

PRESS RELEASE

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INTERNATIONAL CLASSIC

presents

your new web portal for classic cars
at Modena Motor Gallery - PAD. A
22nd and 23 September 2018

INTERNATIONAL CLASSIC's purpose is to be the new point of reference for classic cars, and we're proud to introduce our web portal for the industry's enthusiasts and professionals.

*"International Classic wants to create a **new experience** - Daniela Borrini, director of the project, explains - passion for classic cars is at the heart of it, and around it, there is a square as big as the web to exhibit services and accessories, for the major opportunity to create contacts, relations and new opportunities amongst enthusiasts, artisans and collectors. A virtual place, where you may find large spaces dedicated to tales, elaboration and testimonials by those who were there. We chose **Modena** as a starting point because it's the artisan's place of excellence, for the creation and restoration of cars. 'With one foot in the past and our gaze straight and wide-open towards the future' towards international destinations and numerous projects".*

Class cars' enthusiasts will be able to consult the **Tales** section, full of testimonials with extraordinary adventures and artisans who are unique worldwide. Photos and **videos** to keep trace of those who gave a contribution to the birth of cars which are, to this day, a quintessence of beauty.

"International Classic is 'the' website celebrating the work and experience of those who gave and are giving great contribution towards taking care of creations which are patrimony of emotions - continues Daniela Borrini-

There is a broad section dedicated to **Restorers** who may make themselves known and communicate the results of their work, creating a **personalised window**.

The new Dot Com, where **Enthusiasts** may find precisely the artisan that they're actually looking for.

International Classic **will present** the new website to the public, in occasion of the **Modena Motor Gallery**, Pavilion A, on 22nd and 23rd of September. .

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