



www.1000miglia.eu

infoline +39 0100897005
info@1000miglia.eu

A Clarification

The Mille Miglia North America Tribute vs. The California Mille

July 18, 2011

There is no relationship between the Mille Miglia North America Tribute and the California Mille, the latter being an event making unauthorized use of the logo and of the international trademark Mille Miglia.

In short:

- **The Mille Miglia North America Tribute is the only event authorized to use the trademark and the logo** in North America within the sphere of automobile events: the authorization was in fact granted through an agreement signed between MAC Group, Meet Comunicazione and Sanremorally (ATI) – official licensees of the Mille Miglia trademarks and organizers of the famous automobile re-enactment in Italy and of the only official Mille Miglia tributes in the rest of the world – and Stratus Media Group.

The ATI is the winner of the international call for tenders through private tendering relating to the 'Historic Mille Miglia revival' and to the license to use the 'Mille Miglia' brand called by the Automobile Club Brescia (ACB), organizer of the Mille Miglia since 1927 and world proprietor of the trademarks. The ATI on 8 June 2007 entered into a Contract for the Concession of Services Related to the Organisation of the Historic Mille Miglia revival and the Mille Miglia Trademarks Licensing (hereinafter simply "the Concession") for the five-year period 2008 – 2012.

- **Mr. Swig** - organizer of the California Mile – **and the association Amici Americani della Mille Miglia on one hand, and Automobile Club Brescia, on the other hand, have no longer any formal agreement between them since 2008, so that he has currently no rights to use the 'Mille Miglia' brand.** Events like 'California Mille', 'The Art Center Monterey Tour' and 'Martin Swig', as well as other events promoted by Mr. Swig as official 'Mille Miglia' events are not recognized by the Automobile Club Brescia, unique owner of the Mille Miglia logo and brand, who have also already formally requested him and the Association Amici Americani della Mille Miglia to stop any use of the Mille Miglia brand and logo, and of any sign confusingly similar thereto.

- The Mille Miglia North America Tribute is a commercial event with the aim of **enhancing the image and appeal of Brescia's historic rally in the United States**, reinforcing its uniqueness in particular: the event has high standards of quality consistent with the image and fame of the Mille Miglia.

- **The Stratus Media Group** (the only official sublicensee and operator of the Mille Miglia and only American company recognized and authorized to organize an event honouring the Italian Mille Miglia) **has the total support of the Automobile Club Brescia**, which is responsible for the Mille Miglia since 1927, **and relies on the expertise of the ATI.**

It is thus **unacceptable for Mr Swig**, who has already been served a notice with a cease to desist with the use of the brand Mille Miglia, **to act as self-appointed guardian of the history of the Mille Miglia.** The statement above is in defense of the good name of Mille Miglia and in respect of the passion of all those who love historical cars.



MAC Group s.r.l.
Via Semini, 28 C
16163 Genova - Italy
Tel. +39 0100897001
Fax +39 0100897004
P.I. - C.F. 01294450992
www.mac-group.it



Meet Comunicazione s.r.l.
Piazzale Flaminio, 19
00196 Roma - Italy
Tel. +39 063229691
Fax +39 0632296981
P.I. - C.F. 10330250159
www.gruppomeet.it



Sanremorally s.r.l.
Via Matteotti, 12
18038 Sanremo (IM) - Italy
P.I. - C.F. 00904350089
www.sanremorally.it

CONCESSIONARI DI





la corsa
più bella
del mondo

www.1000miglia.eu

Mille Miglia Press Office

Piazzale Flaminio, 19 00196 Rome, Italy

Email: press@1000miglia.eu

Press Office Head: Anna Di Risio

Ph: +39.06.32296971

Mob: +39.340.9703577

E-Mail: a.dirisio@gruppomeet.it

Head of Specialized Press: Giulia Traverso

Ph: +39.010.897004

E-Mail: giulia.traverso@mac-group.it

MAC GROUP

meet
COMUNICAZIONE

SANREMO RALLY

CONCESSIONARI DI

