



## **Jovanotti will be driving a Landirenzo 500 “flower”**

Lorenzo “Jovanotti” Cherubini will be driving a Landirenzo 500 “flower”.

The company’s partnership with the singer from Tuscany began in the spring of 2008, when Landi Renzo S.p.A. enthusiastically agreed to be one of the two sponsors supporting the “Safari” Tour, a summer tour including more than 30 concerts all over Italy which was the summer’s greatest success.

This experience and the shared conviction that our environment is worth protecting, with the aid of alternative fuels, led the company and the singer to maintain a relationship that has come to be more than just professional, forming a lasting friendship.

And so providing Lorenzo with what is currently the company’s most distinctive promotional vehicle forms the perfect bridge between the 2008 tour and a 2010 full of plans for a musician Landi Renzo S.p.A. intends to continue supporting.

The car was delivered on Friday, September 4 to Cortona (AR), where Lorenzo was born and still lives.