



LUXURY CAR HIRE EUROPE



Monte Carlo to Motor Valley Experience

Monte Carlo | Forte dei Marmi | Bologna | Motor Valley

A luxury driving journey from Monte Carlo to Motor Valley
through the Ligurian Riviera and Tuscany
with Ferrari & Lamborghini Supercars

Luxury Car Hire Europe
Excellence isn't owned, it's driven.



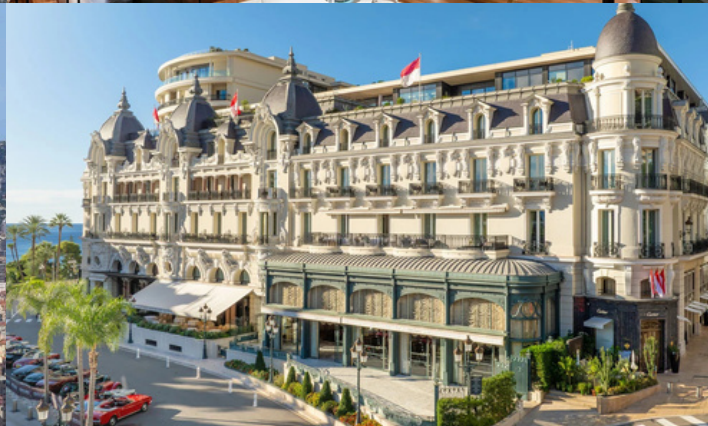
Three Days of Italian Performance

There are journeys you remember.
And there are journeys you feel.

This exclusive three-day experience has been designed to connect the elegance of Monte Carlo, the lifestyle of Forte dei Marmi and the performance heritage of Motor Valley into one seamless driving journey.

From coastal roads and beach club lunches to Michelin-starred dining and private factory visits, each stage has been selected to create rhythm, contrast and intensity.

It is not simply a road trip.
It is a curated driving experience.





The Experience

Your experience begins in Monte Carlo, where the journey opens with departure along the Riviera before moving through Tuscany and into the heart of Italian performance. A three-day journey shaped by driving, lifestyle and automotive heritage.

Monte Carlo & Riviera
Coastal Departure

The journey begins in Monte Carlo, following the Ligurian coastline with a first immersion into the rhythm of the drive.

Forte dei Marmi & Tuscany
Lifestyle & Scenic Driving

The route transitions into Tuscany, combining refined lifestyle destinations with scenic inland roads.

Motor Valley
Performance & Heritage

The experience culminates in Motor Valley, where Lamborghini, Ferrari and Pagani define the essence of Italian automotive excellence.

A three-day journey shaped by performance, gastronomy and the elegance of Italy's most iconic destinations.



Day 1

Monte Carlo to Bologna

The experience begins in Monte Carlo, where the journey opens with departure along the Ligurian Riviera, combining coastal scenery with a smooth and progressive driving rhythm.

The route continues toward Tuscany, where the landscape gradually shifts from the coastline to more structured inland roads.

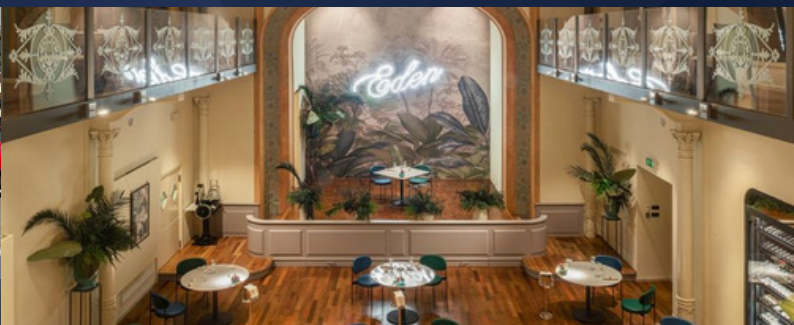
Lunch is reserved at Twiga Beach Club, Forte dei Marmi, one of Italy's most iconic beach destinations, offering a refined pause within the journey.

In the afternoon, the drive moves through Lucca before entering the Apennines, where the road becomes more engaging and dynamic.

The climb toward Passo della Futa introduces a sequence of flowing curves, creating a natural transition into the final stage of the day.

Arrival in Bologna is scheduled in the late afternoon, followed by check-in at Hotel I Portici Bologna.

The evening concludes with dinner at Ristorante I Portici, with overnight stay in Bologna.





Day 2

Motor Valley Experience

The second day is dedicated to Motor Valley, the center of Italian automotive excellence.

After departure from the hotel, the experience begins with a visit to the Lamborghini Museum & Factory, offering direct insight into the brand's production and engineering.

The journey continues toward Maranello, where lunch is reserved at Ristorante Montana, a historic location closely connected to Ferrari's heritage.

In the afternoon, guests visit the Ferrari Museum, exploring the evolution of performance and design.

The route then moves through the Modena hills, combining scenic driving with a more relaxed rhythm, before reaching the Pagani Atelier.

The day concludes with a final driving section through the Apennines and return to Bologna.

Second overnight stay at Hotel I Portici Bologna.





Day 3

Departure

The final morning begins with check-out from the hotel in Bologna.

A private transfer is arranged to Bologna Airport or Bologna Railway Station, ensuring a smooth and comfortable departure.

For guests who wish to conclude the journey in the most exclusive way, an optional private helicopter transfer to Monte Carlo can also be arranged.

By this point, the experience has connected Monte Carlo, the Riviera, Tuscany and Motor Valley into one complete journey of driving, lifestyle and performance.

A refined finale, designed to feel seamless from the first departure to the final transfer.





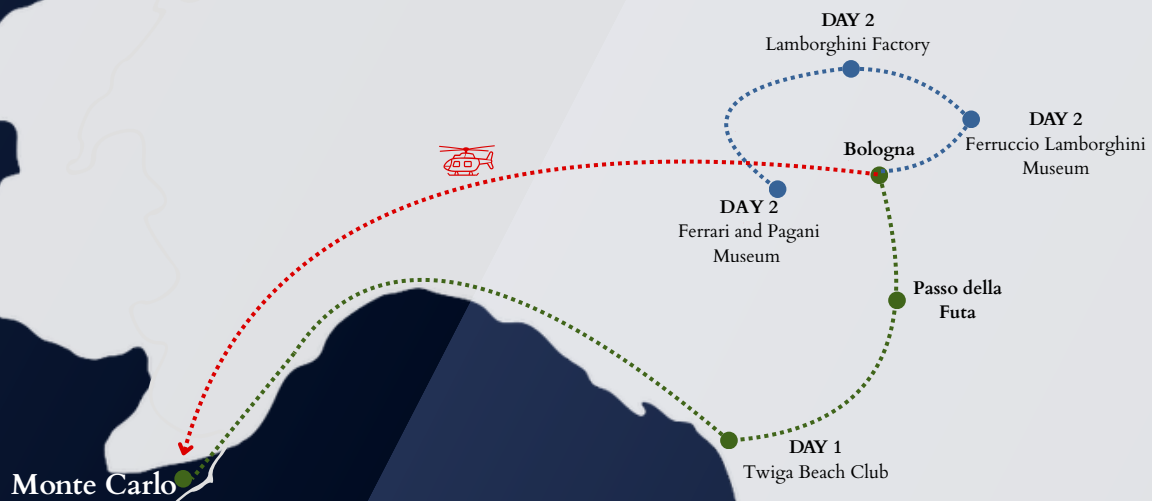
Monte Carlo to Motor Valley Experience

Approx. 800 km included
€17.000 per couple

This three-day experience combines the elegance of Monte Carlo, the lifestyle of Forte dei Marmi and the performance heritage of Motor Valley. From coastal driving and exclusive beach club lunches to private factory visits and curated driving roads, the journey has been designed for guests who seek intensity, quality and emotion in every stage. It is not built around distance alone, but around rhythm, contrast and experience.



Itinerary Overview



DISTANCE

800 km

DURATION

3 Days / 2 Nights

DAY 1

DAY 2

DAY 3

Monte Carlo to Bologna

Motor Valley Experience

Departure / Helicopter Option



Ferrari 12Cilindri

Next-generation naturally aspirated V12 grand tourer (Ferrari's flagship model)

 830 HP  800 km (extra: € 7,00/Km)



- 0-100 km/h in 2,9 seconds
- Top Speed 340 km
- Security deposit € 15.000

€18.000 per crew



Lamborghini Revuelto

Next-generation V12 hybrid supercar (Lamborghini flagship model)

 >1,000 HP  800 km (extra: € 7,00/Km)

- 0-100 km/h in 2,5 seconds
- Top Speed 350 km
- Security deposit € 15.000

€18.000 per crew



Lamborghini Temerario

New twin-turbo V8 hybrid supercar: extreme design and high-level performance

 920 HP  800 km (extra: € 6,50/Km)

- 0-100 km/h in 2,7 seconds
- Top Speed 343 km
- Security deposit € 15.000

€17.000 per crew



Ferrari 296 GTS

Hybrid berlinetta delivering exceptional driving precision.

 830 HP  800 km (extra: € 6,50/Km)

- 0-100 km/h in 2,9 seconds
- Top Speed 330 km
- Security deposit € 15.000

€17.000 per crew



Lamborghini Huracán Spyder EVO

Naturally aspirated V10 convertible: open-air thrills and an unmistakable sound

 640 HP  800 km (extra: € 6,50/Km)

- 0-100 km/h in 3,1 seconds
- Top Speed 325 km
- Security deposit € 15.000

€17.000 per crew



Ferrari Roma Spider

Elegant open-top grand tourer with timeless design.

 620 HP  800 km (extra: € 6,50/Km)

- 0-100 km/h in 3,4 seconds
- Top Speed 320 km
- Security deposit € 15.000

€17.000 per crew

Included: fuel, lead car and dedicated assistance.



Package Includes

- Three-day curated driving experience across the Riviera, Tuscany and Motor Valley
- Two nights in a selected five-star hotel in Bologna
- with premium accommodation and central location
- Supercar experience for the full duration of the tour
- with access to the selected Ferrari or Lamborghini models
- Lunch at Twiga Beach Club, Forte dei Marmi,
- one of the most exclusive seaside destinations in Italy
- Dinner at Ristorante I Portici,
- offering a refined dining experience in Bologna
- Lunch at Ristorante Montana, Maranello,
- a historic location closely connected to Ferrari heritage
- Private access to Lamborghini Museum & Factory,
- including guided visit inside the production environment
- Entry to Ferrari Museum,
- exploring the evolution of performance and design
- Visit to Pagani Atelier,
- where craftsmanship and exclusivity are expressed at the highest level
- Curated driving routes through the Ligurian Riviera, Tuscany and the Apennines,
- designed to balance scenic landscapes and driving engagement
- Fuel included for the entire experience
- Lead car and professional support team throughout the journey
- Full concierge assistance before and during the tour

Each stage of the experience has been designed to ensure rhythm, comfort, driving precision and a seamless level of organization.

The participation fee is set at €17.000 per couple, including the rental of the selected supercar for the full experience.

Guests selecting the Ferrari 12Cilindri or the Lamborghini Revuelto will have a participation fee of 18.000 per couple, including the rental of the selected supercar for the full experience.

This is a limited and exclusive experience. To secure your reservation, please contact us directly.

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OPTIONAL UPGRADE

Private Helicopter Transfer

For guests who wish to complete the journey in the most exclusive way, a private helicopter transfer can be arranged from Bologna back to Monte Carlo.

The flight offers a completely different perspective on the experience, crossing the Apennines before reaching the Ligurian coastline and the French Riviera.

It is a transition that transforms the return into a final highlight of the journey, combining efficiency, comfort and exceptional views.

Bologna → Monte Carlo

Scenic flight over:
Apennines · Ligurian Coastline · French Riviera
Supplement: €5.000 per couple

Optional Services

- Photo & video production – € 1.000
- English private guide – € 250
- Luxury Private Transfer (Hotel / Airport) – € 400
- Additional Mileage – € 6,5-7/ km
- Drone Cinematic Coverage – € 1500
- Personalized Driving Route Customization – € 600

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LUXURY CAR HIRE EUROPE

with the exclusive collaboration of

MAD GROUP
CAR DIVISION

Exclusive tour, limited availability
Book now

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