

CARSUP

Live the Drive

CARSUP SIGNATURE

MOTOR VALLEY

Emilia & Versilia 10-13 October 2026



A R O A D T R I P F O R I T A L Y L O V E R S

The journey begins in Italy's legendary Motor Valley, home to icons such as Ferrari, Pagani, Lamborghini and Dallara, where engineering excellence meets world-renowned gastronomy in a land of "slow food and fast cars."

The experience will open with a unique moment, as Carsup crews will attend as VIP spectators the final arrival of the Modena Cento Ore, one of the most prestigious speed and regularity races worldwide, experiencing the excitement of the finish line and the iconic passage through the city of Modena.

The journey then continues toward the elegant coast of Versilia, between Forte dei Marmi and Viareggio, where scenic seaside roads and refined atmosphere offer the perfect contrast to the thrill of the road.

The adventure closes as it began, in the heart of the Motor Valley. A final, reserved access behind the gates of the most iconic Maison in automotive history.

A journey that blends performance, beauty and lifestyle.



DAILY PROGRAMME

CARSUP – MOTOR VALLEY

DAY 1 – SATURDAY 10 OCTOBER – WELCOME TO EMILIA

From 10:00 to 12.00

Accreditation at Casa Maria Luigia, your home away from home and drivers' briefing.

12.00

Welcome to the Acetaia at Casa Maria Luigia, where Massimo and Lara preserve Modena's "black gold": traditional balsamic vinegar.

Lunch at Casa Maria Luigia.

15:30

Car parade through Modena's city center to welcome the final stage of the prestigious Modena Cento Ore.

16:30

Guided exploration of Modena's historic center, a UNESCO World Heritage site, including the Duomo, Piazza Grande, Piazza Roma and an exclusive visit to the Torre Ghirlandina.

17:30

Aperitif in Piazza Roma as VIP guests, enjoying the Modena Cento Ore award ceremony.

18:30

A rare and exclusive moment : meet Enzo Mattioli Ferrari in person, great-grandson of the legendary Enzo Ferrari and grandson of Piero Ferrari. A unique opportunity to exchange with the living heir of one of the most iconic legacies in automotive history. Learn more about : [The Ferrari family legacy - Enzo Mattioli Ferrari](#)

20:00

Exclusive Gala Dinner inside Palazzo Ducale, a venue usually not accessible to the public. Overnight stay at Casa Maria Luigia.



DAILY PROGRAMME

DAY 2 – SUNDAY 11 OCTOBER – PAGANI AND THE APPENINES

8.30

Emilian Breakfast at Casa Maria Luigia

10.00

Discover Horacio Pagani's great adventure where every details speak and every gesture tells a story.

13.00

A visit to the beautiful town of Castelvetro and its well-known Checkerboard square and lunch at the beautiful Opera 02 Resort.

15.00

Departure for a thrilling driving adventure through Abetone Pass up to the impressive Lunigiana and the thrilling curves of the Apuan Alps, renowned for their striking white marble.

18.00

Check-in at Hotel Principe di Piemonte

19:00

A cocktail on the Rooftop of the hotel and dinner at La Terrazza Bistrot

Overnight stay at Hotel Principe di Piemonte



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DAILY PROGRAMME

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DAY 3 - MONDAY 12 OCTOBER - LUCCA AND THE GARFAGNANA

8.30

Breakfast at the Hotel

10.00

Departure from Forte dei Marmi for a scenic drive through the beautiful landscapes of northern Tuscany, heading towards Castelnuovo di Garfagnana, the legendary Ponte del Diavolo, and Collodi, the charming village where the timeless story of Pinocchio was born.

13.00

Lunch in the heart of Pistoia, discovering the flavors and atmosphere of one of Tuscany's most elegant and authentic historic towns.

15.00

Stop in the beautiful city of Lucca for a stroll along its iconic Renaissance walls and a relaxing coffee break in the charming historic center.

17:30

Return to the hotel and time to relax.

19.30

Sunset aperitivo by the sea followed by dinner at one of Versilia's renowned seafood restaurants, enjoying local specialties and the authentic flavors of the Tuscan coast.

Overnight stay at Hotel Principe di Piemonte



DAILY PROGRAMME

DAY 4 – TUESDAY 13 – BACK TO THE MOTOR VALLEY

9.00

Breakfast at the hotel

10.00

Departure towards the Motor Valley for a final emotional journey through the land of Italian automotive excellence.

12.30

Lunch at Ristorante Montana, an iconic meeting point where motorsport history and authentic Italian cuisine blend together in a warm and welcoming atmosphere, just steps away from Ferrari's world.

15.00

Ferrari Factory Tour – Maranello

No other place on earth carries the same weight as Maranello. Since 1947, every Ferrari has been born here, engines cast from aluminium, assembled by hand, tested on the legendary Fiorano circuit right next door.

The Factory Tour takes Carsup crews through the mechanical workshops, the engine assembly lines, and the GES racing division where Scuderia Ferrari's F1 cars are built. A rare, reserved-for-clients access to the most iconic Maison in the automotive world.



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ACCOMMODATION

Emilia & Versilia 10-13 October 2026



CASA MARIA LUGIA

Check-in 10 and check out 11 October



Welcome to Casa Maria Luigia, the home away from home created by Massimo Bottura and his wife Lara Gilmore. Guests are invited to explore the manicured grounds, swim in the pool, admire the 200-year-old oak trees, and experience the changing seasons from the vegetable garden.

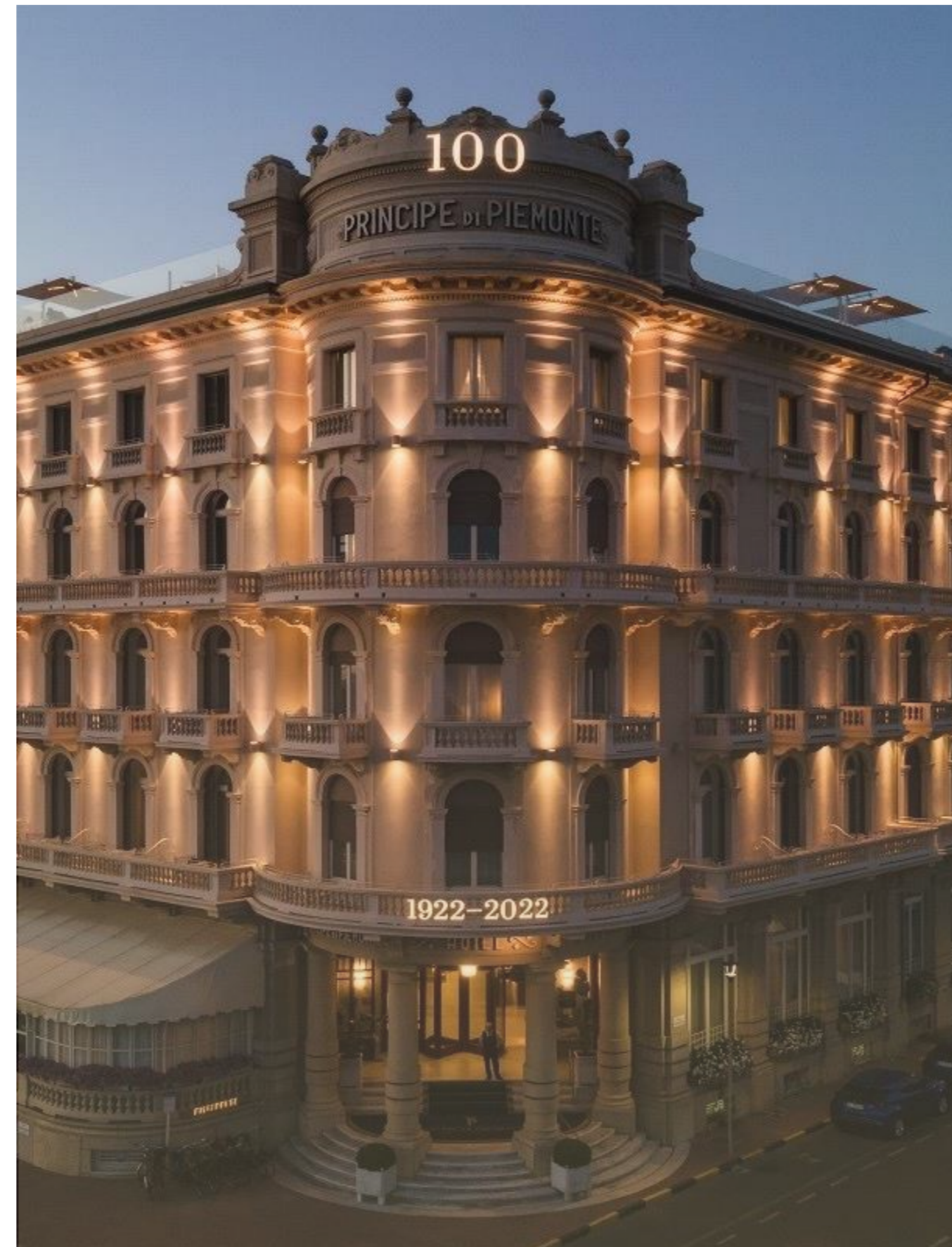
Casa Maria Luigia stands as his home away from home in the Emilian countryside, now graciously opened to visitors.

Casa Maria Luigia offers 25 unique rooms in three categories. Each room has been decorated with contemporary art, vintage and design furniture, Dedar fabrics and Ortigia bath amenities. The minibar stocked with Italian soft drinks and mineral water; espresso machine and a tea selection are complimentary.

A traditional Emilian breakfast is included in the rate along with complimentary salads and snacks, seasonal fruit and a selection of beverages, as well as in the pool house during the summer season.

PRINCIPE DI PIEMONTE

Check-in 11 and check out 13 October



Grand Hotel Principe di Piemonte is an iconic 5-star luxury hotel located on the elegant seafront promenade of Viareggio, in the heart of the Tuscan Riviera.

Overlooking the Tyrrhenian Sea, the hotel combines timeless elegance, refined Italian style, and a rich heritage of hospitality dating back to the 1920s. Its sophisticated rooms and suites offer a perfect balance between classic charm and contemporary comfort.

The property is renowned for its panoramic rooftop terrace featuring an exclusive swimming pool with breathtaking views over the Versilia coastline. Guests can enjoy an exceptional culinary experience through gourmet dining inspired by Tuscan traditions and fresh local ingredients.

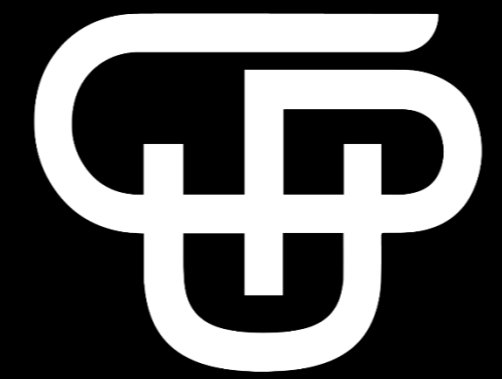
Its prime location allows easy access to Forte dei Marmi, Lucca, Pisa, and the scenic roads of the Apuan Alps, making it an ideal destination for both relaxation and exploration.

Discreet service, attention to detail, and an atmosphere of understated luxury have made the Grand Hotel Principe di Piemonte one of the most prestigious and beloved hotels on the Tuscan coast.

DRIVING EXPERIENCE

Guests will have the opportunity to bring their own supercars or to rent one onsite.
Renting costs are not included in the event budget.





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