



VILLA D'ESTE  
STYLE



ELECTRIC  
YACHTING



# VILLA D'ESTE STYLE - ELECTRIC YACHTING

SEPTEMBER 29, 2024

Villa d'Este and Lake Como will once again be the keystone of electric technology dedicated to sustainable boating.

VILLA D'ESTE PROMOTES THE DEVELOPMENT OF TECHNOLOGY,  
ENVIRONMENTAL AWARENESS, AND ELECTRIC MOBILITY ON THE LAKE.



Everything is ready for the **fourth edition** of “Villa d’Este Style – Electric Yachting,” the first Italian initiative dedicated to mobility, sustainability, and innovation in electric boating.

Thanks to the **collaboration with E1 Series**, which will bring the first Grand Prix held on inland waters to Cernobbio at the end of August, Villa d’Este Style continues to explore the development of sustainable nautical technology on all levels: from public transportation to recreational boating and competition.

## A PROGRAM TAILORED FOR SHIPYARDS AND COMPANIES

**Shipyards and supplier and technology companies** will be given the opportunity to showcase their products and create a **tailored program** in the magnificent setting of Villa d'Este to promote their products, invite clients or business partners, entertain the specialized press, or create opportunities for testing and sales.



# THE IDEAL LOCATION FOR THE DEVELOPMENT OF ELECTRIC TECHNOLOGY



The program of the event will alternate between **study and discussion sessions** and **practical moments** where participating boats can demonstrate their qualities to operators, the press, and the public.

Como – **the city of Alessandro Volta**, the inventor of the first electric generator – and its lake represent the ideal setting to accompany and support the development of this sector. Villa d'Este, with its long tradition in both boating and the organization of scientific, cultural, social, and economic events, is the beating heart of this event.

# PROGRAM OF THE EVENT

## SUNDAY, SEPTEMBER 29, 2024

**9:00am - 10:00am:** Navigation tests and demonstrations.

**10:30am - 12:30pm:** Convoy navigation towards Como with maneuverability tests and tribute to the Volta Temple.

**1:00pm:** Aperitif and lunch at the Grill Restaurant of Villa d'Este.

**4:00pm - 6:00pm:** Institutional roundtable on electric lake mobility.

**7:00pm:** Aperitif and end of the event.

*The program is indicative and may be modified based on weather conditions.*



## PARTICIPATION FEE



### FOR INDIVIDUAL GUESTS:

The cost to attend the event is **€150 per person**, which includes the aperitif, lunch at the Grill Restaurant of Villa d'Este, and the conference. To participate with an electric boat, the **mooring fee** is **€200 per day per boat**.

### FOR SHIPYARDS AND COMPANIES:

The **registration fee** for the event is **€1500**. Additionally, there is a cost of **€150 per person** for the aperitif, lunch at the Grill Restaurant of Villa d'Este, and the conference. The **mooring fee** is **€200 per day for each electric boat** on display.\*

*\*Boats will arrive on the days prior to the event depending on the exhibitors' schedules.*



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For more information and reservations, please contact [marketing@villadeste.it](mailto:marketing@villadeste.it)

In collaboration with **Fondazione Alessandro Volta** and **E1 World Championship**

