光环的经典车展现眼前,近距离感受岁月与 艺术碰撞出来的完美之作 #古董车博物馆 #古董车 限 #古董车爱好者 #2024经典车嘉年华



1000 Miglia Experience China 行干里经典车嘉年华 静态展示 11.9-11.12 广州天汇广场 拉力赛 11.14-11.17 再港澳大湾区



1000 MIGLIA| ■章大利最美经典车赛事 1000 MIGLIA 行干里经典车嘉年华 学好玩!] 题看老公一家出席了个经典车赛事,简直刷新 2对经典车的认知!



车赛年华"首次落地中国。在广州拉开帷幕。包括 欧洲、大洋洲、北美洲、以及中国香港地区的数十 位赛手及超过50分经典车参与本次活动、为中国的 经典车文化注入新的活力。 作为本次赛事的经典传承伙伴,搅胜品牌带来了

1968年的路虎 2A, 1951年的捷豹 XK120和 1967 年的捷豹 E-TYPE 三款经典车型,并与全新揽胜一 同集结广州天汇广场、尽显经典与传承的魅力。收 获了20余万名老爷车送驻足的目光。

#胜为典范 #揽胜太有范儿了 #行干里经典车嘉 年华 #搅胜



车友迷憾经典车、老爷车、中国意大利友好协会 1000 Miglia Experience China 行千里经典车嘉

- ■記源于1927年意大利经典车拉力赛事
- ■中国首秀首次落地粤港澳大湾区 11.9-12 广州 igc 天汇广场静态展

#老爷车 #经典怀旧老车 #情怀老车 #中古车 #1000Miglia 行千里 #汽车文化



Media partner in CHINA (TV)



CCTV Special Report: Global Vision



Jiangmen TV "News Together"



Guangdong Radio and Television (GRT)



Kaiping Radio and Television Station



Guangzhou TV "Guangshi News"



Guangzhou Daily News



Media partner in CHINA (Newspapers)



Zhujiang Business News



Jiangmen Daily



Guangdong Morning Post



Ming Pao Daily News (HK)



Dayue Daily



New Express



Media partner in ITALY



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	Addressment	13/11/2004	Astronolistica Advanta In 1990 Migita Prigorica o Clima, el 144 del Guandidos	. 19
	Desir	15/11/2004	Co 1998 Algisis Digeriosco diffesso di Cher Terrero di acre monthe che attinucionali Flance.	19
	Character direction of	15/11/004	Antonio Albano, Arbano de 1880 Migilio Engerormo Clima, al 111 Al Claringalina	14
	Larger condigue of	11/11/2004	Alternative and American Street of the Migris Proportions Clima, 6' stards.	15
	Outstadryggest	11/11/004	Amend Greek Advanta in 1996 Nights Experience Clinic if the day Contraction	10
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	Bingle #	11/11/9/04	External States of Parts In 1999 Mights Proportion Clima, of the As- Georgia Inc.	10
	Recognition 6	11/1/2/04	Amend Son Advento in 1990 Migdle Expensive Clinic of en-in Outspales	39
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	Nercodia	11/11/2004	Antonial Street, Advanta in 1990 Migriss Psychology Clinic, of the diff. Chargo these	25
	Netro	151117604	Americal States Advanta in 1996 Nights Experience Clinic of citaria Chicagolina	17
	Shame II	0.013001	Antonial Research Andrea in 1980 Migita Physiciana Clima, il via da Garagadora	.10
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	Spacetine 8	131110104	Anneal Sam Adeca in 1990 Major Experience Clinic is visula County line	n
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	Scorperal Brees, it.	11/11/2004	Americal States Advanta An Affile Migrilla Esperanter Clima, el vista da Champiolisa	35
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	13 Service &	11.01.2004	Antonio di Siano, dell'acto de 1990 Migris Algerianno Cliniq el ciu de Chargo di nei de	40
	initial eller	SECURITY	Antomic distance of the track of the Magnet September Clinic of the δq	45
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	Legyed	151111-0004	Autoridikano deligis in 1990 Migila Ripomere Clinic il citoda Charagoline	50
	Objections	11/(1/2024	Assemblished Advisory to 1990 Migris Eigenmei's Clinic II's to do Claricy show	11.
	Nemerica)	1811 € 2024	Automobiliano, debuta la 1990 Migilia Esperanore Clinic, il riscola Characteria	15
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	Variable 8	13113924	Automobilione: distrate in 1990 Migdia Experience Charg of etc. do.	14
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	Training & B	10112000	Automobilitates distribute de 1990 Migdo Especienco China d'est da Characterie	**
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	Treetman	011/204	Appendictions: Advantage 10 MW Mights Experience Clinics If the As- Greenwhite	76
	Valudamagloosis	OHIODA	Arran Advance delivers to MW Migdle Electronic Clinic of the As Georgidine	12
	Nonepune	1911/004	Autom Wilson, disharty in 5000 Migilla Esperitores Clinic d' vier de Georgebre	74
	Lirecoldina	13110004	delinació filosocial delinació (il 1600 Migdio Especiales e Trias, el 144 de Claració filoso	N
	Veterad4 care	13113924	Automobilitato, daltato de 1990 Migila Esperimen Oltas, el 15 de de Grangolica	74
	Material Bright Street	Ortodox	Arbeite la 1909 Migha Exposimo Diana il rici de Guergalina. Del reco- paracipanti alla Freccia Re-	M
	Bruttania	18113004	(Nebuta la 1900 Migha Esperanton I fama, il ricrigio Georgialmo, I Nel reco- pratoriparia fulla Especia Re-	10
	Cidments	10113000	(Independance) administrative NIMI Migdle Expressions Clinic, if my the Changelone	**
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	34T Shows to	11113/04	Superior different de Miller Migdle Experience Chine d' 114 de Georgebra	FT.
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	Cheffed.	OHIDO	Aphilosophiano, dahum ta 1999 Migdo Elgentener Clima d' eschi Grangilles	*
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	Circus Epolatocali.	(XXXIIIde	Automobilismo di America di 1990 Migillo Esperimente (1966) di 164 de Giorgalismo	0.
	Economists	(3)13(34)	Autoria dell'oraci, di franta da 1990 Migdio Priprotecció China di 114 de Glassipphia	*
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	Fidenment	11112001	Astronomic Substitute in AMEMIGES Experiences Clima III star do Climagilloss	ier
	Agrendidisks	(RESIDEN	Access de Contraction de Maille Migde Experience China el ciu da Contraction	144
	Carottal born: 1	(31)3004	Survey of Control of the Mary Survey of the Principles (Control of the Research)	181
	Farmolick	1919/004	Aptentife from a defeats in 1890 Migilla Diportion of Clinic, of the Ar- Chalogolica	IAL
	Chemistración	(31)204	Assembly Control of the Sales of Market Special Control of the Ar- Charge Serv.	je
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	Capatromostilio è	1111004	Johns Wilson, Johnson St. 5000 Migris Experience Close, if visible Georgebia.	148



Media partner in ITALY







Sbirciala notizia



📟 Motori Debutta la 1000 Miglia Experience China, il via da Guangzhou Chi vince parteciperà alla Freccia Rossa 2025 control terests

La 1000 Miglia dopo gli Usa vola in Cina La Mille Miglia in Cina: 1.200 km da Guangzhou a Yangjiang e ritorno

tgabruzzo24

Guangzhou

Motori

giornale di brescia



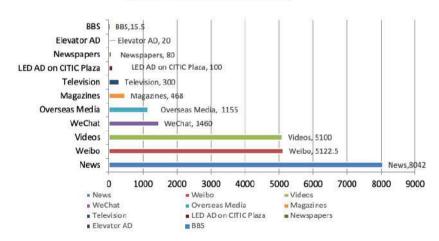
Program Monitoring Report

The total estimated value of all news media coverage and advertising publicity is approximately

219 million RMB.

Third party media monitoring company:
Beijing Whale Bass Technology Co.Ltd

Media Coverage Value (Unit RMB 10,000 Yuan)





Sponsorship Benefits

		Sponsorship classe	s	
Premium Strategic Partner 2 Sponsors	Official Partner 5 Sponsors	Classic Partner	Rally Partner	Event Designated Supplies/Services
		Sponsor amount		
10 Mio	5 Mio	2 Mio	500,000 (RMB)	50,000 (RMB)



Item		01	02	03	04	05
IP licensing usage						
1.Exclusive Industry Sponsorship			<u> </u>	57 <u></u>	Name of	75 <u>-</u> 77
2."1000 Miglia Experience CHN" C	hinese and English Logo Authorized Use		•	•	•	•
3.Award the brand "China Automothe honorary title of "China Classi	otive Culture Contribution Award" and the brand leader c Car Culture Ambassador"	1.0	1.01	•		
VIP & Staff						
1.Classic Car Entry Slots	1 car with 2 people (including hospitality during the event).	5 Cars	3 Cars	2 Cars	_	_
2.Team Support Staff Slots	2.Team Support Staff Slots	5 Person	4 Person	3 Person	2 Person	_
3.Welcome Dinner Guest Slots	3.Welcome Dinner Guest Slots	8 Person	6 Person	4 Person	2 Person	1 Person
4.Classic Dinner Guest Slots	4.Classic Dinner Guest Slots	8 Person	6 Person	4 Person	2 Person	1 Person
5 Award Dinner Guest Slots	5.Award Dinner Guest Slots	8 Person	6 Person	4 Person	2 Person	1 Person



Item		01	02	03	04	05
Brand naming rights						
01.Prominent Brand Identification (non-automotive)	1 car with 2 people (including hospitality during the event).	•		_	_	-
02.Title Sponsorship of Teams	Naming rights for branded teams (prominent positioning on car body) / Tailored team awards	• 5 Cars	• 3 Cars	• 2 Cars	-	-
03.Precision Timing (Regularity Test)	RT race zone on-site promotional material setup. Naming of awards and trophies (total: 4, 1 day each , official partner total:1)	•	•	-	-	-
04.Timing Control (Time Control) Title Sponsorship	TC race zone on-site promotional material setup. (total: 1 day, 1 event)	•		(=)	1 = 3	0=
05.Priority Selection for Starting Positions of Racing Vehicles	Targeting automotive companies	•	-	1 -	12	0-
06.Starter Official (Starting and Finishing Ceremony)	Targeting Non-Automotive Companies	•	•			
07.Zero Number Lead Car	Targeting automotive companies	•				
08.New Car Promotion (Service Vehicles Provided) (up to 5 vehicles)	Automotive companies provide new vehicles for use by event organizers	•	•	•	(<u>—</u>)	
09.The leader of the brand will deliver the speech						
10.The brand leader will present the award to the winners						



Item	01	02	03	04	05
On-site Advertising					
01.Arch logo for start and finish line	30cm(H)*30cm(L)	20cm(H)*20cm(L)	20cm(H)*20cm(L)	20cm(H)*20cm(L)	20cm(H)*20cm(L)
02.Mills Barriers brand logo representation	•	•	•	•	•
03.Full display of Mills Barriers brand	•	_	_	_	
04.Flag logo on track		•	•	•	•
05.Event collector's handbook front and back cover logos	0	•	•	•	•
06.Dedication in the event collector's handbook	•	(i—1)	_	_	
07.Advertisement page in the event collector's handbook	0	•	_		
08.Corporate history introduction in the event collector's handbook		•	0.00 M	_	
09.Roadbook back cover logo representation		•	•	•	•
10.Roadbook advertisement page		•	•		_
11.Race car stickers with logo	•	•	•	•	_
12.Race car number plates with logo		•			
13.Logo on racers uniforms	•	•			
14.Logo on staff uniforms	•	•		_	
15.Logo on hats	•	•	1	(a -	
16.Logo on umbrellas	•	•	I 3	_	_
17.Bracelet/Wristband	•	•	•	•	•
18.Logo on competitor information packs	•	•	•	1	_
19.Logo on competitor, guest, media, and staff badges	•	•	•	•	
20.Racer souvenir	0	•		•	•



Item		01	02	03	04	05
EVENT						
01.Exhibition area size at the stal display square	tic	40%	25%	20%	10%	5%
02.Brand exposure and speaking rights at press conferences		10	•	To	•	<u> </u>
03.Welcome Dinner	Incorporation of on-site flag logos Incorporation of welcome KV logos Leader's speech awarding Premium display cabinet space at the venue creen playback of corporate promotional videos			•	-	=
04.Classic Dinner	Same as the Welcome Dinner					
05.Award Dinner	Same as the Welcome Dinner					



Item		01	02	03	04	05
MEDIA & Promotion					S	
01.1000Migliaexperience.cn & fccchina.cn	Pre-event Warm-up Website banner Logo exposure Featured images and text		:	•	•	•
02.Tik Tok	short film	•	•	-	_	_
03.Little red book						
04.Dongchedi						
05.Bilibili						
06.WeChat						
07.Weibo						
07.Douyin						
08.Rights to use the name "1000 Miglia Experience China 2024" for promotion			•	•	•	•
09.Exclusive photo shoots at the event venue		•	•	•	•	
10.Rights to use event venue photos		•	•	•	•	
11.Exposure in event videos			•	•	•	_
12.Logo exposure in event videos		•	•	•	•	•
13.Exclusive interview		•	•	•	_	_
14.Benefits of media cooperation and coverage auto motor und sport CN ams Weibo ams WeChat	- article / ad - Picturesand short messages - Pictures/s-video and short	4 Pieces 3 Pieces	2 Pieces 2 Pieces	2 Pieces 2 Pieces	1 Pieces 1 Pieces	•
15.Guangzhou CITIC Plaza Landmark BIG LED Screen	The LED screens are on four sides of the building, with three sides being 253.5 meters building, with three sides with one sides 140 meters high arrackers whether we see sides 140 area of 42,015 square meters (equivalent to six football fields).	During event total 30 min	During event total 20 min	During event total 10 min	1 -	_





Thank you

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