



Experiences › Italy › 2 days › Bologna, Modena, Maranello

EXPERIENCE

Motor Valley, two days

A few dozen kilometers of plain produce brands the world pays luxury prices for. Two days inside two working assembly lines and a company museum, to understand what these competitors actually share.

Experience with a working factory, and here there are two. It is the two-day experience with the most industrial substance in the whole Italian catalog.

Fact sheet

01

DAYS

2

CITIES

Bologna, Modena, Maranello

RECOMMENDED
SEASON

February to November

GROUP

15 to 20 participants

LANGUAGE OF THE
VISITS

confirmed with each site at the time of booking

PRICE

Quotation on request

Itinerary day by day

02

Day 1 — Inside the factory

In the morning, Borgo Panigale, Bologna. **Ducati Museum and factory tour**: you walk into the line where the motorcycles are assembled today, with the museum as a complement. It is a visit the company sells as a product, which means it is organized, it has a timetable and it does not depend on a favor. In the afternoon, transfer to Modena and the **Pagani factory tour**. A maker that produces a few dozen cars a year, by hand: after a morning on a series line, it is the comparison that teaches the most, because the two plants solve the same problem with two opposite economics.

In the evening, a two-hour working session: how many units each of them has to sell to cover its fixed costs, and what happens to each of them if the market drops twenty per cent.

Day 2 — The brand that is worth more than the product

In the morning, Maranello. **Ferrari Museum**: you observe how a maker built a brand that sells objects that are not cars, and how much weight that part carries in its turnover.

In the afternoon, a two-and-a-half-hour closing session: each team writes the entry plan for an industrial brand into a market where nobody knows it, using the three models seen.

What you visit

03

Place	What it is	Status
Ducati Museum and factory tour , Borgo Panigale (Bologna)	Visit to the working assembly line plus company museum, online booking compulsory	Bookable

Pagani , Modena	Factory tour of a hand-build maker, booking compulsory for the factory part, group rate from 15 people	Bookable
Ferrari Museum , Maranello	Company museum, groups of up to 20 people with online booking by time slot	Bookable

Three sites out of three have a public booking channel. It is the only two-day experience in the catalog where there is not a single visit left to build.

What is included and what is not

04

Included: admissions and guided visits to the three sites, the Ducati and Pagani factory tours, the transfers between Bologna, Modena and Maranello, four and a half hours of working sessions, the materials, one person from the Istituto with the group and the certificate of participation.

Not included: flight, transfers to and from the airport, lodging, meals, personal travel insurance.

The season, and why

05

It is sold **from February to November**.

From 8 January it is technically possible, but we do not recommend it: in those weeks the surroundings are missing, that is to say the events and the openings that make the district something alive and not three tickets. **August is ruled out:** the factories close for the holidays and in this experience the factory is the product. A factory tour in a stopped plant is a visit to an empty shed.

Logistics and capacity

The three sites are less than fifty kilometers from each other and are connected by private coach over two days: it is one of the few experiences in the catalog where the coach really is needed, because there are intermediate stops and timetables to keep.

The maximum is **20 participants**, because Ferrari takes groups of up to twenty people. The minimum is **15**, because the Pagani group rate starts there.

The recommended group is **15 people**: it is exactly the window of this experience, and above 20 the itinerary splits into two slots at all three sites, with one more day of coach and no saving per person.

Cover

07

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

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→ **Request a quotation**

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08

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Monday to Friday 9–18 CET

For groups

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