

(UK)



WHO, WHERE & WHEN

01 **SILVERSTONE: JUST SAY THE WORD** Some names are simply legendary. One of them is certainly Ferrari – another is Silverstone. Put them together and something unique is created, as can be seen from the large numbers of Ferraristi who attended the meeting organised by Ferrari UK at the English circuit.

02 **ONE OF A KIND** The Ferrari California was an elegant sporty addition to Salon Privé, the Supercar Show hosted annually at Syon House near London. Ferrari owners and fans alike were in awe of the LaFerrari and the one-off F12TRS, with the latter taking the star prize of “Best Hypercar”. Through this

spectacle, Ferrari attracted an elegant crowd and the next generation of fans and owners. To see more images, see Instagram #CALITSP

03 **KIDS' FRIEND** Fifty children came from all over England to take part in Ferrari Racing Day. This very special day out was a ray of sunlight for these children whose lives are complicated by serious health problems. Gordon Ramsay, the famous English chef, took the kids out on track in a Ferrari 458 Spider. This magnificent experience was lit up by their beaming smiles.

04 **THE RIGHT CAR IN THE RIGHT PLACE** You don't mess around at the

wheel of a 458 Speciale at Silverstone; you really have to do some proper driving. The car doesn't hang back, demonstrating great balance on the very fast big bends, and perfect precision on mixed sections. The track presentation of the Speciale was appropriately entitled “Exhilarating”.

05 **BLUE LIKE SCOTLAND** The California T touched the hearts of everyone who was present at its Edinburgh launch, which was organised by dealers Graypaul. Its blue colour, one that fits so well into the magical Scottish landscape, was just perfect at the car's unveiling.

(UK and Denmark)



06 **ROYAL CAR CONCOURS AT HAMPTON COURT** Some of the world's rarest historic cars were on show at Hampton Court Palace for the UK's third International Concours of Elegance, displayed in front of the east front of the Palace in the Grand Fountain gardens. They included the LaFerrari and the stunning F12 TRS. The Ferrari California T and F12berlinetta completed the line-up.

07 **BRITISH RACING SPIRIT AT SILVERSTONE** Ferrari Racing Day is the most famous Ferrari event on the English circuit. As well as Ferrari Challenge races, a demonstration by Marc Gené for F1 Clienti and

the XX programme, members of the Owners Club GB gave a perfect demonstration of British racing spirit in a variety of 8-cylinder cars from the past. Most of them had their origins in Challenge: the Pirelli Ferrari Open. A thousand or so customers were there at the magical Stowe circuit.

08 **ALWAYS THE SAME, ALWAYS DIFFERENT** Enzo Ferrari's house in Fiorano is always the backdrop to the track events. This time customers of Ferrari Northern Europe were able to revel in driving some extraordinary F12s.

09 **TOP CLASS DAY AT ASCARI** This two-day event organised by the

Danish importer Formula Automobile has become a must for those who want to enjoy themselves at the wheel of their own Ferrari. And there's plenty of entertainment for the family in nearby Marbella. A LaFerrari, two F1 cars with V12 engines and lots of 458 Speciales.

10 **FEARLESS** Formula Automobile, the dynamic Danish dealership, also fielded the 458 GT2 with its driver Mikkel Mac, at the Track & Test day. Brave customers took to the wheel of the F12berlinetta and 458 Speciale and partnered the driver in the thrilling Hot Laps. And on the road, just for the fun, were the FF and the California T.

(France and Belgium)



11 **ARISTOCRACY, FRENCH STYLE** Alongside the historic Voiles de Saint-Tropez regatta, the Riviera Tour 2014 offered participants a spectacular programme that took in the Grand Sambuc circuit, a trip along the "truffle route", lunch at Ducasse, regularity tests at Verdun and elegant hotels.

12 **DO YOU REMEMBER THE TOUR OF CORSICA?** The Corsica Classic, organised by Ferrari South West Europe along a route from Calvi to Bonifacio, took place at the same time as the historic regatta at the end of August. It was a terrific and exciting combination that was much enjoyed by those who took part.

13 **IN THE CLUB OF CLUBS** A Ferretti event to present luxury yachts at the new Yacht Club of Monte Carlo brought existing and prospective customers face-to-face with the FF and the California T - the perfect setting for two models suited to the roads of the Principality.

14 **IN THE RIGHT PLACE** The party held by Only Yacht and Global Jet in Monte Carlo gave Scuderia Montecarlo the opportunity to show off the comfort and capabilities of a supercar like the FF. A fine choice.

15 **SNEAK PREVIEW** In the finest tradition of the Paris Show dealer Charles Pozzi and Ferrari South West Europe

organised a reception for more than 500 guests on their stand. The Speciale A was much admired.

16 **TENDA ROSSA CAVALLINO** When night fell at the Golf Skin Game in Toulouse, Ferrari's huge PR tent lit up red. Dealer Modena Sport hosted the entertaining event, which was attended by some great champions.

17 **FROM ZOUTE WITH SUCCESS** Each year the Belgian resort holds an exclusive Concours d'Elegance, rallies, auctions and a lot of socialising. Ferrari is the only constructor involved. Participants driving recent or classic models were offered private hospitality and the chance to test-drive the California T.

(Germany)



18 **EBERLEIN: 20 YEARS OF MUGELLO** Two days' driving on the demanding Mugello track, a tour of the factory and museum at Maranello and a good helping of the *dolce vita*. What better way to renew a tradition maintained for 20 years by the fine dealer from Kassel?

19 **IN 36 DAL LAGO DI COSTANZA** Thirty-six cars, 70 customers, five kilometres on the track at Mugello. Autohaus Alfred Gohm, the dealer operating in the Lake Constance area of Switzerland, organised a much-appreciated experience.

20 **TO BRESCIA OVER THE ALPS** Four days of driving in the Swiss, Austrian

and Italian Alps to reach Brescia in time for the 1,000 Miglia: a fine expedition organised by the Frankfurt dealer, Autohaus Ulrich. Along the way there were opportunities to discover local specialities, not to mention many fine roads.

21 **CONTINUING THE HUBLOT TRADITION IN MUNICH** Ferrari's date with Hublot in the Maximilianstrasse, was repeated this year. Around 150 people in traditional Bavarian costume encountered Ferrari cars and enchanting Hublot watches. The master of ceremonies was Autohaus Saggio.

22 **A FINE DRIVE** A line of 55 cars snaking through northern Germany,

via castles and fine restaurants. Sometimes it doesn't take a lot to have fun, just good organisation, by Tamsen of Hamburg.

23 **A TUTTO CHAMPAGNE** A rally and wine is a great combination. So much the better if the wine happens to be Champagne (preferably Veuve Clicquot) and the restaurants are excellent.

24 **TWO DAYS AT HOCKENHEIM** The California T one day, the Speciale the next. Instructors and participants were ready, 24 on each day. The weather wasn't always perfect but the event was a total success for both cars. It could not have been otherwise.

(Switzerland)



- 25** **+** **DON'T BOTHER THE COWS** It was a perfect event in the resort of Gstaad with California Ts to drive. The cows, however, had right of way as they made their journey back from their Alpine pastures.
- 26** **+** **BOULES AND THE COL DE TURINI** The traditional trip to the Côte d'Azur took clients to Saint-Tropez for the historic regatta and on the roads of the Monte Carlo Rally for a test: the Col de Turini. The final challenge was a game of boules specially branded by Hublot.
- 27** **+** **KESSEL MEANS TRACK** For Kessel, two track days at the Tazio Nuvolari Circuit were rather demanding. A lot of fun,

especially on the second day, when participants got a chance to drive the 458 Challenge.

28 **+** **ARNOUX NEVER CHANGES** That never-to-be-forgotten Scuderia driver of the 80s, René Arnoux, was as happy to mentor customers of Modena Cars of Geneva during a test session at Mugello. Then he gave a demonstration in a 599XX.

29 **+** **TAXI DRIVERS** More than 200 people turned out for the sixth Euro Ferrari Day of Zug, hosted by Auto Pierre Sudan, which lined up their Ferraris for the charity event that raised CHF 20,000. The public could request a drive around Lake Zug in one of the cars.

- 30** **+** **TRACK AND BURGUNDY** Cars lined up to create the Zenith sign on the straight of the Dijon-Prenois circuit, and participants visited the cellars of the Château de Marsannay of the Bourgogne & Zuchuat family. Garage Zenith had thought of everything.
- 31** **+** **DIFFERENT MODELS – BUT ALL RECORD-BREAKERS** What more could you possibly want than a day at Mugello with a perfect track and excellent weather? This is something Niki Hasler knows well. The magical atmosphere of the Hotel Le Maschere and the Tuscan food did the rest. Everyone recorded a personal best - so, everyone was a winner.

(Italy, Austria, Israel and Poland)



- 32** **+** **SCUDERIA FERRARI CLUB WIN AT MONZA** Among many events organised by fans at the time of the Italian Grand Prix were an award presentation for Marc Gene, a game of football, fantastic hospitality, driving simulators and tyre-changing demonstrations.
- 33** **+** **MAGNIFICENT ITALIA** Mercato Italia organised a spectacular presentation of the California T for its dealers. Sponsored by Veuve Clicquot, the unveiling was repeated in various locations. This strategy of offering a ready-made package to dealers is a winning one.
- 34** **+** **ON TRACK LIKE THE PROFESSIONALS** Exemplary

organisation by Jürgen Keusch of Vienna gave a group of customers the chance to drive on the Austrian Grand Prix track. At the Red Bull Ring, participants were trained by expert instructors before getting out onto the track to drive.

35 **+** **ALMOST A GRAND PRIX IN JERUSALEM** Around 100,000 spectators flocked to an F1 display in Jerusalem. Fisichella drove the F60e and guests of Auto Italia enjoyed the show of many Ferraris from a well-positioned stand.

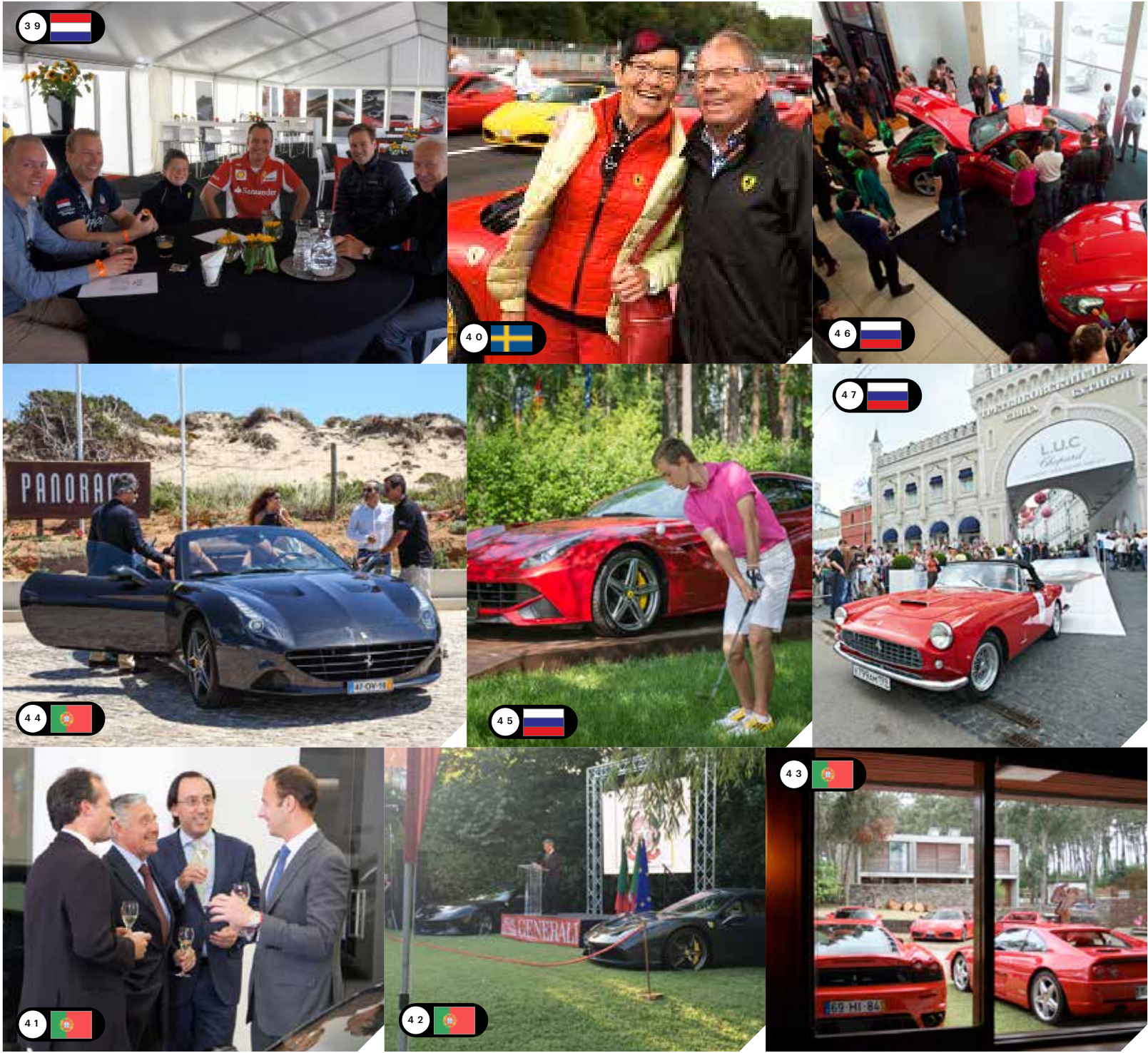
36 **+** **DESIGNS OF JOY** Our Ferrari friends in Poland held a moving event for seriously ill children: the chance to discover cars

of the Prancing Horse at the zoo and big posters to draw on. There was joy in the children's eyes.

37 **+** **WE GUARANTEE** Ferrari Katowice, the Polish importer, guaranteed assistance for all Ferraris that attended the international meeting on the Poznań track. Four days of driving, with excellent service – including tyres, many of which had to be completely replaced!

38 **+** **RACE THROUGH POLAND** It's good to see that a country that suffered so much, like Poland, is on the up, with a booming economy and the desire to succeed. Ferrari Katowice organised an impressive event that included driving and visits to fascinating places.

(Netherlands, Sweden, Portugal and Russia)



39 WELCOME TO ZANDVOORT Kroymans Ferrari supported the yearly “Italia a Zandvoort” at the iconic Dutch race-track. The event showcased the Italian lifestyle, with F1 cars, race-cars, food and clothing.

40 SWEDISH RACING DAYS the Autoropa Racing Days in Knutstorp, Sweden event attracted several thousand spectators who enjoyed the action on and off the track, including the beautiful LaFerrari.

41 PININFARINA? YES, FOR WHISKY A presentation in Lisbon was held jointly with Chivas to celebrate a whisky bottle designed by the Torino master.

42 THE EMBASSY FOR AMBASSADORS Who are better ambassadors for the desirable ‘Made in Italy’ brand than Ferrari customers? So it was only right to invite them to a sophisticated event in the Embassy in Lisbon.

43 GETTING TOGETHER Many Portuguese customers met up at Ofir in Porto. The beauty of their cars made a considerable addition to the beauty of the place.

44 LISBON FOR THE CALIFORNIA T Portuguese dealers Ferrari Lisboa presented the new California T to a select group of customers. After the presentation of the car there was a test drive along the Portuguese coast.

45 GOLF AND JAZZ FOR THE 458 SPIDER Ferrari’s guests at the Pirogovo Golf Club enjoyed sports, boat rides and an excellent barbecue. A highly successful day for the unveiling of the new spider.

46 FERRARI IN SAINT PETERSBURG The city’s Italian palladian beauty was lit up by Ferrari Week whose cars attract attention from fans and from the simply curious.

47 ALMOST THE 1,000 MIGLIA The LUC Chopard Classic Rally welcomes classic cars and expert drivers, some from Italy’s famous 1,000 Miglia race. Ferrari Moscow displayed supercars along the route.

(The US)



48 RALLY THROUGH THE CONCRETE JUNGLE The Tributo Ferrari 2014, a rally for the ages, was yet another landmark in Ferrari’s 60 illustrious years in the USA. This historical celebration took Ferraristi through the streets of NYC to the Hamptons and the Bridge Club in Bridgehampton. The ultra-exclusive golf club was built on the vestiges of the Bridge Race Track once frequented by Ferraris in the 1950s.

49 AMONG THE CROWDS Spectators at the Pebble Beach Concours d’Elegance were treated to spectacular entries from the Ferrari Grand Touring and Ferrari Competition Classes also impressed, as did

Ferrari’s own display – with the theme “Ferrari California Dreaming” – which included both storied examples and of course the modern classic California T.

50 ICONS OF THE NIGHT Amid the glamorous ambiance of New York Fashion Week, Ferrari’s iconic cars were present at the historic Plaza Hotel to celebrate *Harper’s Bazaar* “Icons by Carine Roitfeld”. Lauren Hutton, Isabeli Fontana, and Gigi Hadid were among the fashionable crowd arriving in style for the black-tie gala in the ever-versatile Ferrari FF

51 AN AUCTION TO REMEMBER Auctioneer David Gooding brought

the guests to their feet as he auctioned the first of 499 examples of the newest 458 Speciale A at the gala celebrating Ferrari’s 60th anniversary in the USA. The car sold for \$900,000 with proceeds benefitting “Daybreak,” the American branch of the Italian charity whose mission for nearly 25 years has been to advance research towards a cure for rare genetic diseases.

52 WINNING, AMERICAN-STYLE Well done for another great success in the Petit Le Mans, with the capture of the 2014 title in the TUDOR United Sports Car Championship. Excellent races, too, in Ferrari Challenge at Watkins Glen and Road America.