



1000  
MIGLIA > X P E R I E N C E  
CHN

1000 Miglia s.r.l and FCCC – 2025



[www.fccchina.cn](http://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.



## The proposed route

**26 Nov.**

Guangzhou -- Qingyuan

**27 Nov.**

Qingyuan -- Kaiping

**28 Nov.**

Kaiping -- Zhongshan -- Shenzhen

**29 Nov.**

Shenzhen -- Huizhou -- Conghua

**30 Nov.**

Conghua -- Guangzhou

**5** Racing Days **10** Cities **1200+** km

## ACTIVITIES ARRANGEMENT

**Elegance Show** 21–24 Nov. 2025 Vehicle inspection and exhibition,  
Guangzhou cultural events

**Registration** 25 Nov. 2025 Training and Welcome dinner

**Racing days** 26 Nov. 2025 Guangzhou -- Qingyuan  
approximately 27 Nov. 2025 Qingyuan -- Kaiping  
260 km per day  
28 Nov. 2025 Kaiping -- Zhongshan -- Shenzhen  
29 Nov. 2025 Shenzhen -- Huizhou -- Conghua  
30 Nov. 2025 Conghua -- Guangzhou

**End of match** 30 Nov. 2025 Awards Dinner and open-end party  
( Guangzhou )



## 6 categories of cars

Group . 1



1000 Miglia eligible 1927-1957

Group . 2



Traditional classic cars before 1977  
(excluding category 1)

Group . 3



Classic cars 1978-1994

Group . 4



Youngtimer 1994-2004  
(registered in China)

Group . 5



Tribute team  
(Tribute Teams like Ferrari)

Group . 6



New energy vehicles

## Elegance Show 2024





## Elegance Show 2024



## Registration 2024





## Registration 2024



## Racing days 2024

## Experience the beautiful local scenery



## Racing days 2024





## 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 1<sup>st</sup> 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

哇哇哇👏👏👏今日首发 #igc 天汇广场, “1000 Miglia Experience CHINA 2024” 静态展, 为期4天 (11.9—11.12), 数十辆类轮美奂、颇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 #古董车展 #古董车爱好者 #2024经典车嘉年华



1000 Miglia Experience China 行千里经典车嘉年华 静态展示 11.9-11.12 广州天汇广场 拉力赛 11.14-11.17 粤港澳大湾区



### 1000 MIGLIA | 意大利最美经典车赛事

1000 MIGLIA 行千里经典车嘉年华👏好玩! 跟着老公一家出席了个经典车赛事, 简直刷新对经典车的认知!



11月9日起, 享誉欧洲的“1000 Miglia 行千里经典车嘉年华”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车手及超过50台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, 揽胜品牌带来了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余万名老爷车迷驻足的目光。  
#胜为典范 #揽胜太有范儿了 #行千里经典车嘉年华 #揽胜



车友迷👏经典车、老爷车, 中国意大利友好协会 1000 Miglia Experience China 行千里经典车嘉年华

🇮🇹起源于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



Guangdong Radio and Television (GRT)



Guangzhou TV "Guangshi News"



Jiangmen TV "News Together"



Kaiping Radio and Television Station



Guangzhou Daily News

## Media partner in CHINA ( Newspapers )



Zhujiang Business News



Guangdong Morning Post



Dayue Daily



Jiangmen Daily



Ming Pao Daily News (HK)



New Express



## Media partner in ITALY

Rassegna stampa – 1000 Miglia Experience China 2024

**THE MOST BEAUTIFUL RACE IN THE WORLD**

1000 MIGLIA

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## Media partner in ITALY



Sbirciala notizia



dmghoda



bresciatoday



tgabruzzo24



Motori



giornale di brescia

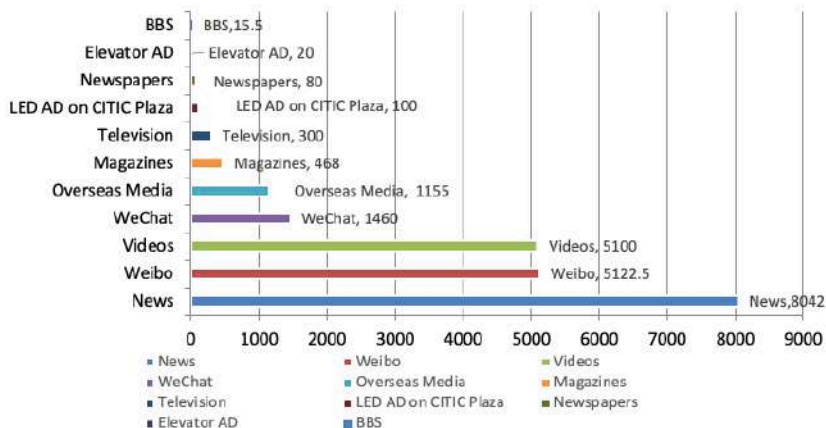
## Program Monitoring Report

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 classes				
01	02	03	04	05
Premium Strategic Partner 2 Sponsors	Official Partner 5 Sponsors	Classic Partner 10 Sponsors	Rally Partner	Event Designated Supplies/Services
Sponsor amount				
10 Mio (RMB)	5 Mio (RMB)	2 Mio (RMB)	500,000 (RMB)	50,000 (RMB)

Item		01	02	03	04	05
<b>IP licensing usage</b>						
1.Exclusive Industry Sponsorship		●	—	—	—	—
2.*1000 Miglia Experience CHN* Chinese and English Logo Authorized Use		●	●	●	●	●
3.Award the brand "China Automotive Culture Contribution Award" and the brand leader the honorary title of "China Classic Car Culture Ambassador"		●	●	●		
<b>VIP &amp; Staff</b>						
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
<b>Brand naming rights</b>						
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)	●	—	—	—	—
05.Priority Selection for Starting Positions of Racing Vehicles	Targeting automotive companies	●	—	—	—	—
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	●	●	●	—	—
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
<b>On-site Advertising</b>					
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	●	●	●	●	●
06.Dedication in the event collector's handbook	●	—	—	—	—
07.Advertisement page in the event collector's handbook	●	●	—	—	—
08.Corporate history introduction in the event collector's handbook	●	●	—	—	—
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	●	●	—	—	—
16.Logo on umbrellas	●	●	—	—	—
17.Bracelet/Wristband	●	●	●	●	●
18.Logo on competitor information packs	●	●	●	—	—
19.Logo on competitor, guest, media, and staff badges	●	●	●	●	—
20.Racer souvenir	●	●	●	●	●

Item	01	02	03	04	05
<b>EVENT</b>					
01.Exhibition area size at the static display square	40%	25%	20%	10%	5%
02.Brand exposure and speaking rights at press conferences	●	●	●	●	—
03.Welcome Dinner <ul style="list-style-type: none"> <li>· Incorporation of on-site flag logos</li> <li>· Incorporation of welcome KV logos</li> <li>· Leader's speech</li> <li>· awarding</li> <li>· Premium display cabinet space at the venue</li> <li>· creen playback of corporate promotional videos</li> </ul>	● ● ● ● ● ●	● ● ● ● ● ●	● ● — ● ● —	● ● — ● — —	● ● — — — —
04.Classic Dinner	Same as the Welcome Dinner				
05.Award Dinner	Same as the Welcome Dinner				

Item		01	02	03	04	05
<b>MEDIA &amp; Promotion</b>						
01.1000Migliaexperience.cn & fccchina.cn	<ul style="list-style-type: none"> <li>Pre-event Warm-up</li> <li>Website banner</li> <li>Logo exposure</li> <li>Featured images and text</li> </ul>	● ● ● ●	● ● ● ●	● — ●	● — ●	— — ●
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		● ●	● ●	● ●	● —	● —
<ul style="list-style-type: none"> <li>auto motor und sport CN</li> <li>ams Weibo</li> <li>ams WeChat</li> </ul>	<ul style="list-style-type: none"> <li>article / ad</li> <li>Picturesand short messages</li> <li>Pictures/s-video and short</li> </ul>	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 high and 46.7 meters wide, and one side 140 meters high and 46.7 meters wide, totaling an 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	—	—

Thank you



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