

A BEAST IN AFRICA ▶

It was clever of the South Africans to think of presenting a beautiful beast like the 458 Speciale close to other beautiful (but rather more ferocious) beasts. The event took place at Hayward's Luxury Safari Camp with the invaluable help of the King of the African beasts and of the "Lion Whisperer", Kevin Richardson. The Johannesburg dealership, Viglietti Motors, then presented the 458 Speciale to journalists, customers and members of the Ferrari owners' club, SEFAC (Southern Equatorial Ferrari Automobili Club).



KENILWORTH RACE DAY ▶

Enthusiastic South African customers were all out on the track at the Kenilworth circuit; it was truly wonderful to see Ferraris out on the track in the land of the Kyalami Grand Prix!

A VERY SPECIAL PRIVATE VIEW ▼

Customers from all over the Middle East arrived for a two-day sneak preview of the new 458 Speciale, held in the One & Only Royal Mirage, Dubai. It was a real treat to be able to see the car before its launch and learn about its special features in advance, with help from Maranello's mechanics.



BAPTISED BY THE CHAMPION ▶

The 458 Speciale was queen of the Dubai Motor Show and had a godfather worthy of her power on the track as well as on the road; former Formula One driver Giancarlo Fisichella, these days a Ferrari 458 GT2 driver, accompanied the car on the podium.



QATAR WORLD CHAMPION

Alfardan Sports Motors overcame all competition to win a tough competition judging the world's best Ferrari service. It was a knife-edge contest based on many criteria, not least of which was the Customer Satisfaction rating. Well done Qatar, for a result many will want to emulate, given that the prize was awarded by both President and CEO of Ferrari.

VIP LAUNCH ▶

The 458 Speciale was greatly honoured at its launch in Dubai by the presence of so many leading personalities, not to mention by the guests. Paying the new car the honours of the house were: His Highness Sheikh Juma bin Maktoum al Maktoum, Board Member of the Rashid Paediatric Therapy Centre, and Piero Ferrari, Ferrari Vice-Chairman, as well as senior management officials from Al Tayer Motors and Ferrari Middle East and Africa including Ahmed Humaid Al Tayer, Director, Al Tayer Motors; Matar Al Tayer, Board Member, Al Tayer Motors; Saeed Humaid Al Tayer, Managing Director, Al Tayer Motors; Giulio Zauner, General Manager, Ferrari Middle East and Africa; Ashok Khanna, Chief Executive Officer, Al Tayer Motors and Hossam Hosni, General Manager Luxury Auto, Al Tayer Motors and Marc Gene.



THE BIG PARADE ▶

100 Ferraris followed the car of Nail Zayani. The managing director of Al Zayani, Ferrari's sole agent in Kuwait was seated next to Felipe Massa, making one of his last outings in red. The event was a source of great pride for the many participants who took part, watched by many admiring spectators along the route.

FERRARI STORE NOW IN KUWAIT ▼

The opening of the first Ferrari Store in Kuwait City drew a big crowd. Everyone gathered in The Avenues mall, location for the prestigious new retail point. Ferrari Brand Senior Vice-President Andrea Perrone and Abdul Aziz, Vice-President of Wahran Trading, the company that manages the outlet were both in attendance.



FORMULA ONE MATTERS ▶

Euro Motors, the official Bahrain importer, held a track day at the famous Bahrain International Circuit. There was a hugely enjoyable, varied programme, with the chance for guests to enjoy themselves at whatever level of risk they chose to take. And, we have to say, everyone did extremely well.

GATHERING OF THE FOC ▼

When the weather starts to get a little cooler in Jeddah, the Ferrari Owners Club doesn't miss an opportunity to join together and discuss their great passion. The gathering took place at Park Hyatt's Cappuccino Café in October, where the assembled guests also enjoyed a spot of cigar tasting.



RESERVED FOR THE TOUGH GUYS

The presentation of the 458 Speciale organised by the Ferrari Cannes dealership was dedicated to customers with special cars, from the Scuderia to the Challenge Stradale. Test driving was held at the Old Course Golf Club in Mandelieu, near Cannes. It was all a great success for the new super-sportscar.



MAGNIFICENT RIVIERA TOUR

This event organised by Ferrari West Europe had a thrilling programme. The first day was on the roads of the "Monte", with special features including a drive over the Col de Turini. Then it was down to Saint Tropez to see a regatta featuring both old and modern boats. All of this in between top-class lunches and stays in excellent hotels. Then it was truly back to earth, with a game of boules in the finest French tradition. The best always win...



A BEAUTIFUL HISTORY

No motor show in the world produces sales like the one held in Brussels, because the Belgians always love to buy their cars at the show itself - a demand Ferrari ably satisfied by presenting the tasty new 458 Speciale. Really, it doesn't get any better!

GRANDPA JOSEF IS 65!

Retire? Never! Josef Thielen can't give up his job at Lueg Sportivo: he's too well known, too important and too well-liked. Clients, friends and colleagues attended a party to celebrate his birthday. A life spent in Ferrari makes all the difference, something those clients understand. Josef too: he's put his son to work as a salesman.



SPECIALE LIKE A BOOK

Photographer Gunther Raupp's book The Official Ferrari Calendar is something truly special, and so, of course, is the 458 Speciale. Raupp presented his latest tome at the Hanover Ferrari dealership Lumani Kruger, where the spicy new 458 Speciale was also introduced to an appreciative audience.

DENMARK SPORTING SPIRIT

When you have the new 458 Speciale, a Formula One racing car and a pit crew on hand, then the evening can only ever be a huge success. Formula Automobile proved the point with the Danish unveiling of the new Ferrari model. Despite the various distractions, all eyes and hearts were for the Speciale, decked out in the yellow of Modena.



A DIFFICULT CHOICE

It's a tough job putting the most beautiful wristwatches, with Hublot in the lead, in direct competition with Ferraris: both parties are the winners, as proved by an event at the Museum of Applied Art/Contemporary Arts in Vienna, sponsored by Keusch Premium. A tradition renewed with great success.



SUPERTASTING

The best Austrian red wines were on offer at an evening tasting event organised by the Keusch Premium dealership of Vienna for its customers. As well as wine-tasting, the event was also an opportunity to examine Ferrari models and be present at an awards ceremony for best producers.



CHAMPAGNE MOMENTS

Veuve Clicquot champagne and fish were the main ingredients of an elegant evening hosted at the Vienna dealership Keusch Premium. As well as the fine hospitality, there was the chance to examine various Ferrari models and of having various questions answered by the experts on hand.

A BEAUTIFUL TRADITION

The track event held at the Ring Knutstorp in the south of Sweden has now become an unmissable regular event for many Autoropa Racing clients. This latest edition was perfect, with ideal weather and clients who were delighted to get acquainted with the true performance levels of some of the Cavallino's best-loved models.



+ SMILING IN BASEL

The Niki Hasler AG team greeted guests with warm smiles at the presentation event for the 458 Speciale. And they didn't fail to remind all those present that every Ferraris is special... how could anyone deny it?



+ SUNSHINE AT MONTMELÓ

Modena Cars rented the famous Circuit de Barcelona-Catalunya, home of the Spanish Grand Prix, for an event where customers could enjoy themselves out on the track at the wheel of their own Ferrari. Everyone was extremely pleased with the events and the programme ended in a party atmosphere, with sea food on the menu.

+ A TOUCH OF BUBBLY

Modena Cars' presentation of personalised Veuve Clicquot champagne for its customers as a Christmas aperitif dedicated to the Cavaliere 2013 sporting season was very chic. It's an idea that will undoubtedly inspire many imitators.



THE POLAND WEEKEND SERIES

Ferrari Katowice organised a very well planned programme for Ferraristi in Poland. On this occasion there was a game of golf with a special competition at the end. And, of course, everyone was a winner. Now, let's eat...



CAR IS THE STAR

Guests at Katowice were able to discover the 458 Speciale - while betting on what its colour would be when unveiled. There was good company and hospitality to be enjoyed and then, at last, there she was: the Star. The event proved to be extremely popular, judging from the number of orders received.

MAGIC IN PRAGUE

The capital of the Czech Republic is famous for its magical beauty. The presentation of the 458 Speciale meant that it had, for a day at least, one more jewel. The new car was celebrated with the Veuve Clicquot champagne that is becoming an increasingly frequent accompaniment for Ferrari events.



+ SION CELEBRATES 30 YEARS WITH A FRESH START

Sion's Garage Zénith opened its new HQ to mark 30 years of working with the Prancing Horse. Over 4,000sqm of showroom and workshops send out a beautiful message to Zenith's many customers.



+ JEWELS AND GLAMOUR

Zürich dealership Auto Pierre Sudan held a special evening that proved to be a big hit with all those who love jewellery, featuring as it did exclusive pieces by the world-renowned Swiss jewellers Bucherer.

+ DOLOMITES AND RACE TRACKS

The Zürich dealership Auto Pierre Sudan organised driving events on the track and in the Alps. The track selected was Anneau du Rhin, while the alpine trip included one of the most legendary of mountain passes for any passionate driver: the Stelvio.



HEART OF FERRARI

Of all the activities organised in 2013 by the Scuderia Ferrari Club, the one that will be best remembered is surely the affectionate tribute paid to Felipe Massa on the day he made his farewells to Ferrari. The huge heart he was given is a perfect representation of the heart of each one of the Scuderia's passionate fans.



+ A SPECIALE NEW YEAR PARTY

The 25 December party to celebrate the New Year is a tradition in Istanbul. It was held in the beautiful showroom of Fer Mas Oto, where 150 guests had the chance to make an extra toast as the new 458 Special was revealed.

FERRARI DAY IN KIEV

There was a fine party for the many guests gathered for an event held by Ferrari Kiev in the heart of the Zoloch luxury village. The aim of the event was to bring potential new customers closer to Ferrari. It was a happy occasion, held on a very fine day, allowing the guests to fully discover the world of the Prancing Horse.



BIRMINGHAM RALLY

There was a beautiful but highly demanding course for participants over three days on truly extraordinary and little-known roads. There was also a stop at the Anglesey Circuit, not to mention the enormous dinner on the final day! A very British spirit prevailed, with all the cars in top condition for an event that fully deserves to be opened to Ferraristi from other parts of the UK, or even from overseas.

DJS AND HORSEPOWER

The HR Owen Christmas party brought together more than 250 guests who partied to the rhythm of music throughout the evening, thanks to the excellent choices made by the presiding DJ. Horsepower was also in attendance, with truly seductive party decoration in the form of Ferrari supercars from different periods.



THE ULTIMATE DESIGN ▼

The LaFerrari was hailed as the ultimate in automotive design at Art Basel 2013 in Miami Beach, Florida. The masterwork inspired another artistic tribute: a charcoal rub of the vehicle, which transformed the sublime engineering behind the car's bodywork into a visual piece of art, one that remained on display as part of the "Piston Head: Artists Engage the Automobile" exhibition.



SPECIALE LAUNCH ▲

It is difficult to think of a better backdrop for the launch of the 458 Speciale than at the penultimate round of the Formula One World Championship and final exhibition round of the 2013 Ferrari Challenge Series. The 500 Ferraristi present were treated to another surprise, with members of the Scuderia Ferrari, including Team Principal Stefano Domenicali, on hand to introduce the new car.

THE CHALLENGE RETAKES MOTORSPORT'S MAIN STAGE ▼

The thousands of fans gathered at the USA Grand Prix were treated to a marvellous cacophony of sound and some sublime skill as 35 of the country's best Challenge Drivers did battle on the demanding Circuit of the Americas, just outside of Austin, Texas in a special post-season exhibition round of the 2013 North American Ferrari Challenge Series.



PHILIPPINE GRACE ▼

Our Autostrada Motore Inc colleagues in the Philippines certainly are a clever bunch. For the presentation of the F12 Berlinetta they created an event that featured both elegance and real heart. In addition to the car, a string quartet played classical music, while the proceeds from an auction were donated to victims of Typhoon Haiyan. There was hot competition for Fernando Alonso's racing gloves and for a wonderful GTO model created by Amalgam.



THAILAND SPECIAL ▲

Formula One technology is very familiar to those countries lucky enough to host a grand prix, but it still causes a sensation elsewhere, as the presentation by local importer Cavallino Motors in Bangkok clearly proved.

FOR REAL DRIVERS ▼

Two days on the track at Jakarta's Sentul International Circuit with the expert mentoring of instructors from Pilota Ferrari featured a series of increasingly demanding exercises for the participants, all of whom had every right to celebrate on completion. Credit where it's due - to Ferrari Jakarta.



458 SPECIALE LAUNCH, SYDNEY ▼

The 458 Speciale was officially launched in Sydney on 3 December. The 200 Ferrari guests were served Veuve Clicquot champagne and had the opportunity to discover a selection of exquisite Hublot watches. However, the true star of the show was the new car, which made its grand entrance after appearing through smoke on a darkened stage, thrilling the audience, all of whom were very eager to take a closer look.



FORTUNATELY, NO DRIVING ▲

The EuroMarque Ferrari dealership in Brisbane hosted Ferrari clients and prospects for a luxurious evening of indulgence in their showroom. Guests were treated to culinary delights from the Esquire Restaurant and were spoilt for choice for drinks, from Veuve Clicquot champagne to Remy Martin Louis XIII Cognac tastings. Others opted for a simple whisky and cigar at the bar to relax. A night filled with entertainment and some beautiful Ferraris. Who could want more?

ROARING HORSES IN SINGAPORE ▼

Starting up the 458 Speciale's engine was the final thrill during a day of presentations of the car to media and clients. Listening to more than 500hp inside the showroom of Ital Auto isn't something that happens every day, and Teo Hock Seng, the host of the event, was rightly proud.



STARS IN TAIWAN ▲

The opening of the magnificent new Kaohsiung showroom drew celebrities from every field to an appropriately glamorous event. It's easy to imagine this magnificent building quickly becoming one of the focal points of this fine city port.

GREAT CHEF, GREAT CAR ▼

Zagame Automotive of Melbourne hosted a lovely event on an Australian spring evening, featuring four authentic Italian dishes prepared by chef George Calombaris, 40 clients with their cars, a lively, informative Q&A session and some much-appreciated prize-giving.



REMEMBERING ENZO ▲

The Cavallino Run, an event organised by Ferrari Maserati Sydney, was held on 27 October in honour of Enzo Ferrari. More than 40 guests drove their Prancing Horse models through some of Sydney's scenic roads, ending up in the Southern Highlands for an exclusive lunch.

ADELAIDE TAILOR-MADE ▼

Ferrari Adelaide, the new dealership in South Australia, was launched with a big bang in December to a full house of Ferrari owners. The highlight of the evening was the debut of the Ferrari Tailor-made 458 Spider, specially designed for Australia and themed on the redback spider.



THE SPOTLIGHT AT TAIPEI AUTO SHOW ▼

The very first 458 Speciale in Taiwan was presented at the Taipei Auto Show. The Ferrari stage was one of the largest at the Show, with the Prancing Horse supercars stealing the limelight and drawing huge crowds of passionate Ferraristi, keen to find out more about the new Maranello model.



THE CLASSIC CAR CLUB ▲

Together with a fleet of six other classic Ferraris showcased at The Classic Car Club of Hong Kong's Annual Luncheon, Auto Italia Ltd presented a pristine 275 GTB/4. The car drew an admiring crowd and received endless praise throughout the day. All the classic Ferraris including a 288 GTO, F40, 348 Challenge, 365 GTB/4, 365 GTC and Dino 246 GT were well received at this major annual classic car event in Hong Kong.

ASIA LE MANS SERIES ▼

The sports version of the eight-cylinder car from Maranello took the title in its class at the Asian Le Mans Series. Ferrari APAC Challenge driver Steve Wyatt led the AF Corse Ferrari team to victory in Zhuhai, and won the GTC Team Championship. With this victory, the team earned an invitation to take part in the 2014 Le Mans 24 Hours in the GTE-Am category.



MYTH FOR MYTH

The presentation of the 458 Speciale, a model destined to enrich the Ferrari myth, took place in Shanghai, appropriately enough at the Ferrari Myth Exhibition. Edwin Fenech, President and CEO of Ferrari Greater China, explained the new car's unique features.



A MUST-SEE IN SHANGHAI

With more than 500,000 visitors during the course of the year, the Ferrari Myth Exhibition is one of the biggest attractions in greater Shanghai. Housed in a hall that was formerly the Italian Pavilion at Expo 2010, the exhibition presents some of the most interesting aspects of Ferrari's global success.

GUANGXI SPECTACLE

Three days of driving in one of the most spectacular and fascinating regions of China leave a very special memory. The 20 teams taking part in the rally drove 1,000km. A Ferrarista from Shenzhen finished as winner of the trophy.



LEARNING THE DREAM

There were no fewer than 2,000 applications from graduates of leading Chinese universities hoping to take part in the 15 days of courses held by Ferrari Greater China. The Ferrari car's internationalism was at the heart of a content-rich programme.



RED AT NAGOYA

With the traditional temple of Nagoya all lit up in red, Cornes, official dealer for the territory, celebrated its 25 years of collaboration with Ferrari. The large number of both clients and fans present was testimony to the ever-strengthening links that exist between Japan and Maranello.



XMAS RESTAURANT

Transforming a dealership into a refined Italian restaurant for the evening is no ordinary achievement. However, Cornes in Osaka did just that and with a measure of success that was right up there with the quality of the dishes.

A TOURING TOKYO TOWER EVENT

Objective Chiba! Dealership Cornes hosted a truly fun day out for all of its clients, with a trip setting off from the Tokyo Tower to the nearby prefecture of Chiba. There was some wonderful delicious sushi on offer for all the participants.



NEW JIN HUA SHOWROOM

Ferrari opened a new dealership in Jin Hua, the largest petty commodities market in the world. With 3,900sq m, the new 3S center is located in a premium square of the central business district. By end of 2013, the total dealers in operation reached 27 in Greater China.

SHOW WITHIN THE SHOW

Given the importance of the city and its region, the Guangzhou Automobile Show has a special significance in China. This was confirmed by the success of Ferrari's stand and the Prancing Horse models on display. More than 80 journalists visited the exclusive Ferrari space.



SMILES AND COLD AT FUJI

A track meeting in the middle of winter, with freezing temperatures and a clear sky full of the volcano that looms over the track, is certainly something special. That's why Cornes Chiba's customers are smiling. It takes more than a bit of cold to ruin such a wonderful experience.

A TOUCH OF CLASS

Ferrari customers invited by Ferrari Japan to a truly exclusive evening received a personal greeting from the famous French chef Joël Robuchon. It was a doubly pleasurable encounter: the food was delicious, with a really interesting presentation by its creator.

