



23 September 2019

WOMEN TO FEATURE AT ITALIAN 4 X 4 FESTIVAL

The IMM/Carrara Fiere 4 x 4 Festival to be held 11-13 October, will feature a significant first for Italy.

Six women motoring journalists will be present at the festival and with their own stand. They are all jury members of Women's World Car of the Year, the only car awards in the world voted entirely by women.

The women journalists are from Italy, Germany, Spain, Portugal, Greece and South Africa. The car to be featured on their stand is the Volvo XC40 which won the 2018 Supreme Award in Women's Worlds Car of the Year.

They will be speaking to an audience in the Mud Café during the event and are available to talk to any member of the public who visits their stand.

They will all be covering for their own publishing outlets in their own country and that information will be given to all 40 of the judges on Women's World Car of the Year from 33 countries around the world. This will significantly boost the international reputation of the 4 x 4 Festival.

In Italy will be:

- **Ariadni Gerasimidou - Greece, Editor in Chief** www.sdna.org and video producer and presenter.
- **Carla Ribeiro - Portugal, Contributing Editor** Público.pt
- **Charleen Clarke - South Africa** Motoring editor of DEKAT, FOCUS, cyberstoep.za
- **Ilaria Salzano - Italy - La Repubblica, Cosmopolitan Italia, Missionfleef, chiechi.it, Donneinauto.it**
- **Marta Garcia Fernández - Spain, Quo (Hearst), La7Motor TV, motorchic.com**
- **Solveig Grewe - Germany, Westfälischer Anzeiger and Hessisch Niedersächsische Allgemeine. Online for Gazelle Magazine and** autohub.de

The attendance of the jury members from Women's World Car of the Year is part of a parcel of activities especially designed to appeal to women at the Festival.

The Rosa Integrale on Saturday 12th October includes the Rosa Integrale Rally. Women can participate in their own SUV or off-road vehicles on a two-hour long soft course set inside a marble basin and quarry.

A new feature of the festival this year is for 'girls in pink' off-road enthusiasts. It's an initiative from the organisers of the 4 x 4 Festival in collaboration with Offroad Lifestyle magazine and photographer, Paolo Baraldi. A selection of 15 women will be chosen to participate in a special photo competition with the final photo featuring in a 2020 calendar.

The jury members will also be talking at the Mud Café over the festival weekend. Moderator is Italian judge, Ilaria Salzano, who will ask the women journalists to outline the nuances of all-wheel-drive and the safety aspects of off-road driving. They will also discuss the reasons why the Volvo XC40 won the 2018 Women's World Car of the Year and outline the voting procedures for 2019.

For further information:

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