

TRENITALIA, SALONE DEL MOBILE.MILANO: DIRECT TRAINS AND REDUCED PRICE ENTRANCE FOR CUSTOMERS

- special *Frecciarossa* and *EuroCity* stops at Rho-Fiera Milano
- 30% discount on entrance ticket for *CartaFreccia* members
- special free edition of *La Freccia Design*

Milan, 5 April 2018

Trains will make a special stop at Rho-Fiera Milano and entrance tickets will be discounted by over 30% for Trenitalia customers who visit Salone del Mobile.Milano, due to take place from 17 to 22 April.

For the 57th edition of the fair, when Milan will take centre stage in the world of design and furnishing for six days, the transport company owned by FS Italiane Group has arranged for *Frecciarossa* trains to make a special stop at Rho-Fiera Milano station, thus creating direct routes from Naples, Rome, Florence, Bologna, Trieste, Venice, Padua, Vicenza, Verona, Turin. Two pairs of *EuroCity* trains to and from Geneva and Basel have also been scheduled.

For members of *CartaFRECCIA* who have a *Freccie* ticket for Milan or Rho-Fiera Milano, a 30% discount on their entrance ticket for Salone del Mobile.Milano is also being offered when it is bought online. Members of the Trenitalia loyalty programme will thus be able to visit the most popular furniture fair in the world paying 23 euros rather than the full price ticket of 35 euros.

During the six days of the event, a special edition of FS Italiane's *La Freccia Design* will be available in extra-large format and in both Italian and English. The publication, now in its third year, is published to mark the Milan Furniture Fair to discuss its main topics, its events, its protagonists and interesting tidbits.

From 17 to 22 April, free copies of *La Freccia Design* will be available at Salone del Mobile.Milano, on Trenitalia's *Freccie* to Milan and in *FrecciaClub* lounges.