



MAGICLAND AND MARTIN & VLEMINCKX LTD ANNOUNCE A LANDMARK PARTNERSHIP FOR THE FIRST WOODEN ROLLER COASTER IN ITALY

A strategic agreement between Italy's leading amusement park and a global industry innovator marks a major milestone for the entertainment sector in Europe. The new attraction will debut in 2027 as part of an ambitious multi-year investment plan.

Valmontone (Rome), January, 7 2026– MagicLand, the largest amusement park in Central and Southern Italy, and Martin & Vleminckx Ltd (MV Rides), one of the world's foremost manufacturer and builders of wooden roller coasters, are proud to announce a landmark collaboration in the European entertainment industry.

This agreement – the first of its kind for Italy – will bring to life the country's very first wooden roller coaster, scheduled to open in March 2027. The partnership represents a strategic step in MagicLand's long-term development and reinforces the park's ambition to consolidate its position as a leading entertainment destination in Europe.

A Strategic Partnership That Elevates the Italian Amusement Industry

Martin & Vleminckx is globally recognized for manufacturing and delivering iconic wooden roller coasters across major parks worldwide. Their arrival in Italy through this collaboration marks a turning point for the national industry, introducing a construction model that combines craftsmanship, cutting-edge engineering, and strong thematic integration.

The new wooden coaster designed and manufactured by The Gravity Group, LLC/Gravitykraft Corporation and delivered by Martin & Vleminckx Ltd will be a signature addition to MagicLand, designed with a modern engineered timber structure that delivers a smoother and more dynamic ride while preserving the authentic character of classic wooden coasters. Full details of the layout and thematic concept will be revealed over the course of 2026.

A Key Milestone in MagicLand's Multi-Year Investment Plan

The project, supported by a €15 million investment, is part of a broader strategic development plan that will reshape the park's offering over the coming years.

MagicLand is currently undergoing an unprecedented phase of expansion and enhancement. In 2026, the resort will introduce major new water slides at MagicSplash, the Caribbean-themed water park, alongside additional improvements aimed at elevating the guest experience across both parks.

These initiatives form part of a larger investment program announced by MagicLand's ownership, designed to accelerate growth, strengthen competitiveness, and position the resort among Europe's most innovative leisure destinations.

MagicLand's Growing Role in Italy's Leisure Landscape

Over recent years, MagicLand has firmly established itself as a major point of reference within the Italian amusement industry—not only for its new attractions and investment strategy, but also for its unmatched seasonal entertainment offering.

The park is now widely recognized for hosting some of Italy's most spectacular Halloween and Christmas events. Thanks in part to a strategic partnership with Il Regno di Babbo Natale in Vetralla (The Kingdom Of Santa Claus), the original narrative universe written by Giorgio Onorato Aquilani and one of the country's most renowned Christmas-themed experiences.

These seasonal events, combined with the park's continuous development and expansion, further strengthen MagicLand's positioning as one of Italy's most dynamic, engaging, and fast-growing leisure

"This collaboration marks a pivotal moment in the evolution of MagicLand," says Guido Zucchi, CEO of MagicLand. "Working with Martin & Vleminckx allows us to introduce an attraction that is truly unique for Italy and highly distinctive on a European scale. This project underscores our commitment to continuous innovation and our ambition to offer memorable, high-quality experiences to guests of all ages. It is a cornerstone of a broader strategy that also includes significant investments scheduled for 2026 and beyond."

"Bringing Europe's most exhilarating wooden coaster to life is a milestone for us," said Chuck Bingham, Senior Executive Vice President and Sales Director. "Partnering with Magicland has allowed us to fuse bold design, precision engineering, and beautiful theming to create an experience that will redefine thrills for guests."

About MagicLand

MagicLand is the largest and most visited amusement park in Central and Southern Italy. Located just outside Rome, it offers 40 attractions for all ages, themed areas, live entertainment, dining experiences, retail shops, and Europe's largest planetarium.

The resort also includes MagicSplash, a Caribbean-themed water park that will expand further in 2026 with new major slides and enhanced guest areas.

With its growing portfolio of attractions, world-class seasonal events, and strategic partnerships, MagicLand continues to strengthen its position as one of Italy's premier leisure destinations.

About Martin & Vleminckx Ltd

Founded in 1984, Martin & Vleminckx Ltd (MV Rides) is a global leader in the amusement park industry. Headquartered in Montreal, Canada, the company also operates a warehouse and office facility in Orlando, Florida, along with subsidiaries including a warehouse in China. Martin & Vleminckx offers a comprehensive range of products and services, including the design, fabrication, and delivery of innovative patented thrill rides, traditional wooden roller coasters, ride maintenance, dismantling, installation of amusement ride systems, and ride parts distribution. www.mvrider.com

www.magicland.it

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