

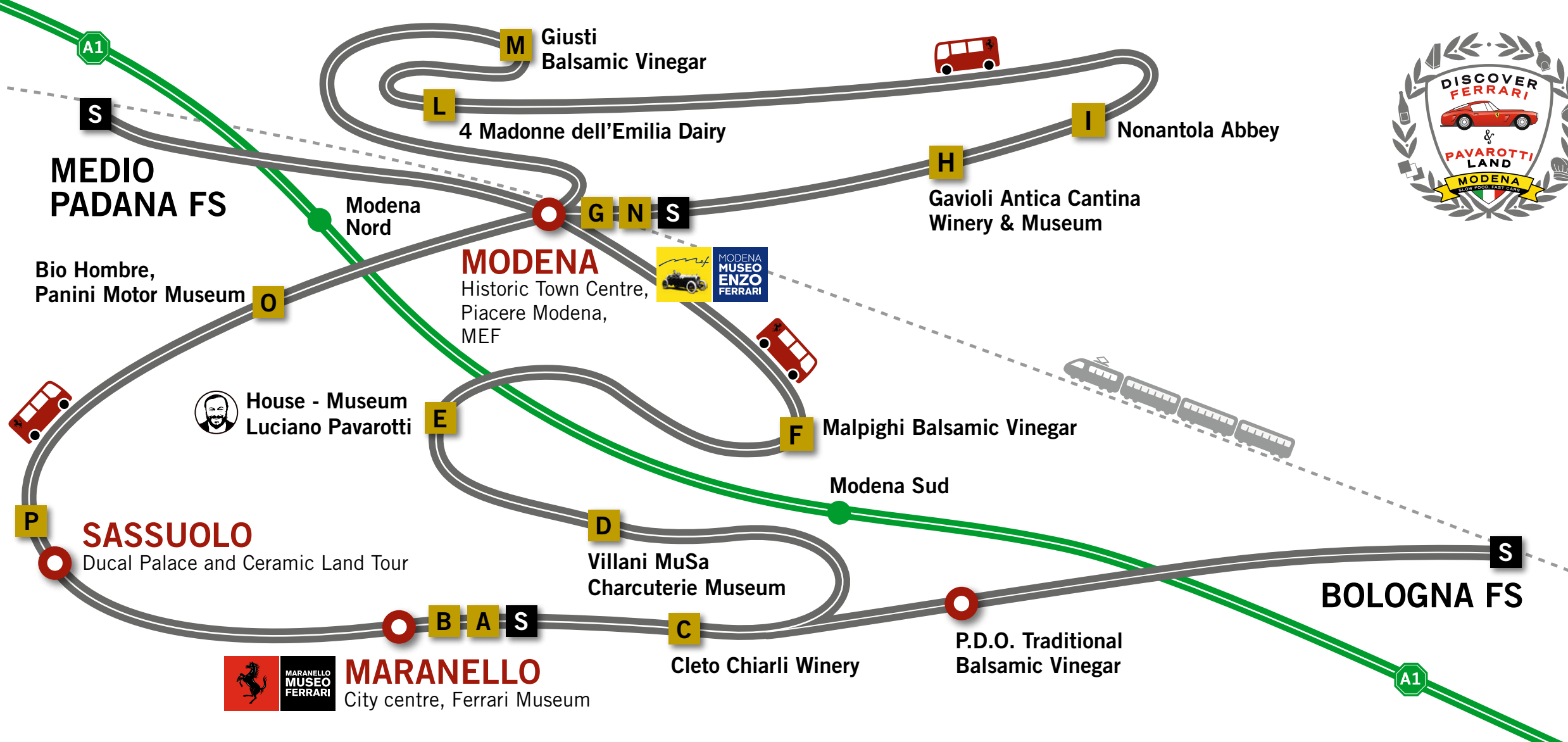


1st May > 31th October 2015

EVERY SINGLE DAY A RICH AND CAREFULLY ORGANISED PROGRAMME FOR DISCOVERING THE THOUSAND WONDERS OF MODENA TERRITORY SHARING OUR SHUTTLE BUSES OR USING YOUR OWN CAR



SHUTTLES
SERVICE
CONNECTION



GETTING HERE

By Train: Modena Railway Station

By High Speed Trains - AV - Italo:
From North (Milano): ReggioEmilia - Mediopadana Station
From South (Bologna): Bologna Central Station

By Car:
From North: A1 Exit Modena NORD
From South: A1 Exit Modena SUD

By Plane:
Nearest Airports: Bologna - Verona - Parma - Linate Milano - Malpensa Milano - Firenze - Pisa

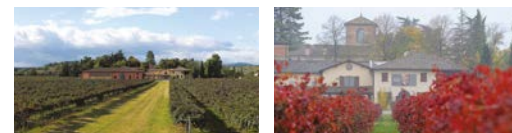
A MUSEO FERRARI MARANELLO

The history of Ferrari is told in a number of exhibitions, featuring Formula One, famous cars and prototypes. You can also drive a F1 simulator or test your pit-stop skills. This year, the Museum where you can live the dream brings you a brand-new exhibition: Ferrari, genius and secrets. www.museomaranello.ferrari.com

B MARANELLO

The emotion never ends with the exclusive “Museum outside the Museum” at the Enzo Ferrari Auditorium in Maranello. Make a “pit stop” and discover typical local food, art and architecture, nature and history tours.

www.maranello.it

C CHIARLI Winery

Founded in 1860, Cleto Chiarli is the oldest wine producer in Emilia Romagna and has handed down local wine-making traditions through five generations of the same family. It is internationally renowned as one of the top producer of high-quality Lambrusco. Guided tours of the vineyards and vinegar Winery.

www.chiarli.it

L 4 MADONNE DELL'EMILIA Parmigiano Reggiano

The 4 Madonne Dairy produces 70,000 wheels of P.D.O. “Parmigiano Reggiano” cheese per year, including organic and “red cows” variants, using same high-grade ingredients since 1967: “Love, Passion and Great Milk”!

www.caseificio4madonne.it

M GIUSTI Balsamic Vinegar

Giuseppe Giusti, the oldest and most recognised producer of Modena Balsamic Vinegar, has been established as a family business since 1605. The guided tour and vinegar-tasting allows visitors to discover aromas and secrets of a noble tradition that has been handed down through generations. www.giusti.it/eng

D VILLANI - MuSa Charcuterie Museum

Since 1886, Villani Salumi produces and sells charcuterie products of exceptional quality created with artisan skill, experience and passion by a family business. The Museum housed in an area of the company's Castelnuovo Rangone factory is definitely worth a visit. www.museodellasalumeria.it/en

E House - Museum Luciano Pavarotti

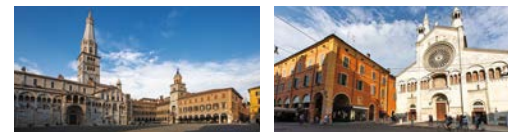
The Red House, Luciano Pavarotti's former home, kept intact with cherished love by his wife Nicoletta, is now a multimedia Museum dedicated to the great tenor's memory. Visitors can find his costumes, mementos, and notes to his most memorable performances.

www.lucianopavarottifoundation.com

F MALPIGHI Balsamic Vinegar

An educational tour to discover the secrets and production techniques of P.D.O. Traditional Balsamic Vinegar. Visit the old vinegar cellars and experience vinegar-tasting in the Malpighi Collection showroom.

www.acetaiamalpighi.it/en

N MODENA

A treasure trove of Italian art and a UNESCO World Heritage site, Modena houses precious gems like the Romanesque Cathedral, the Ducal Palace and the Estense Gallery and Library. It is also famous for its automobile tradition, with Maserati, Stanguellini and the Enzo Ferrari Museum and the Autodrome.

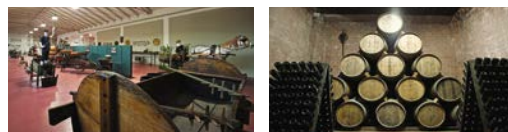
O BIO HOMBRE, Panini Motor Museum Parmigiano

A farm dedicated to the production of Organic P.D.O. “Parmigiano Reggiano” cheese that also hosts one of the most complete collections of historical Maserati cars, assembled by Umberto Panini. Take a stroll to discover centuries of gastronomic art and great mechanics.

www.paninimotormuseum.com

G MEF. Museo Enzo Ferrari e dei motori, Modena

Rather than a museum, a spectacular “time machine” split into two areas: the workshop where Enzo was born, which now houses the Museo dei Motori and a display of racing cars, and the futuristic pavilion where visitors can view films about Enzo Ferrari's and Luciano Pavarotti's life history, surrounded by Ferrari cars. www.museomodena.ferrari.com

H GAVIOLI Antica Cantina. Winery & Museum

The Giacobazzi family has been producing Lambrusco wine according to the noblest tradition since 1794, with brands as Gavioli, Donelli and Giacobazzi. Their vast wine museum, which boasts a large room dedicated to Gilles Villeneuve's and Senna's F1 cars, is full of surprises. www.gaviolivini.com

I NONANTOLA ABBEY

Founded in 756, the Abbey is one of the most important examples of Romanesque style in Northern Italy. It boasts works of religious art of great artistic value as well as 4,500 parchments that document the Medieval history of the Holy Roman Empire.

www.abbazia-nonantola.net

P THE DUCAL PALACE in SASSUOLO

A famous centre for the production of ceramic tiles, Sassuolo dates back to the Middle Ages and came under the rule of the Este family in the 16th century. Its richness, clean water, mild climate and pleasant landscape convinced the Dukes to transform the ancient fortress into their Summer Residence.

S SHUTTLE BUSES STOPS**Railway stations:**

Modena Railway Station
Bologna Central Railway Station
Mediopadana (Reggio Emilia) Railway Station

Car parks:

Novi Park Modena - Parco Piazza D'Armi Novi Sad

Discover Ferrari & Pavarotti Land help point:

MODENA - Via Paolo Ferrari, 98 - in front of the Museo Enzo Ferrari Modena visitor entrance.
MARANELLO - Via Dino Ferrari, 43 - Touristic Information Point - near the Ferrari Museum visitor entrance.

DISCOVER WORKS IN PARTNERSHIP WITH:**IVECO**

The famous industrial vehicle and bus manufacturer supplies our shuttle buses, which are fully equipped, also for disable people.

**AMNE**

A historical supplier of Ferrari Museums, with its wide fleet of vehicles of all sizes Amne is our trusted transport partner. For Discover, AMNE has hired English-speaking drivers to best service the needs of our guests.

**Vivara Viaggi**

The company that manages all logistical aspects linked to the Passports, including their sale Travel Agents, Tour Operators and other distribution channels, including the Ferrari and Pavarotti Foundation websites.

HOW DOES IT WORK?

When you buy a Discover Ferrari & Pavarotti Land Passport, valid for 48 hours, you can use our shuttles throughout the day which follow a route full of attractive destinations that you are free to decide whether to visit or not.

You can stop off at each place you decide to visit for one hour when the shuttle will pass to take you to your next destination.

You can stop off several times in one day depending on your tastes and interests.

Anyone who wants to stop off in Modena and the surrounding area for a gourmet evening can continue with the programme the day after and, on request, even extend it to a third day.

Don't forget that this is home to one of the most famous chefs in the world, Massimo Bottura with his Osteria Francescana in Modena, as well as dozens of great masters of cuisine who are all worthy of a visit. Anyone who wants to use the services offered by the Discover Passport using their own car or, for groups, a coach rather than the shuttle will be free to do so - all they have to do is observe the hourly intervals so that they can take part in the guided tours.

A Passport for everyone.

The passport, in credit card format with a microchip that guarantees access, at the price of 60 euros, gives the holder the right to use the shuttle service and access all tour facilities. Isn't 60 euros cheap for all this?

Maybe, but the people at Maranello, Modena, Sassuolo, Carpi and Nonantola love to make a good impression!

WHERE DO THE SHUTTLES LEAVE FROM?

Every morning from the high speed line stations at Bologna and Reggio Emilia Mediopadana, Modena station and the big Novi Park car park in Modena. Passport holders can take them at any point along the route, for example, in front of the two Ferrari museums in Maranello and Modena, and will be dropped off at the same point later in the day.

WHICH ARE THE STOPS AND THE PLACES TO VISIT?

Every stop has its own attraction: the city of Modena with its old historic centre, the Estense Gallery, the Romanesque Cathedral with its "Ghirlandina" tower and Nonantola with its Abbey of Matilda of Canossa, Sassuolo with its wonderful Ducal Palace, Carpi with Palazzo Pio as well as the fashion scene and Maranello with Ferrari. All the towns and cities offer a wide variety of attractions for those who take part in Discover Ferrari & Pavarotti Land: restaurants, hotels and farms of all categories, traditional workshops and all sorts of local products. Modena is also home to the Piacere Modena, housed in an 18th century building in the gardens of the Ducal Palace,

with a whole range of gourmet products. There are also the designated shuttle stops at Ferrari and its museums, the Pavarotti Foundation with the Maestro's Villa and the house museum, the museum of great Modena charcuterie, MuSa, and the Bio Hombre farm estate with its amazing collection of racing and road Maserati. Other destinations are the famous balsamic vinegar cellars, the Lambrusco cellars and the Parmigiano Reggiano dairies.

That's not all: in Sassuolo you can see the most famous ceramics in the world and in Carpi, the world of Italian fashion.

A special programme in Sassuolo.

To discover the special world of Sassuolo ceramics, a special shuttle service takes visitors to the Museum of Ceramics at Spezzano and other places that show how technology and art are combined to achieve excellence.

HOW CAN YOU TAKE PART IN DISCOVER FERRARI & PAVAROTTI LAND?

Through all major tour operators or booking the service from a travel agents or, even more simply, buying the passport on line and making your own way to Modena, Bologna or Mediopadana. You can purchase the passport through the websites of participating companies and directly on the shuttle if places are available (please note that we cannot guarantee availability...!).

INFO AND BOOKINGS
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