

BLACKFIN REVS UP FOR THE MODENA CENTO ORE

May 2019 – Blackfin, the titanium eyewear brand developed and manufactured entirely in Italy, renews its partnership with the Modena Cento Ore, the only race in Italy, and one of the few globally, in which the drivers race on track and in special stages on roads closed to traffic.

Blackfin is again an official partner of the 2019 edition, and will provide the drivers with a pair of the modern caravan-style Ventura sunglasses for use on and off the track. Ventura is a retro-inspired double-bridge frame that combines the technical features and design emblematic of the Blackfin DNA.

Five select teams racing in the Modena Cento Ore will also have the opportunity to be the first testers of the ultra-new Blackfin Luminar polarized lenses, the lightest polarized lenses in the world with the optical quality of glass. Luminar lenses provide a new level of visual perfection, combined with the extreme quality and light weight of titanium frames. Blackfin Luminar styles are designed for driving or to be worn under a helmet, ensuring superior visual performance and the comfort of a perfect fit.

The Modena Cento Ore – organized by Canossa Events and Scuderia Tricolore – is a combination of rally and speed circuit racing, made even more exciting thanks to the grid starts. Drivers, vintage and classic cars come from around the world for a very unique experience that combines the adrenaline of racing and the pleasures of Italian cuisine with the spectacular Italian scenery around the circuits and closed-road stages.

*“We are delighted to renew this three-year partnership” – remarks **Nicola del Din, Blackfin CEO** – “It is only natural for us to have an affinity for this prestigious race that, by combining the spirit of competition and the pleasures of travel, allows an international audience to discover the beauty of our country. The aim of this agreement is two-fold: on one hand, to strengthen and boost brand awareness with an exclusive target that is aligned with the positioning of our product and, on the other, to broaden our partnership opportunities with the Canossa Events team”.*

*“I am a huge fan of the elegant and indestructible Blackfin eyewear, and I am honored to be able to continue this partnership with a brand that, like ours, is 100% Made in Italy! There was an immediate connection between Blackfin and Canossa. We are both companies that are glamorous and technological, innovative and emotional, with teams made up of young, impassioned professionals” - states **Luigi Orlandini, Chairman and CEO of Canossa Events** - “I have no doubt that the participants in the Modena Cento Ore, driven by the quest for excellence, will greatly appreciate this new model, perfect for racing in terms of design and superior technical performance”.*

The dates are June 4th to 9th, 2019 to experience the race excitement along a course that crosses Italy from east to west – from Rimini to Florence, from Forte dei Marmi to Modena, with the finish line and podium ceremony in Piazza Grande, by way of the Imola, Mugello and Misano circuits, where, at the latter, an adrenaline-filled night race will be held.

For more information visit: modenacentooreclassic.it or @modenacentoore on FB and IG



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