

(Switzerland, Italy)



# WHO, WHERE & WHEN

**01** **PUBLIC AND PRIVATE** The new-born California T was presented by Modena Cars to customers at the Ferrari stand, during the Geneva International Motor Show.

**02** **PRIVATE VIEW IN ITALY** Gino Forgione of Modena Cars, Geneva, didn't miss the chance of a photo in front of the Maranello Museum, in the company of customers invited to view the new California T.

**03** **INCLEMENT WEATHER IN ZURICH** Everything was perfectly organised for the presentation of the new models and a test drive in Zurich, but the rain rather spoiled things. However, that always reliable Swiss precision and

organisation ensured that the 800 guests weren't too disappointed with their experiences.

**04** **KESSEL AT THE PAUL RICARD** The season began in France for the Kessel Racing team. The 200 guests at the Paul Ricard Circuit in Provence weren't there just for the track cars, but also for the road GTs, which were given no respite during the course of the day.

**05** **FAR FROM THE WINTER CHILL**

Modena Cars organised a special event for some of its most valued clients, by transporting a number of Ferrari cars, by ship, to Abu Dhabi. The day included driving on the track, on the dunes in 4x4s and on the roads.

**06** **WHAT A GREAT TEAM!** The Ferrari team on the stand of the 84th Geneva International Motor Show was perfectly prepared. And, to help things along, there were plenty of cases of Veuve Clicquot for customers.

**07** **TURBO GROUP AT SION** There's a California T behind the group of customers (pictured) invited to the private viewing of the new models, organised by Garage Zénith. Among the guests was the chairman of Hublot Administrative Board, Jean-Claude Biver.

**08** **GROWTH FOR SCUADERIA FERRARI CLUB** After three years of success and growth in the numbers of clubs and of members,

(Italy, Japan)



Massimo Rivola, Scuderia Ferrari Team Manager, was re-elected for another three-year term as President of the Scuderia Ferrari Club. Acting as host at the members' assembly, held in the Ferrari meeting room at Maranello, was Mauro Apicella, the Club's Chief Operating Officer.

**09** **BETWEEN TAILOR-MADE AND ONE-OFF** The event held near the Tokyo Imperial Palace included two Ferraris made to measure for customers – as well as the first car built for Japan for the Tailor-made programme. There were around 500 customers at the event, which was a great success, for the second date with "Ferrari Experience Tokyo" in the capital.

**10** **FAST – WITH ASSISTANCE** The Cornes Shiba Showroom's assistance team stayed close to their customers while they drove their Ferraris on the magical Fuji circuit, located beneath the snow-capped volcano. The event has now become a much-anticipated tradition, one that continues to renew passion for Ferrari.

**11** **FROM NOW ON, YOKOHAMA BECOMES NICOLE COMPETIZIONE** A new dealership led by Nico Roehreke opened in the city of Yokohama. Some 100 guests attended the opening of Nicole Competizione, all of them customers, and were treated to a presentation of the 458 Speciale – an extra surprise at the event.

**12** **JAPANESE TRADITION** The oldest Tokyo dealer, Cornes Shiba Showroom, held one of its renowned tours, organised especially for its customers. The weather was perfect, and then it was all off together from Tokyo Tower to a beautiful ocean-view restaurant.

**13** **BEST DEALER 2013 GOES TO NAGOYA** Cornes Motors Ferrari Nagoya has won the award for best dealer of 2013. Ferrari Japan awarded the prize to its dealers for the third year running, together with honourable mentions in many other activities. Competition is definitely in the Ferrari DNA.



(Japan, South Korea, Indonesia and Malaysia)



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**EUROPEAN VERSION, JAPANESE STYLE** European Version, the official dealer for the Fukuoka Kyushu area, held a rally for a group of enthusiastic customers around the beautiful coastal roads of the region.
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**90 JOURNALISTS AT KMF** The presentation of the 458 Speciale by KMF in Seoul, South Korea, was a total success. The event was held in the grand ballroom of the Grand Hyatt Seoul hotel and was attended by journalists from more than 68 titles, as well as many customers and prospective clients.
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**FOC KOREA RALLY** The Owners' Club Korea held a rally between Seoul and

the province of Gangwon. It was a real success for Ferrari, which just a few years ago was not even represented in the country.

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**THE YEAR OF THE HORSE** Taking inspiration from the New Chinese Year of the Horse, the official Ferrari distributor in Indonesia, Citra Langgeng Otomotif, organised a presentation of the new 458 Speciale with a spectacular Chinese-themed celebration.

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**PR1MA IN SINGAPORE** The Pr1ma collection was presented with a window display in the Ferrari Store at Marina Bay Sands in Singapore. All the items are also available at Maranello and online.

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**MALAYSIA BAPTISES THE CHALLENGE 2014** The Ferrari Challenge Asia Pacific 2014 season kicked off on the Sepang International circuit with victory for Max Blacardi, David Tjptobiantoro and Philippe Prette – the crowning glory for Ferrari in a day packed with events. A parade of 160 Ferraris on the track concluded the day.
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**PERSONALITIES AND MEDIA** What better way to present the 458 Speciale than the Ferrari Racing Days at Sepang? Hosting the event, together with the Head of Ferrari Far East, Giuseppe Cattaneo, were Datuk Maruan Mohd Said (senior vice president, corporate

(UK and Sweden)



- strategic investment division, NAZA World), Wan Ahmad (general manager, NAZA Italia) and David Hector (senior manager, sales, NAZA Italia).
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**THE MAGIC NAME OF GOODWOOD** The right atmosphere can turn any event into a success. Goodwood Road Racing Club knew this when it organised an Italian-themed evening, right down to the food and cars, plus plenty of champagne. A great success!
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**SUN AND SPIDER** A group of UK clients enjoyed two days at Maranello, driving the 458 Spider in the surrounding hills and at Fiorano. A photo opportunity in front of Enzo Ferrari's office was not to be missed.

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**WITH BEST WISHES FROM THE CHAIRMAN** The new Lancaster Ferrari Colchester showroom, in Essex, deserves Luca di Montezemolo's praises. The opening event, with Italian wines and food, marked the debut of a building destined for success.
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**GOOD HEALTH – AND THEN OFF BEHIND THE DINO** Members of the Wessex Area of the Ferrari Owners Club were invited to an event organised by Dick Lovett in his beautiful garage in Swindon, including a rally through Wiltshire behind a stunning Dino.
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**THE BEAUTY OF THE ENGINE** The guests at Autoropa's presentation of

the 458 Speciale in Stockholm were allowed a closer look at the latest magical Maranello V8. The party continued outside, where the blue lines on the red bonnets of the new models attracted more attention.

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**AN EVENT IN THE RIGHT STYLE** Autoropa organised an event that captivated its audience in Malmö by making the most of the experience of the well-known car journalist and television presenter, Fredrik Hultd. He was able to answer any questions that the assembled guests had about the 458 Speciale, because he had already enjoyed the experience of driving the car around the track at Fiorano.