



Media release

Santa Margherita and its race crews are set to make their mark in a new sporting adventure — the 2015 Mille Miglia

The 2015 edition of the Mille Miglia is ready to go with all its passion, beauty and heart-stopping excitement. The Brescia-Rome-Brescia race in four days of full-throated competition made motor sport history and thousands of fans continue to line the route of modern editions. It's a unique opportunity for a Group with an incorrigible urge to keep setting itself new goals. And achieving them.

Santa Margherita, the Mille Miglia's main wine sponsor, is taking part in the 2015 edition with three crews on the 80th anniversary of the Group's foundation. The move consolidates a link that since the Fifties has bonded the Marzotto family to a race combining exclusive luxury with genuinely popular passion.

Stefano Marzotto, who will be driving one of the competing cars, says: *"To commemorate the successes of my uncle, Giannino, and dad Vittorio in 1950-1954, we are honouring the family tradition that regards competition as a fundamental school of business by sponsoring the 2015 and 2016 editions of the most beautiful race in the world. We are doing so with enthusiasm because we are convinced that Italian beauty, heritage and competence - whether in engineering, wine or taste - deserve to be supported, defended and promoted with serious collective commitment"*.

Supporting Santa Margherita, and joining Stefano Marzotto at the wheel of a 1953 Aurelia B20, is attractive young actress Martina Stella, currently shooting a film and a TV serial for Canale5.

"I met the Marzotto brothers during shooting of the film 'Rosso Mille Miglia', which featured the race. They won me over with their anecdotes, life stories and family links with the Mille Miglia, inspiring me to dream about this new challenge. On the road and not the set this time, in a car that wrote motoring history and in dialogue with a family that has written the history of wine".

The Santa Margherita Scuderia has two more crews. Group CEO Ettore Nicoletto in his 1928 Lancia Lambda is flanked by one of Italy's most prestigious wine journalists and the third car has an all-women team of professional driver Giulia de Toni and a lifestyle journalist.

Tradition and passion bond Santa Margherita to the most beautiful race in the world in what is more than a date on the sporting calendar. The Mille Miglia is a celebration of Italian passion in all its forms.



Raising a glass to this adventure, to the road we have covered and to the road that awaits us, Santa Margherita presents a Special Edition Mille Miglia of its Prosecco Superiore Conegliano Valdobbiadene 52 in magnums. A racing red presentation box evokes the excitement of this historic event.

The Marzottos and the Mille Miglia

Back in the Fifties, the four Marzotto brothers - Vittorio, Umberto, Giannino and Paolo - shared a passion for motor sports and became known as the “Racing Counts”. These four non-professional drivers made their mark on European motor racing history, competing against - and often beating - the greater drivers of the day, including Alberto Ascari, Juan Manuel Fangio and Stirling Moss.

Giannino Marzotto won the 1950 and 1953 editions of the Mille Miglia (the only double winner in what was one of motor sport’s most punishing competitions) in his Ferrari Uovo and also holds the record as the Mille Miglia’s youngest winner at age 22.

Giannino’s brother Vittorio was another important figure in the Mille Miglia. After retiring in 1951 and 1952, he pulled off a motoring masterpiece in 1954, winning his class in his Ferrari Sport 500 Mondial and finishing second overall behind the 1952 and 1953 Formula One champion, Alberto Ascari.

In addition to their Mille Miglia successes, the Marzotto brothers won a Monaco Grand Prix, took part in the 24 Hours of Le Mans and played a leading role in the Giro di Sicilia and Coppa delle Dolomiti.

Yet racing was not an end in itself. Each event was an important stage on the management training path of four entrepreneurs who were destined to lead the family businesses in future years.

The Mille Miglia today

After 24 competitions, the Mille Miglia was suspended in 1957 for safety reasons. Two decades later in 1977, it found a new lease of life as a regularity race for classic cars. Its fascination survives untarnished. Every year, almost 3,000 applicants vie for just over 400 places in the race. Aspiring drivers and cars come from all over the world: the USA, Japan, Germany, the UK and more recently China as well.

Some 76% of competitors are non-Italians from a total of 35 countries. Sixty-four automobile companies compete every year (the new Mille Miglia is open only to cars that took part in one of the original races).

May 2015

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