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Ferrari

M A G A Z I N E



GRAFF

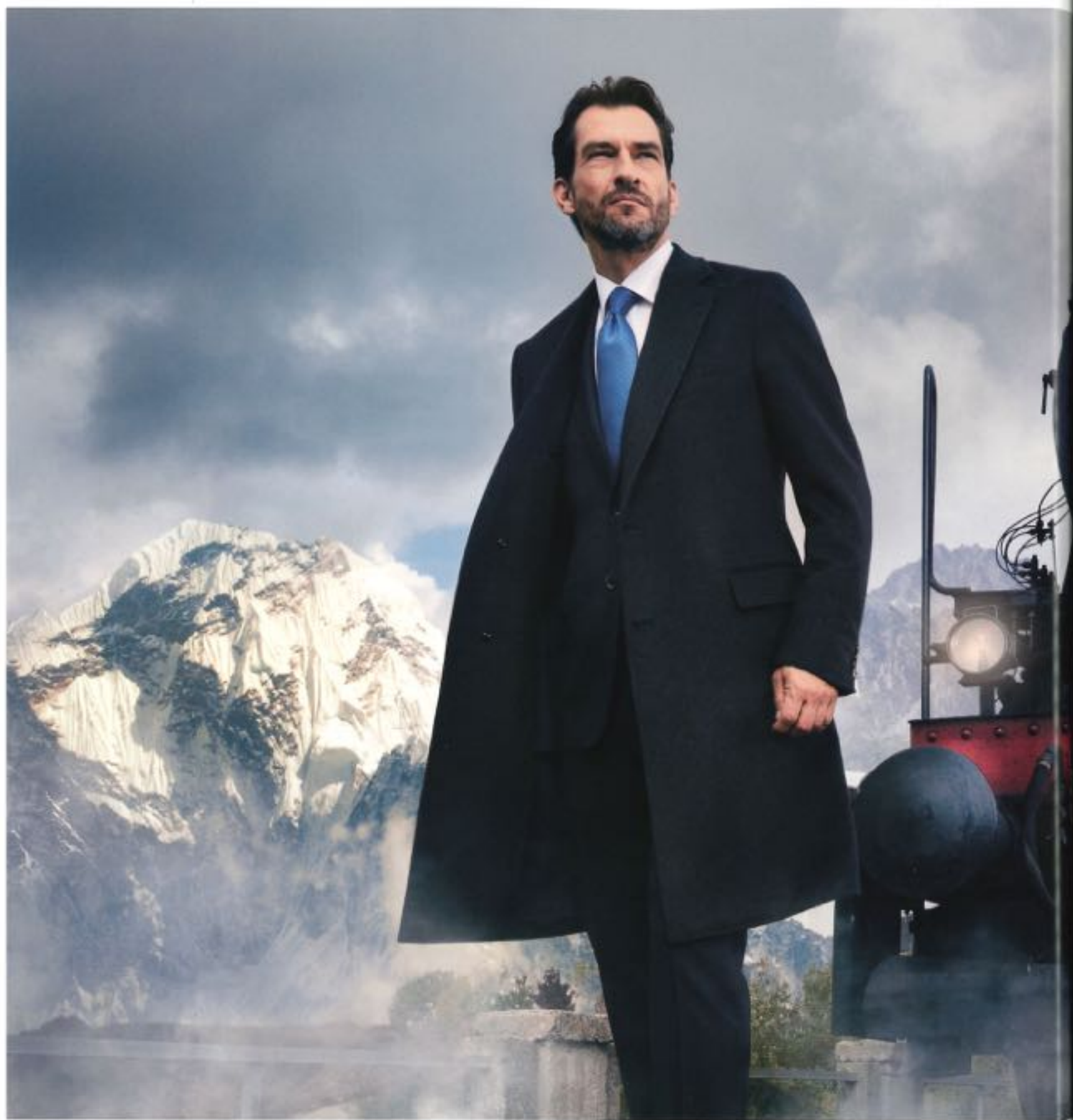
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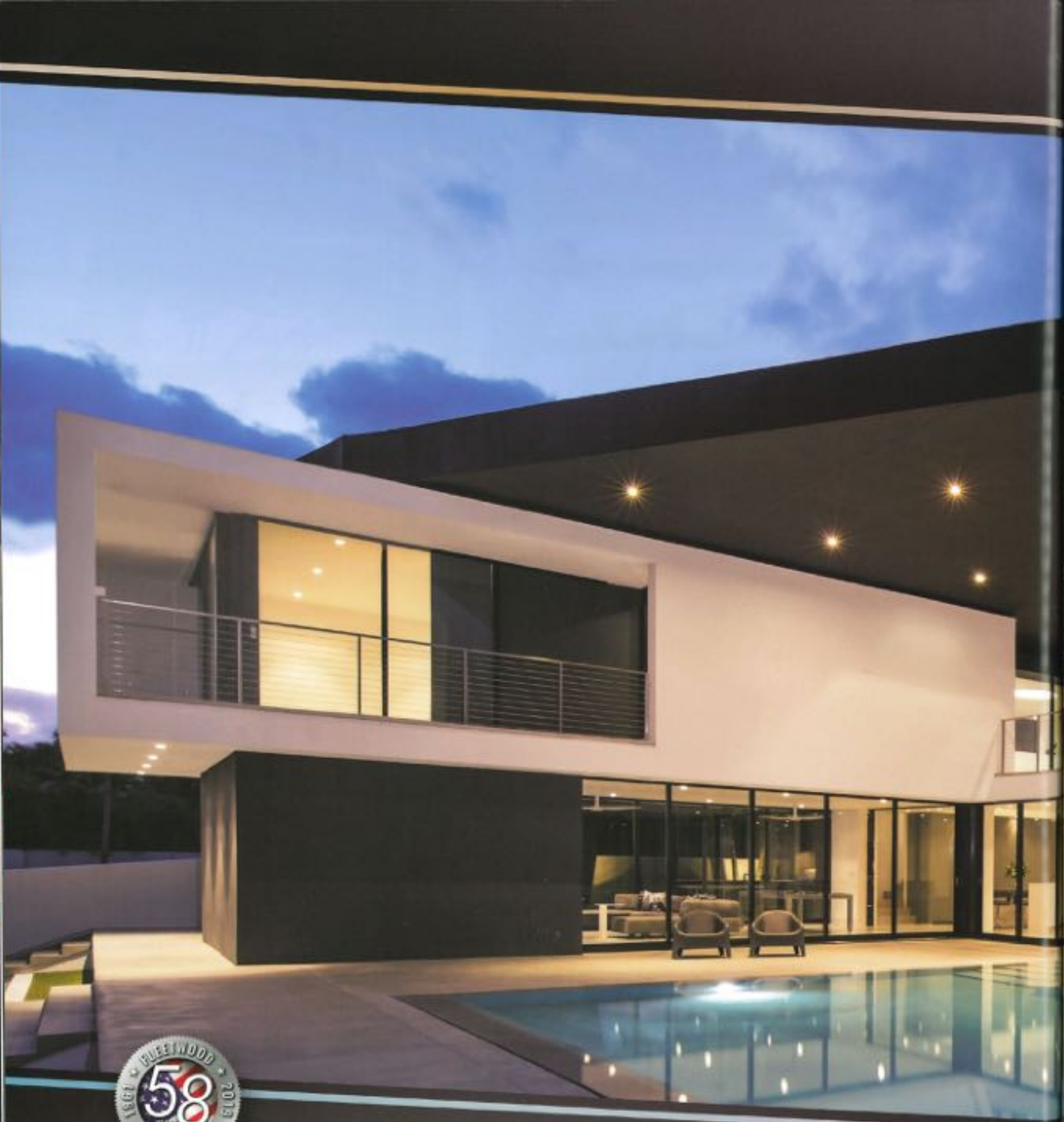


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THE OFFICIAL
FERRARI
MAGAZINE
ISSUE 44



54



112



28



68



44



78

28 SOUND IS IN THE AIR

Clients wanted it, Ferrari made it: 50 years after the 365 GTS/4 a new Ferrari V12 convertible - the 812 GTS - will soon be coming to a dealership near you. This is the car for seekers of acoustic pleasure

36 RIDE LIKE THE WIND

Born a coupé, the F8 Tributo undergoes its first evolution: the new spider version of the highly-acclaimed V8 seeks to satisfy the top-down desire of owners who want both performance and... the wind in their hair

44 OPENING TO EMOTIONS

Four different customers, one thing in common: a love for open-air driving. From different corners of the world, these *Ferraristi* share their passion for spiders - and the pride they feel in driving them

54 BACK ON MY TRACK

Mick Schumacher takes the F8 Tributo for a spin on the same Fiorano track where his father used to practise in preparation for F1 races. The memories flood back

62 WHEN THE TARGA CAME TO TOWN

Dirk Cussler, co-author of numerous Dirk Pitt adventures, relates an imaginary day in a small Sicilian town, based on when the 1948 Targa Florio saw the Prancing Horse outperform its rivals

68 DETAIL OF SUCCESS

The Competizioni GT is a small team whose cars compete in dozens of championships and races around the world. This is a group that knows how to win. The secret? It's all in the detail

98 POWER STEERING

Over the years disruptive changes have altered the steering wheel's essence. We look at several generations of those made at Maranello: including the introduction of paddle shifters and the latest digital helm of the SF90 Stradale

106 ITALIAN PERSPECTIVES

One of Italy's most iconic photographers, Franco Fontana, shot one of the most iconic pictures of a Ferrari - a Testarossa - with the help of a four-legged 'intruder'. He tells us the story and the essence of his art

112 BLACK BEAUTY

In 1950, a gorgeous 166 Inter was one of the first Ferrari to leave the Maranello gates. But the car had a bumpy ride, even ending up in a Zurich junkyard. Thanks to enlightened Belgian collectors - and the skilled restorers of Ferrari Classiche - the car is reborn

78 PASSION ON THE ROCKS

Known for its cave dwellings and beautiful architecture, Matera is a true Mediterranean gem. The surroundings make for fun GTC4Lusso driving

90 ONE STEP BEYOND

We get a peek at some of the Tailor Made beauties realised for Belgian customers, who - it turns out - are amongst the programme's most enthusiastic fans

120 TRAVELLING WITH STYLE

Ferrari is about style as well as performance. Designer Marc Newson has developed an exclusive luggage range for the Prancing Horse's customers



Simon Kidston, Classic car collector and broker.

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Can I still grow my business?
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GIANLUCA FOLI

The work of the talented Italian illustrator covers a wide range of subjects, for both adults and children and has been published in many international magazines and books. In 2015 he was awarded the 'gold medal' by the New York Society of Illustrators. You can get a taste of his talent on page 140



SYLVAIN REISSER

A native of Paris, he works at French media group Le Figaro as head of cars road-testing. A member of the COTY Award jury, he is the author of many works on Ferrari and is an amateur vintage car racer. In this issue he writes about the Tailor Made programme in Brussels. Page 90



MATTIA BALSAMINI

An award-winning photographer, he was a co-founder of the Fernweh collective. His work has been exhibited by Milan's Triennale and Rome's MAXXI museums, and he has been published by the FT, NYT, and Esquire. He teaches at Venice's IUAV University. From page 78 he captures the architecture and people of enchanting Matera



CHRISTIAN MENATH

The 26-year-old from Regensburg (Germany) attended his very first F1 race at the age of seven. Ever since, he's been obsessed with cars. He studied mechanical engineering but then opted for journalism. He has been writing for Motorsport-Magazin's website since 2012; on the F1 beat since 2013. On page 54 he interviews the hopeful F1 driver Mick Schumacher



SUSANNA LEGRENZI

A professor of Visual Cultures at Milan Polytechnic and a museum curator, she is also a social media and digital consultant for major cultural institutions like the Venice Biennale. Avant-garde photography is her passion, so she went to meet the great photographer Franco Fontana. Page 106



DENNIS NOTEN

This young Belgian photographer calls himself a 'petrolhead'. He began taking pictures of cars as a car spotter, when he was aged only 13. At 15 he did his first car shoot. Currently, aged only 26, he works for a variety of publications, such as Top Gear and AutoWeek, and for different car makers, both in Belgium and abroad. From page 90 he pictures some Ferrari Tailor Made



THE OFFICIAL
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CHAMBERS OF TIME: THE THREE LABORATORIES PISA OROLOGERIA

SPONSORED CONTENT



Watches have always been considered more than mere time keepers; they are style icons as well as cult objects. Pisa Orologeria - located in the heart of Milan - has been an industry reference point since 1940, taking exceptional care of valuable timepieces at its three laboratories: the Flagship Store Laboratory in Via Verri 7 - which handles 45 brands - the Patek Philippe Laboratory in Via Verri 9 and the Rolex Laboratory in Via Montenapoleone 24. For the first time the Laboratories, up till now secretive 'temples of time', are being opened to the clientele, as well as to the general public. Chiara Pisa, Chief Executive Officer of Pisa Orologeria, explains: "The idea of opening the Laboratories directly to the public stems from the desire to reassure clients that they are leaving their precious time pieces in the right hands when they entrust their watches with us." This new approach to watch retail is based on the awareness that the relationship watch owners have with their timepieces is quite intimate and personal, and therefore must be valued. The broad range of custom services offered at the Pisa Laboratories enables watch owners to be active participants in the story of the watch they wear. This begins with properly maintaining the mechanisms and calibres, which are often sophisticated and complicated. Such delicate operations are carried out in the Pisa Orologeria Laboratories by highly qualified personnel, who illustrate to the watch owner the type and method of maintenance to be carried out on the timepiece. Additionally, the Laboratories are able to guarantee reduced repair times, without undermining quality, thanks to the privileged relationships its experts have with the manufacturers. On the second floor of the Pisa Orologeria Store an elegant reception area welcomes visitors to the Quick Service for small maintenance operations such as replacing the strap or battery, adjusting the band and engraving. These activities are carried out for Pisa Orologeria customers and the general public, including visitors and tourists. In the amount of time it takes to stroll the centre of Milan, the watch is serviced and returned to its owner in perfect condition, like new. Yet, there is more. The Pisa Orologeria Laboratories are a privileged channel that brings the public closer to the world of horology, especially youth who, contrary to what one might think, are often drawn to the subtle, refined charm of watch making. As part of efforts to engage its younger clients, Pisa's Watch Lab project includes a series of lessons given by experts and technicians who focus on the history, techniques and procedures of watch making as they take participants on a discovery of the uniqueness of the most extraordinary timepieces. To complete the well-rounded approach to haute horlogerie, visitors to the Laboratories can also explore exclusive accessories, such as the ingenious "boxes of time": sophisticated and carefully designed chests containing one or more robots that recharge watches.



Across the universe

For the first time ever, Maranello is truly opening its doors to the world. 'Universo Ferrari' invites both clients and fans to experience every aspect of the Ferrari world, from racing to road cars and everything in between. The event lasts four weeks and features the European debut of the SF90 Stradale as well as the global premiere of the 812 GTS and F8 Spider

It is well known that Ferrari reserves exclusive private viewings of the latest models for its international clientele. In the past, this sort of privilege was strictly reserved for only the most favoured clients. But today, in a pioneering event, Ferrari is throwing its doors open so that the whole world can experience the marque.

'Universo Ferrari' is the first event of its kind in Maranello's history. Truly innovative, it extends a unique invitation to everyone, opening up the world of Ferrari to fans and enthusiasts. A true customer experience is promised for everyone who attends the event: here you are able to experience every aspect of Ferrari – crucially, in exactly the same way as a favoured client. For four weeks during September, a dedicated structure has been created specifically for this event near the Ferrari factory. The absolute stars are the

newest models in the Ferrari line-up. Not only is Maranello's sensational new hybrid hypercar, the SF90 Stradale, making its European debut here, but the marque's two newest spider models are also being launched: the F8 Spider and 812 GTS. In fact, 'Universo Ferrari' represents the first opportunity that anyone gets to experience these exciting new spiders 'in the metal'.

This launch is historic in another way, for this is the first time that a Ferrari model receives its public debut 'on home turf', rather than at an international motor show. It's also the first time Ferrari has ever launched more than one new series production car at the same time.

But it's not just the F8 Spider and 812 GTS that you will be able to see at 'Universo Ferrari'. Every single model in the Ferrari road car range is represented, from Portofino to SF90 Stradale. In addition, there is an area dedicated to the go »



UNIVERSO
FERRARI



There is lots of eye candy for clients and fans: this special event is about the whole story - F1, GT races, Classiche and the newest models, like the SF90 Stradale

years of the Scuderia as well as opportunities to engage with Ferrari Classiche, racing cars, FXX programme cars and even F1 Clienti cars.

These days are real, Ferrari work days on the Fiorano track. Visitors will see cars speed around the circuit, giving them a glimpse into exactly how cars are developed at Ferrari.

As the 'Universo' name hints, it's not just about the cars; it's about the story, too. The holistic Ferrari experience continues with expositions about the brand's tours and rallies. It's what Chief Marketing and Commercial Officer, Enrico Galliera, describes as "a unique range of opportunities - a 360-degree experience of Ferrari that touches everyone. We

'Universo Ferrari' isn't just about the cars; it's about the story, too. It explores the brand's tours and rallies. The weekends open to the public promise to be a real people party, Monza style

are aiming to connect Ferrari with the people in as many ways as possible."

The sheer scale of the event is hugely impressive. Ferrari will welcome more than 10,000 guests over four weeks.

The first two weeks are reserved for the marque's most favoured clients; the following two weeks are for the media, suppliers, partners and, for the first time ever, employees. Perhaps most significantly, the general public is welcomed during the last two weekends, September 21-22 and 28-29. A real people party, Monza style.

More information on the event and how to participate can be found at musei.ferrari.com ■

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September

19

CAVALCADE CLASSICHE, ROME, ITALY, 19-23 SEPTEMBER

Italy's historic capital hosts a spectacular cavalcade of over 80 classic Ferrari, preceded by a tour starting at Maranello and passing through Tuscany. Cavalcade.it



Diary

October

9

PETIT LE MANS (IMSA SCC), ROAD ATLANTA, GEORGIA, USA, 9-12 OCTOBER

The spectacular 'Petit Le Mans' IMSA championship race sees PPE class prototypes and GTD cars compete for 10 hours. A Ferrari took victory in the very first event of 1996 – will that be repeated? imsa.com

10

Ferrari Tribute to Targa Florio, ITALY, 10-13 October

The classic Targa Florio motorsport route, once raced by such Ferrari legends as Juan Manuel Fangio, offers stunning Sicilian scenery and a superb atmosphere. Now you can drive this legendary course in your own Ferrari. targa-florio.it

24

FINALI MONDIALI, MUGELLO, ITALY, 24-27 OCTOBER

The global motorsport season reaches its climax for Ferrari on home soil. This is a unique opportunity to see Maranello's Formula 1 drivers, the concluding rounds of the Ferrari Challenge series, plus F1 Clienti sessions and a wide variety of track cars. races.ferrari.com



Above: the Gulf 12 Hours race. Right: classics gather at the Cavalcade Classiche. Below: Petit Le Mans at the Road Atlanta track in Georgia, USA. Below, centre: season-ending Finali Mondiali event in Italy. Bottom: follow the Targa Florio course in your own Ferrari.



November

8

4 HOURS OF SHANGHAI (FIA WEC), SHANGHAI, CHINA, 8-10 NOVEMBER

Ferrari 488 GTEs in the World Endurance Championship head to Shanghai's circuit, now also known for hosting F1 races, following rounds in Silverstone and Suzuka. fiawec.com

December

14

GULF 12 HOURS, YAS MARINA, ABU DHABI, 14 DECEMBER

The final endurance race of 2019 sees the mighty Kessel Racing 488 GT3 going for its fifth win in a row, with Ferrari cars contesting seven out of its eight editions. gulf12hours.com

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THE EDIT

News, events and
more from the world of
Ferrari and beyond

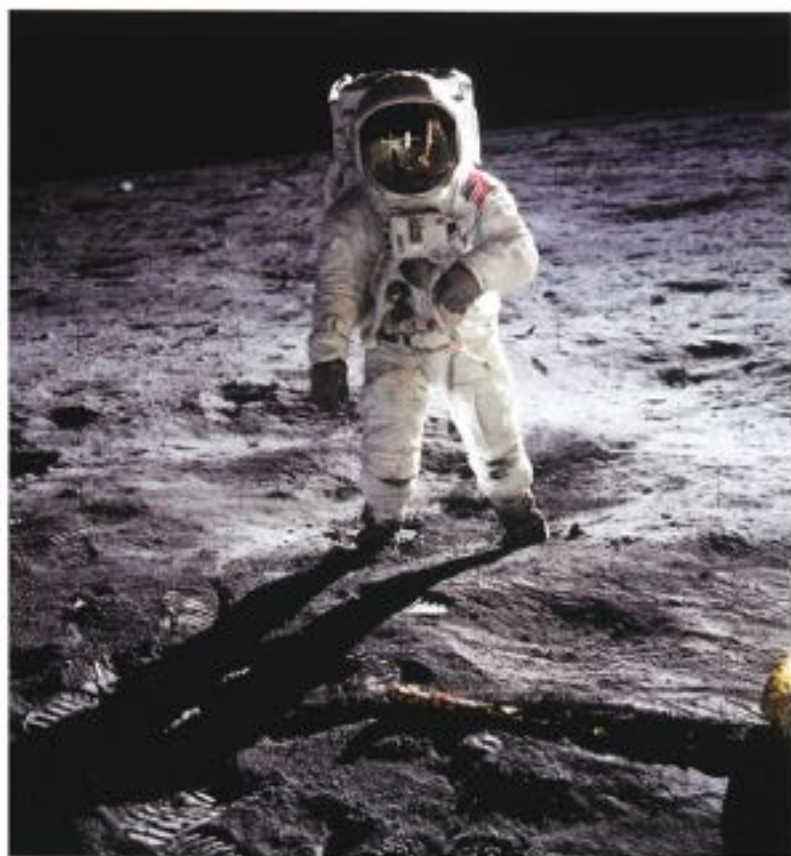
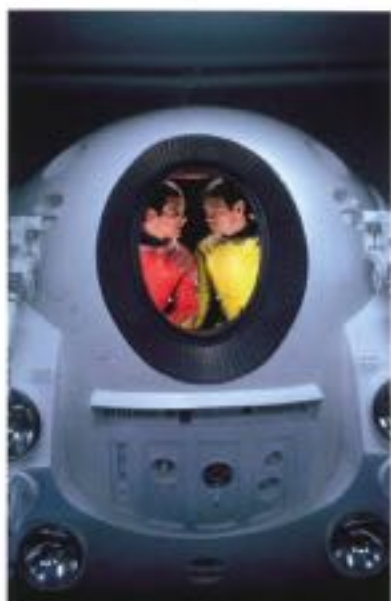
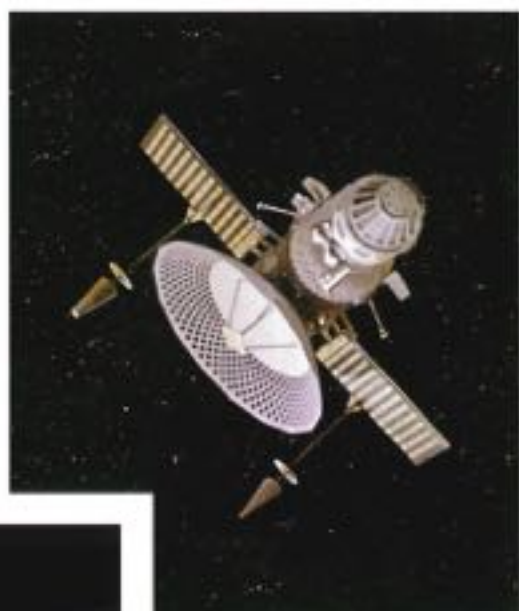
Star gazing

In 1969 people around the world gazed up in awe when Neil Armstrong became the first man to walk on the Moon, and gazed in admiration when Ferrari launched the beautifully streamlined **365 GTS4**



Drop-top Daytona

Fifty years ago – at the 1969 Frankfurt Motor Show – Ferrari unveiled what would become one of its most iconic models of all time: the 365 GTS4, the 'S' denoting 'Spider'. Like the 365 GTB4 berlinetta introduced one year previously, it acquired the unofficial nickname 'Daytona' in celebration of Ferrari having taken the top three places in the 24 Hours of Daytona race in 1967. In contrast to the GTB4's fixed fastback roof, the Spider had a folding soft top – perfect for the warm weather in the USA, where the model became hugely successful.



Centre: "That's one small step for man [sic], one giant leap for mankind": July 29, 1969. Over 530 million people worldwide watch Neil Armstrong walk on the Moon, igniting a global space craze. Clockwise, from top left, also that year: 'The Andromeda Strain', Michael Crichton's first novel under his own name, is a best-seller; designer André Courrèges launches the Space Age Look with a collection sporting metallic hues and multi-coloured wigs; the USSR's Venera 5 and 6 probes successfully send data back to Earth from another planet (Venus) for the first time ever; the prototype Concorde's first flight promises a supersonic future; David Bowie releases 'Space Oddity', making his Major Tom character a space age icon; Stanley Kubrick receives an Oscar (Special Effects) for his masterpiece, '2001: A Space Odyssey', which will be the director's only Oscar win



Tracking history

The Fiorano test circuit, near Maranello, has served as the proving ground for both racing cars and roadsters made by the Prancing Horse. Many famous names have left their mark here, including Michael Schumacher and Kimi Räikkönen. Used by testers and engineers, customers, and Ferrari Driver Academy students, the track can replicate almost any road conditions

Fourteen

The 14 curves of Fiorano are very important for testing because each curve was designed to verify a particular characteristic of the car. Turns 1 (right) and 6 (left) were created to push the engine's elasticity when exiting the corner

1972 1996



The Fiorano circuit, as originally built in 1972, was only a single track. A second track was added in 1996

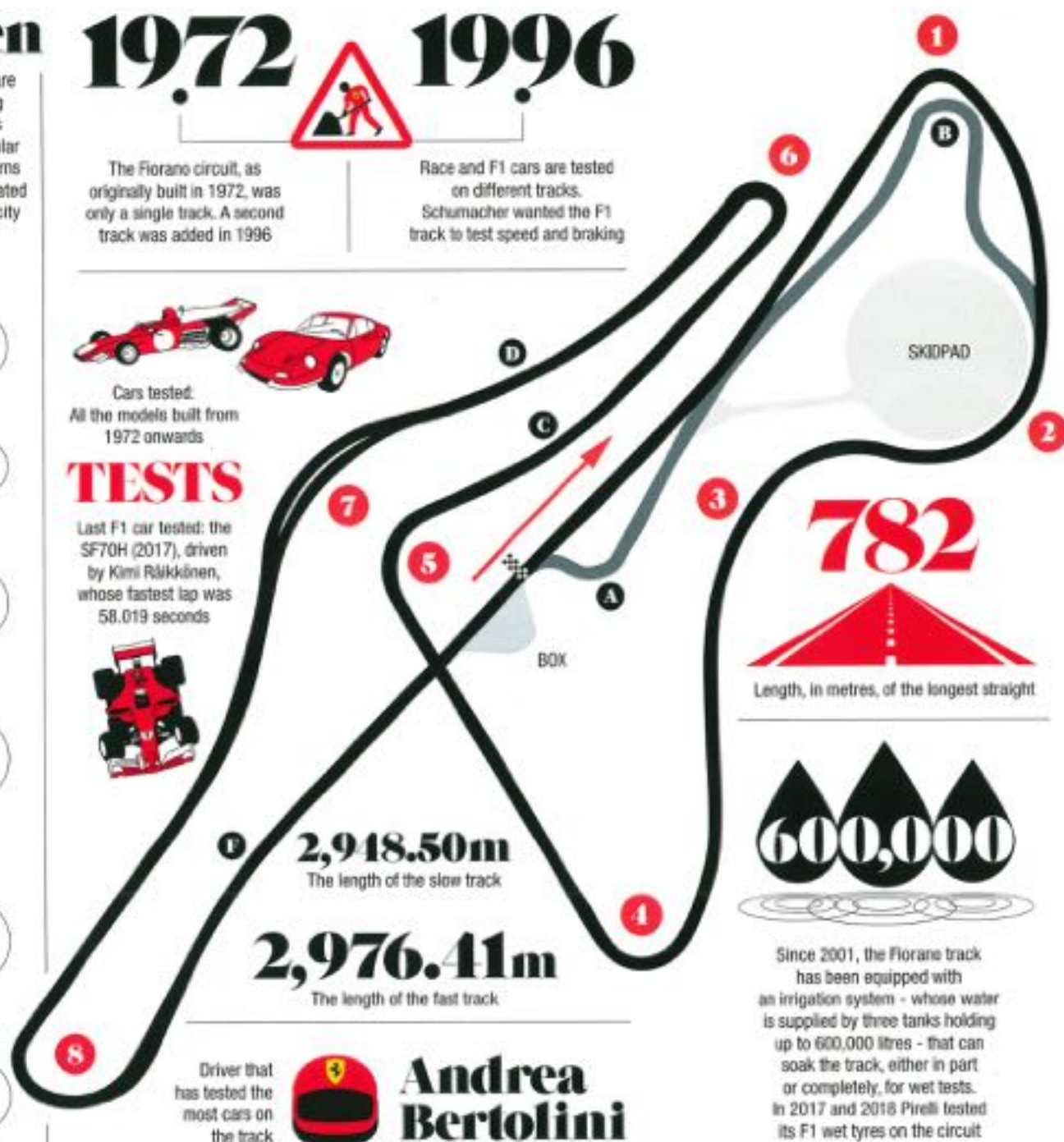
Race and F1 cars are tested on different tracks. Schumacher wanted the F1 track to test speed and braking



Cars tested:
All the models built from 1972 onwards

TESTS

Last F1 car tested: the SF70H (2017), driven by Kimi Räikkönen, whose fastest lap was 58.019 seconds



782

Length, in metres, of the longest straight

600,000

Since 2001, the Fiorano track has been equipped with an irrigation system - whose water is supplied by three tanks holding up to 600,000 litres - that can soak the track, either in part or completely, for wet tests. In 2017 and 2018 Pirelli tested its F1 wet tyres on the circuit

Driver that has tested the most cars on the track



Andrea Bertolini



55.999 sec

Fastest lap: Michael Schumacher in 2004 with the F2004



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AND ON THE TRACK.**



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Road and track, always in a Ferrari

Dannie Peeters is a long-time Prancing Horse aficionado. He shares his collection - which includes a 488 Spider and Tailor Made 812 Superfast - with his family. And now, he and his son have started racing in the Challenge Series

Words Dannie Peeters Photography Lieven Dirckx

I have always dreamed of driving a Ferrari. When I was 15, I was a big fan of shows like *Magnum P.I.* and *Miami Vice* - in no small part because the stars drove Ferrari cars. Unsurprisingly, my first Prancing Horse car was a red 348 TB. That was in 1988.

When I started working for my father's agricultural machinery company, I was on the road a lot, clocking up to 140,000km per year. I got to know the 348 pretty well. But my true passion were 12 cylinder cars; as soon as I turned 21, in 1992, I ordered a red 512 TR.

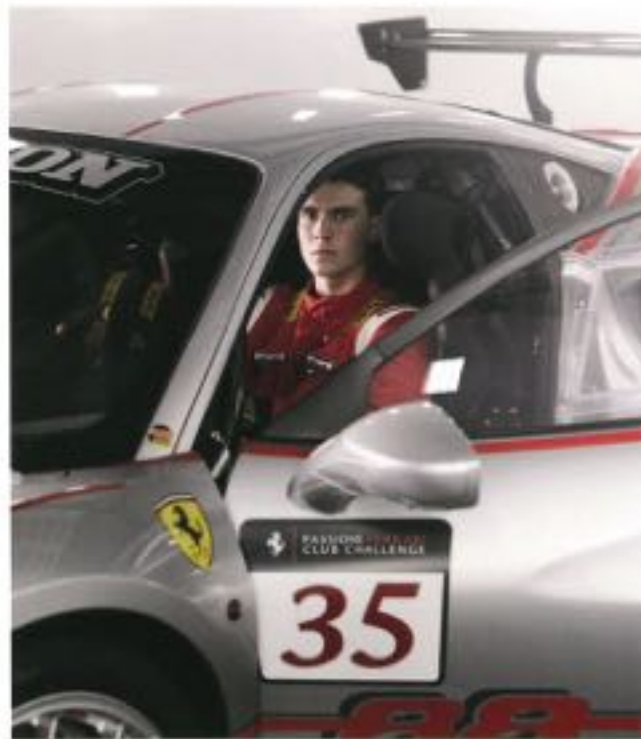
Shortly after my 28th birthday, I took over management of the company and I had to let go of my Ferrari passion... for a while. Until one day when my children, Daphne and Max, asked me when I was going to buy a 'real car' again. That's what got the Ferrari flame going once more. So, we bought a California T, in Rosso California, that my wife Monique (who was my girlfriend when I had the 348) loves to drive.

We enjoyed the California for several years, taking many beautiful trips to southern France. At home, Monique and I often went in it to the restaurant and would take friends for rides. But after a few years, I felt that a replacement was in order and I had set my eyes upon a 488 Spider. Monique and Daphne were not - initially - of the same opinion. They were very fond of the California - Monique loved how manoeuvrable and easy to drive it was - and they resisted. But after the first ride in the 488 Spider (which I had ordered in triple red), they changed their minds. In the meantime, I had ordered a black GTC4Lusso for myself, and soon after we picked up a triple yellow F12, so at this point we had all three colours of the Belgian flag. The Lusso has a special place in my heart, for we participated in many events. One in particular comes to mind: the 70-year Ferrari Anniversary Rally with the circuit at Fiorano as its final

destination. This was a fantastic experience with the most spectacular show at the end.

In 2017, I was getting close to my 50th birthday. My passion for 12 cylinders was still as strong as ever, so I decided to gift myself a Ferrari 812 Superfast. I went all out on this one, having it Tailor Made. Being in the programme was a wonderful experience, as I involved both my son, Max, and son-

Above: Dannie with his Ferrari 812 Superfast; left: Monique and Daphne posing in the 488 Spider. Below: Max in the Pitbull Racing 488 Challenge



in-law. Together, the three of us went to Maranello for the configuration.

The design - especially the interior - is inspired by the FXXK-Evo, and the colour is Nürburgring Silver. It's the best car I've had so far. My enthusiasm for Maranello's cars has led me to try my hand at racing. In June 2018, we were invited to Misano, for the Passione Ferrari Club Challenge Test Drive. This was the first time I got behind the wheel of a 488 Challenge. Soon after, together with Max, we decided to order one.

My passion for Ferrari has certainly rubbed off on Max, who is now 17. His first ever drive, in March this year in Clastres, France, was under the guidance of Belgian racing car driver Jeffrey Van Hooydonk. Max has since got into racing. So together we set up a team - Pitbull Racing - to participate in the Ferrari Club Challenge.

Being a father and doing this with your son is like a dream come true. I am no longer interested in getting the best lap times, that's up to my son, now. Max is very talented and after successes at Spielberg and the Nürburgring, he is even more driven.

Whilst we are very happy with our collection, we are always thinking of the next Prancing Horse car. Monique will soon receive a 488 Pista. The colour? I think the first Ferrari - like the 348 TB - has to be red, but after that you have to dare.



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Taking Capri by colour

It was both an absolute first and - as always - an unforgettable show. The eighth edition of the Ferrari Cavalcade saw over 100 Ferrari 'parading' through some of the most stunning locations in Italy's southern Campania region. From June 18th to 25th, *Ferraristi* from all over the world experienced the thrill of driving their cars from Benevento to Salerno, then along the winding roads of the breathtaking Amalfi coast, up to the fabled Reggia di Caserta, then to Naples where all the cars parked in the beautiful Piazza del Plebiscito. On the last day the grand finale was an extraordinary first: all the Ferrari were ferried to the isle of Capri, one of the jewels of the Gulf of Naples. The colourful caravan reached the village of Anacapri, on the highest part of the tiny, world-famous island, where all the participants were welcomed by a cheering crowd, thrilled by this unique show.



A close-up photograph of a woman's upper body and face, showcasing her jewelry. She is wearing a gold necklace with a star-shaped pendant and a long chain of small beads. She also has a small star-shaped earring and several rings on her fingers, including a large ring with a yellow gemstone. The background is a soft, out-of-focus grey.

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COVER STORY

Sound is in the air

Clients clamored for it, and Ferrari has delivered: the first spider of its kind since 1969. Welcome to the **812 GTS**, an 800cv, V12 convertible with two personalities. Top down, it awakens your senses with the sounds of the 12-cylinder engine. But in a mere 14 seconds this cabriolet transforms into a road-eating coupé

Words Chris Rees Photography Richard Pardon





The 812 GTS has a uniquely sophisticated look, with head fairings flowing elegantly from the cockpit to the rear of the car



Above: the 812 GTS cabin boasts exceptional roominess; right: impressive frontal aspect is shared with the 812 Superfast

You only truly understand it once you've experienced it; the feeling of driving a sports car with the roof down. Such a rich symphony of sensations: the air that brushes your skin, the sun on your face, the smells of the passing landscape. But the one thing that above all defines the open-top experience is the sound.

And, without question, sound is where the new Ferrari 812 GTS provokes the strongest emotions. After all, this latest newcomer offers something very special in the world of open-top sports cars: a V12 engine. As Ferrari Chief Technical Officer, Michael Leiters, says: "It's 100 per cent in line with the DNA of the 812 Superfast; maybe even more because you have the V12 feeling in a front-engined spider."

For so many reasons, the 812 GTS is a highly significant new model. Ferrari Chief Marketing and Commercial Officer, Enrico Galliera elaborates: "The market is ready for this car: our favoured clients and collectors have requested such a model more passionately than virtually any other Ferrari. It's a highly anticipated newcomer."

Here is a Ferrari with exceptional appeal to »

The one thing above all that defines the open top experience is the sound. And sound is where the 812 GTS provokes the strongest emotions



The 812 GTS is the first ever V12 Ferrari with a retractable hard top, which makes it the first 12-cylinder model that can be both coupé and spider



Above: full performance of the 812 Superfast coupé is retained. Opposite page, top left: the cabin appeals to true Ferrari connoisseurs; top right: the 800cv V12 soundtrack is tailored to the 812 GTS; bottom: driving with the roof down, passengers can mix comfort with peak aural pleasure

true connoisseurs of the brand, clients steeped in classic Prancing Horse lore. An essential part of that appeal is the evocative GTS badge.

Whilst it doesn't specifically reference any former model, it's patently clear that there are historic links with several classics in the Ferrari history, not least the 365 GTS4 of 1969, famously nicknamed the Daytona, the marque's last V12 series-produced spider.

But the new Ferrari has one big difference from anything that's gone before: it's the first ever V12 Ferrari with a retractable hard top, which makes it the first 12-cylinder model that can be both coupé and spider.

If you love the sound of a V12 engine, you'll adore the 812 GTS. It's been designed so that, roof down, it delivers a full symphonic experience for its passengers. That, as Leiters says, is despite the latest emissions rules requiring significant changes to the engine and exhaust: "We worked hard to maintain the same power output as the 812 Superfast – 800cv – whilst also enhancing the

sound. You will hear pure music from the exhaust." Indeed, Leiters contends that the sound was, for many people, one of the key reasons to choose an 812 Superfast, an element that's even more enhanced in the new spider version. It's now on a different level, thanks to a unique exhaust system, carefully interconnected to amplify the aural experience. The fuel combustion system has been tweaked, too, so that it's more satisfying on the ear.

"Spider customers are looking for two elements that are very difficult to achieve," comments Galliera. "They want to hear the music of the car, to have an experience that's as pure as possible, but they also want to be able to talk to their passenger whilst driving at speed."

To that end, the retractable hardtop has been carefully designed to minimise turbulence. For instance, the position of the wind deflector (deployed when the roof is open) can be changed to favour either maximum comfort or the purest sound experience. Much attention has also been paid to the roof seals, whilst the rollover protection





The front-mounted V12 layout offers unique roominess inside the car, and a very particular driving experience

integrates a new aerodynamic device to minimise air intrusion, but still provides that pleasurable experience of air flowing through the cabin.

Lightweight aluminium is used for the hard top. Roof up or down, the 812 GTS always looks elegant, focussed, and nicely proportioned. The compact nature of the roof itself helped in this respect. The hardtop can be raised or lowered in just 14 seconds, even when the car is in motion (at speeds up to 45kmh). And when the roof closes, the GTS performs like a coupé: this is a car equally at home crossing continents as it is in delivering a short hit of adrenaline.

The classic front-mounted V12 layout offers unique roominess inside the car, maximum comfort and a very particular driving experience. Ferrari has taken great care to carry through the acclaimed driving character of the 812 Superfast into this GTS. Because of a slight increase in weight – around 75 kilos – changes have been made to the magnetorheological damping control systems. But the chassis has also been strengthened so that the spider version handles with the same precision, meaning there is no significant difference in terms of performance.

As ever at Ferrari, design is an integral part of performance and innovation, and the 812 GTS incorporates many new design elements, such as the beautiful head fairings that flow down the rear deck, and the unique rear end styling treatment.

How to sum it up? It's a car that provides all the visceral experience of the 812 Superfast whilst simultaneously adding all the liberating emotion and the unique soundscape of open-top driving. Sounds good. ■





Top left: lineart the rear are uniquely subtle, above-top up or down, the 812 GTS boasts elegance and ideal proportions

Ride like the

Cruising with the gentle breeze caressing your face is part of the spider experience. But the true spirit of this **Ferrari F8 Spider** is the extreme performance of its V8 twin-turbo engine. It provides uncompromising driving pleasure, plus the thrill of a racing sound that has been especially engineered to give you that extra adrenaline

Words Chris Rees Photography Richard Pardon



The F8 Spider was developed alongside the F8 Tributo coupe and, like the coupe, can be driven with confidence at its limit.

wind



The F8 Spider is aimed at a customer looking for extreme performance and pure handling pleasure but who also wants an open roof driving experience



Above: handling is every bit as entertaining and crisp in spider form as in coupé. Opposite page: the 720cv V8 engine delivers intense experience

It may be a logical progression of the Ferrari model range, but there is nonetheless something quite magical about the new Ferrari F8 Spider. With a pedigree dating back to the 308 GTS in 1977, this latest Ferrari open-roof V8 is less extreme than the 488 Pista Spider but sportier than the 488 Spider, which it replaces.

Maranello's new creation was planned right from the beginning of the F8 programme, which means its development went hand-in-hand with the F8 Tributo coupé. Chief Marketing and Commercial Officer, Enrico Galliera, explains: "The V8 mid-engined spider has always been one of the pillars of the Ferrari product line-up. It's a very important car. This new model is very much in

the tradition of Ferrari, with spider following coupé. The spider is aimed at a different type of client, one who is looking for extreme performance and uncompromising driving pleasure, which the mid-rear engine layout delivers, but who specifically wants the experience of driving with an open roof."

That open-to-the-elements feeling is not simply about appreciating the sensations of the world passing by. As with the new Ferrari 812 GTS, clients can experience the presence of the engine in a much more intimate way. And in the case of the F8, that's quite some engine. The 3.9-litre V8 twin-turbo powerplant – which is shared with the F8 Tributo – has an incredible specification. Its power output of 720cv is exceptional for >>







The multi-award-winning 3.9-litre V8 twin-turbo engine has been mapped for the new F8 Spider in order to create a unique sound

Left: the rear end evokes the image of a manta ray; above, clockwise: special louvres dissipate heat from the engine; the roof can be opened in 14 seconds; the front spoiler is more pronounced than the 488 Spider's; 20-inch wheels are standard

this class, as is the impressive way that it delivers that power.

Unsurprisingly it continues to garner awards. This year was the fourth-in-a-row that it collected the International Engine of the Year Award, an unprecedented achievement in itself, coming on the back of last year's 'Best of the Best' award for the previous 20 years.

Now, that same engineering masterpiece has been mapped for the new F8 Spider in order to create a unique sound, whether the roof is open or closed. An innovative system (also used in the SF90 Stradale, incidentally) brings this exceptional sound to the cabin: with channels designed to transfer it from the exhaust system right up next to the cabin.

The sound is entirely authentic. Ferrari engineers and test drivers have to delve into their experience when developing a suitable sound-

scape, which is as much an art form as a matter of science.

This new F8 Spider is all about pure driving performance. Whereas the V12 engine of the 812 GTS provides a searing, high-revving experience, the V8 turbo of the F8 Spider delivers a real, immediate kick: extreme acceleration without turbo lag – in other words, maximum performance from the very moment you press the accelerator. It has the crisp response you'd expect of a non-turbo engine but has also deeply impressive turbo-fed torque right across the rev range.

In terms of the retractable hard top, the development team at Ferrari faced no issues with aero-acoustic comfort, nor with the mechanism of the roof, since both have already been well proven in the outgoing 488 Spider, from which the system is derived. "We reached such a high level of excellence and execution with this >>

The F8 Spider delivers extreme acceleration without turbo lag – in short, peak performance the very moment you press the accelerator

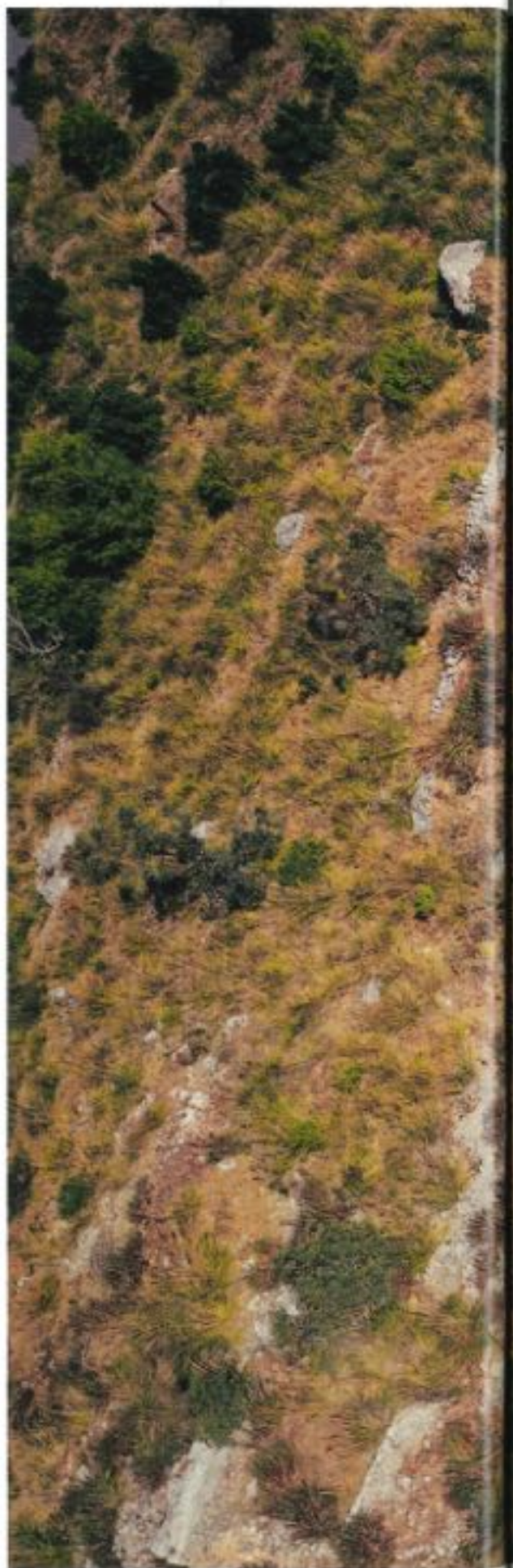


Above: compared to the F8 Tributo, the F8 Spider has identical acceleration, 0-100kmh in 2.9 seconds, and a top speed of 340kmh. Opposite page: the specially tuned soundscape is best enjoyed top down

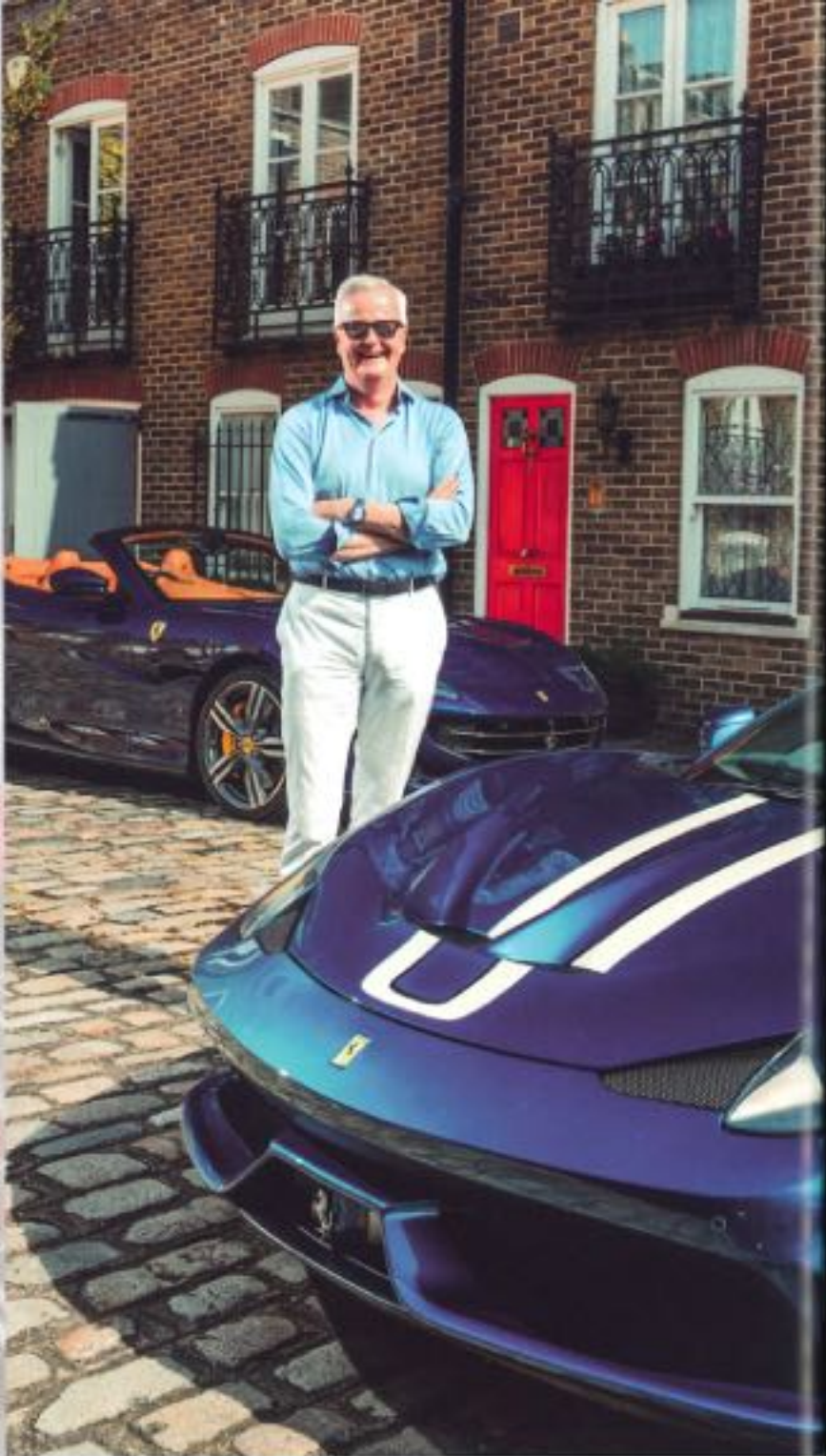
roof that it could be happily used in the F8 Spider, carefully adapted to suit its new home," comments Chief Technical Officer, Michael Leiters. The electrically-operated retractable hard top is one of the fastest-acting on the market, taking just 14 seconds to deploy. And you can operate it at a travelling speed of up to 45 kmh. When the roof is open, passengers are protected from buffeting, by an adjustable wind stop.

The F8 Spider is naturally a little heavier than the F8 Tributo (around 70 kg) but this does not have an effect upon performance in any significant way. The top speed, for instance, is identical, so the experience at the helm is equally rewarding, whichever version you drive.

Compared to the F8 Tributo, the Spider version has even more opportunities for customisation, particularly in terms of carbon-fibre parts. For instance, there's a carbon-fibre engine cover and tonneau cover – providing yet more reasons why the F8 Spider has a unique place in the Ferrari line-up. ■







Opening to emotions



Four different customers in very diverse parts of the world. All of them with one thing in common: a particular love for **open-top driving**. We visited each of them to hear their personal stories, as they attempted to explain what it is about a spider that provides that something extra in their Ferrari lives

Words Kevin M. Buckley, Gordon Sorlini

Photography Egil Bjarki Jónsson, Alfie Goodrich, Nathan Leach-Proffer, Mark Ricciani

From far left: Charles Pang, in his 488 Pista Spider in Hong Kong; Laurent de Meus with his 458 Speciale A and his Ferrari Portofino in London's Naida Vale; Richard Lessee and wife Bari in Utah with their F60 America, the last of only ten ever made; Omori Ryutaro at the wheel of his Ferrari Portofino in Miyazaki, Japan



Charles Pang

BEIJING, CHINA

It's hard not to envy Charles Pang, a hard-working Chinese businessman with an enviable collection of luxury cars, including several Maranello roadsters. An entrepreneur with a workaholic travel schedule, Pang is managing director of Canadian International School of Beijing. The company runs private educational academies - from Kindergarten right through High School, following the Canadian curriculum - that cater to some 50,000 children in Asia.

Yet, whilst often busy travelling the world, Pang also enjoys the fruits of his labour. And collecting cars - especially Ferrari convertibles - is one of his favourite hobbies, one he "shares" with his 11-year old daughter. "My first Ferrari convertible was the California T," the entrepreneur recalls. "I bought it about four years ago. I was with my daughter at the Hong Kong showroom for an event. She saw the car, jumped in and started playing around and liked it. I ordered it that very day." Now, every time Pang purchases a new Ferrari, his daughter (his son is only two years old) gets 'first dibs'. "Every time I get a new car, the first passenger with me is my daughter. She's the boss," Pang jokes.

Asked why he collects Ferrari cars - his stable includes a red 430 Scuderia, the California T (also red), a white F12 Berlinetta and a newly-acquired, red 488 Pista Spider - Pang remarks: "It's every boy's dream to collect Ferrari cars." He emphasises also the investment value of the roadsters, as they appreciate over time.

The entrepreneur already has his eye on the brand new 812 GTS. "I would love to have that one Tailor Made!" he enthuses. He has also set his eyes on the SF90 Stradale. "They have been sending me information. But I haven't had time to order it yet, as I haven't been in Hong Kong for a few weeks..." He adds, "I have heard great things about

the SF90. If they came out with a convertible SP90 I would definitely get it."

Although it's always hard to pick a favourite Ferrari, when prompted Pang confesses that his current sweetheart is the 488 Pista Spider: "It's the new toy... The sound is so wonderful and, aside from the 488 Challenge, which I drove recently in the Shanghai leg of the Ferrari Challenge, the Pista Spider is the most fun of my Ferrari cars to drive."

But where does this love for open-top cars come from, especially considering that Hong Kong's climate is not always top-down friendly? "Ever since I got my licence, I have always loved to drive convertibles."

Although in Hong Kong there aren't many roads to enjoy driving on, the Ferrari Owners Club organises road trips, which are so much fun. "By way of example, Pang cites three trips he took, in Japan (organised by the Japan Owners Club), and a few Malaysia expeditions - including track time at the Sepang F1 circuit - arranged by the Hong Kong club.

Weekend drives to the marina for family yachting trips are also perfect for the convertibles, he adds. The businessman - who has taken various Corso Piloti, including a limited edition course in Monza in 2018 - has driven other Ferrari cars. But clearly the ones he owns

are the ones he knows best: "The California T is a very comfortable, every day drive. The Pista Spider and the Scuderia are fun cars to drive, especially on track, but not as comfortable as the California." Of course Ferrari is as much about dreams as it is about passion. Recently, the owner of the Hong Kong dealership unveiled a One-Off project, the P80/C, that had been in development for over four years. Would Pang like to do a One-Off, also? "Of course, it would be a dream. I would be honoured if Ferrari offered

"Every time I get a new car, the first passenger with me is my daughter. She's the boss," Pang jokes

Charles Pang alongside one of his collection - a Ferrari 488 Pista Spider - against the Hong Kong skyline





Laurent de Meeus

LONDON, ENGLAND

Laurent de Meeus candidly admits that he has an obsession, a magnificent obsession. And it is all Benjamin Braddock's fault.

"Yes, it was *The Graduate*!" confesses Laurent, excitedly. "That movie was what got me first hooked on spiders". The sight of Braddock – Dustin Hoffman – dashing along the California highway in an open-topped red Alfa Romeo had such an affect that when Laurent was just nineteen he "went halves with a friend on a second-hand Alfa Romeo." But then things like Universities, globetrotting careers, families and kids intervened. Yet the dream refused to die.

"I didn't buy my first Ferrari until I was forty five", he says, a tone of surprise in his voice. "And I'll tell you what, Ferrari has changed my life". It's quite a statement, coming from a hardheaded successful financier like Mr de Meeus. His career took him to Brussels, New York, and Amsterdam, before he settled in London. Twenty four years later, Belgian-born Laurent has acquired almost accentless English, wife Paula, three kids, and the position of Senior Partner at Egon Zehnder, the Swiss financial consultancy and executive recruitment outfit. Then came his 'second family'. "That's how it feels", he enthuses. "When I go along to a Ferrari event, the Challenge races, or a Cavalcade, it means meeting like-minded people. Friends. It really does feel like a family." Laurent is speaking from his home in Maida Vale, west London, in a pretty neighbourhood known as Little Venice due to its network of quiet canals and footbridges. But he has only just returned from Germany, the Nürburgring to be precise, where he competed in his latest Ferrari Challenge event, currently leading the Coppa Shell AM Series championship. Yet he cheerfully admits, "When I was younger I wasn't really 'into' cars. I didn't buy my first Ferrari until I was in my mid-forties," he re-iterates. These days, comfortably into his fifties, he says, "Now, I buy only Ferrari".

He admits that his sudden passion for high performance cars left his family "bewildered" at first. But he proudly shows a wonderful photo of his Portofino parked up: one son in the passenger seat, his wife smiling in the rear, and Pemba, his huge pet

Rhodesian Ridgeback filling the driver's seat. "Yes, the dog, and the cat, Maybe, do get transported in them sometimes," he admits. The 'them' has thus far included two California models, two 458s, and a 458 Speciale A. Also a Monza SP2 and a 488 Pista Spider are currently on order. As is a 488 Pista Piloti for his Challenge competitions, and an SF90 Stradale. But what is it that makes the Spider model so attractive to him? "It's the feel of the ride," he exclaims, bursting with emotion. "When I drive a spider I always have a big smile on my face. The whole thing is very sensory. You can hear the sound of the engine, which is glorious," he laughs. "And you can also hear the noise of the road. And the smells. It's a very olfactory experience, if you can put it like that. There's a connection with the natural smells around you." Pushed, perhaps unfairly, to sum it all up in three key words, he plumps for "life-affirming; emotional; natural". His enthusiasm for "the feel of the ride" extends to giving lifts to friends. And he has been known to give rides to complete strangers too. "People are interested when they see a spider, they come over and talk."

On occasions he surprises them by saying "hop in". "Just for fun. I take them for a quick five-minute ride. It's just such a wonderful feeling, driving a spider. I love sharing it, and I want other people to experience that same feeling." The London weather doesn't much get in the way either. He often drives open-topped in English drizzle, with only heavy 'cats and dogs' downpours forcing a cover up. Unsurprisingly, given his Challenge racing, he admits that he likes to 'drive hard' when he can, citing the sheer pleasure of a road trip down through France's Loire Valley in his 458 Spider. "The Ferrari is 'driven', but not 'pushed'," he opines, almost solemnly. So, if you ever find yourself strolling along the wide avenues of London's Little Venice, don't be alarmed if you see an excited pedestrian hopping into the passenger seat alongside a smiling fifty-something at the wheel of an open-topped sports car. It'll be a Ferrari spider. Possibly with a very large dog in the back seat.



Laurent de Meeus with his Ferrari 458 Speciale A on one of the canal bridges in picturesque Little Venice

London weather doesn't get in the way. He often drives open-topped in English drizzle, with only 'cats and dogs' downpours forcing a cover-up





**That Pacific coast road, the Adriatic off Puglia,
and the Tyrrhenian Sea off Italy's south west coast:
"I just love the smell of the sea when I'm driving"**

Ryutaro Omori

MIYAZAKI, JAPAN

There are many different reasons given by Ferrari clients when they opt for a spider. But one of the simplest of all motives must be the one offered up by Mr Ryutaro Omori: "Who needs a roof? I don't!"

Simple, minimalist. Very Japanese.

And it comes accompanied by a generous roar of laughter from the 42-year old CEO of one of Japan's leading food manufacturers. He lives in the far south east of Japan, in the city of Miyazaki in the island province of Kyushu. "It's very Riviera-like here," he says. Japan's warmest region, Kyushu offers unspoilt lush green countryside, thick forests, "and there's even tropical vegetation here," he says. "There are palm trees. Like I said, I don't need a top to my Ferrari!"

Currently driving a 488 Spider, one of his favourite journeys is letting it loose along the coastal road that skirts the Pacific Ocean to the east, on a one-hour drive down to the marina where he moors his ocean-going yacht.

"It's one of my favourite drives. I love sailing too, I love the sea, so taking out my 488 Spider along that coastal road marries both my passions. In the spider I can enjoy the sea breeze. It's perfect." For Omori, the whole experience is very in tune with nature.

"I can feel the breeze coming in off the ocean. At some points, you know, there are smaller roads that mean you are driving almost on the beach. You can smell the sea air, you can hear the sound of the waves." Plus, at the right time of year, "As I'm driving along I can smell the vegetation around me. There is the perfume of the flowers," an element of particular importance in Japanese culture.

Quite apart from the closeness to nature afforded by the open-top experience, what first inspired Omori to opt for a spider? Was there a movie or an exhibition that pulled him in that direction? "No, no," he replies. "I was very attracted by the design. For me, the spider is more attractive than the coupé. It's as simple as that. It is the sheer aesthetic of the look that attracts me. I just love the way it looks."

A California T was his first open-top Ferrari. He took it over to Italy for the 2017 Ferrari Seventieth Anniversary celebrations, participating in a Cavalcade event in Puglia, the enchanting region that forms the 'heel' of Italy's boot-shaped peninsula.

"It was really a memorable trip," he declares.

Just weeks before speaking to The Official Ferrari Magazine, Omori had once again visited Italy, to take part in the Cavalcade Capri 2019 event in June on the beautiful island off the coast of Naples. This time he took the rarest car in his collection, the limited edition J50 – created to commemorate the half century of the brand in Japan.

He and his wife were "thrilled" by the whole experience in Capri. "Oh, it was very very nice," he says. There's an obvious trend here: that Pacific coast road in Kyushu, the Adriatic Sea off the coastal roads of Puglia, and the Tyrrhenian Sea off Italy's south west coast. "Oh yes, I just love the sea!" he re-iterates.

"I love the smell of it when I am driving!"

If Ferrari ever produced an amphibious model would he be first in line to order one? The quip brings forth another hearty laugh from Omori.

"Oh yes, that would be good!", he jokes. In the meantime he doesn't save his open-top moments for special occasions.

"No. I don't mind if it's daytime, nighttime, the morning, whether it's sunny or it's cloudy, I always like to drive my spider".

And he doesn't mind sharing the experience. Both men and women friends love coming along for an open-air ride. "If the passenger is a lady, they seem to prefer the Portofino," he says. "Whereas I find that men mostly prefer it when I give them a ride in the J50, which feels more powerful."

When he is pushed to think of three words to encapsulate the spider experience, he meditates for several moments, then proffers: "happiness; life-affirming..." Then Omori pauses, before adding slowly, and solemnly: "and...almost spiritual".



Ryutaro Omori with his Ferrari Portofino. Right: in his J50 during June's Cavalcade Capri





Richard Losee

PROVO, UTAH, UNITED STATES

For some people their first open-top experience comes at an early age. Picture the scene: a hot Summer's day in Utah around 1960, an American Mom pops into the local grocery store. Her little toddler stays in the car - a dinky little Fiat 500 with its canvas roof rolled back. But then the little boy needs to do what almost all little boys need to do almost always at the wrong moment.

So, with no sign of Mom, the toddler stands up on the seat and improvises, dexterously aiming up and out of the car roof. Of course, just at that very moment Mom emerges from the store. The amusing story went into family folklore. The little boy? His passion for convertibles was apparently set for life by the experience and he grew into one of the world's most fervent, and knowledgeable Ferrariists: Richard Losee (it rhymes with coupé).

His astonishing collection includes an F60 America, a LaFerrari Aperta from 2017, an SA Aperta (collected from Maranello in 2011 and courageously inaugurated along the mountain roads of St Moritz). A Monza SP2 is on order.

"Well, I've always just loved open-top Ferrari cars," he enthuses. "And around here it's fabulous, the perfect place for them." Here is Utah, the almost completely square-shaped state alongside Nevada and Arizona, famous for its Bonneville Salt Flats. "To the south there are wonderful national parks," and miles of flat open roads contrast with "lots of mountains and canyons."

When asked what it is that attracts him to the spider genre, Richard doesn't hesitate: "Driving with the roof down with my lovely wife alongside me in an open top Ferrari, that's what attracts me to it!" He adds: "You don't have to drive fast. You just enjoy the sights and the smells, the perfume of the pine trees." But don't let that leisurely image fool you. This man knows the high end of a speedometer: he set the world record for "the fastest ever Ferrari" (237.671mph in an Enzo on the Bonneville Salt Flats in 2010); was SCCA Group 2 National Pro Rally champion in 1997; and won three Ferrari Challenge rallies. But they are stories for another day. Let's go back to that grocery store. "It was a pretty little 1959 Fiat 500 Nuova," recalls Richard. My dad came from a family of humble means himself, but ever

since I was a boy he always said, 'if a man can afford to do so, he should own a Ferrari'."

Richard was still a teenager when he fell in love, twice. First, with his beauty queen wife, Boni - "And we're still together after forty three years of marriage!" - then with the idea of a 'Daytona Spider'. "I just wanted one so-ooo bad," he recalls in his slow, modulated Utah accent. In 1978 he found one. "Well, actually it was a Daytona Coupé." He travelled over to Los Gatos, California and shelled out 27,500 dollars, adding "a spider 'factory clip' to replace a damaged rear end." Yet, something bothered him. "I'm quite a 'purist'," he says. "It wasn't completely genuine. So," he says, with a hint of contrition, "I sold it."

From the 1970s the family jewellery business and his personal business interests had expanded and he was doing well enough to permit himself to at last put the advice from his father - also called Richard - into practice. "From around aged thirty I became a Ferrari man." In 1988 he finally bought a brand new Ferrari, a 328 GTS from the trusted dealership "then run by Steve Harris Imports" in Salt Lake City. He kept it for twelve glorious years. He loved his 328 but longed for what he regarded as the holy grail of spiders, a V12 engine. "In that era they hadn't been making them for years. I told Steve Harris, 'if they build one, I want it'." And he was true to his word when the 550 Barchetta Pininfarina came out around the turn of the century. "It was the only one delivered in the state. The roof is manual and completely detachable," he enthuses. He put 37,000 miles on that particular beauty. "It has a stick shift, six-speed (gearbox). It is a beautifully balanced car." Although he lauds new technology as "fabulously efficient", ever the romantic he still finds huge satisfaction in a car's 'manuality'. "It's very 'involved'," he says, "it's that man-and-car feeling, for instance the perfectly timed double-clutch downshift." His twelve-car garage houses his current favourites, with a one-hundred-thousand-square-foot space reserved for the rest. Asked for three words to describe what comes to mind when he thinks of being at the wheel of one of his extraordinary spiders, he replies: "My. Beautiful. Wife," then laughs, tenderly. The romance of the open road is clearly alive and well in Provo, Utah.



Richard Losee at home with his LaFerrari Aperta. Top of page: his F60 America.

He loved his 328, he kept it for twelve glorious years, but longed for what he regarded as the holy grail of spiders, a V12 engine





Back to my track

Together, Michael Schumacher and Ferrari rewrote the F1 history books. This year his son, Mick, has been officially inducted into the Maranello family. At Fiorano, **the next Schumacher** generation got to grips with the next-gen mid-engine V8 sportscar, the Ferrari F8 Tributo. It was an opportunity to sit back and ...reminisce

Words Christian Menath Photography Leda Paleari



Mick Schumacher joined the Ferrari Driver Academy this year. He recently went to Fiorano to test drive an F8 Tributo



F

errari and Schumacher. The two names have been indelibly linked since Michael's legendary successful F1 era, which lasted more than a decade. Even after five world championships and 72 GP wins, the German ace always remained loyal to the Scuderia. And now the next Schumacher generation has found its way into the Ferrari fold in the shape of Michael's son, Mick, who has just joined the Ferrari Driver Academy, a talent factory for future F1 racers. Despite also being offered positions in other teams, for Mick there could always be only one option.

"If only because of my life's story," he explains, "I feel drawn to this place. It's where I grew up and, apart from a single season, I've always raced for Italian teams. The passion that Italians put into motor sports is just incredible. And it doesn't get any better than at Ferrari. It's really something to take in when you're here at Maranello and at Fiorano."

Indeed, what better place than the Ferrari test track at Fiorano to bring two legendary names together again? The brand new F8 Tributo is standing ready, a perfect vehicle for the reun-

»



"I feel drawn to this place. It's where I grew up and, apart from a single season, I've always raced for Italian teams"



Opposite page: Mick during the interview in his favourite grandstand seat. Above, posing on the Fiorano track; left: testing the F8 Tributo. In August Schumacher won his first F2 race, at the Hungaroring

Fiorano holds a host of memories for Mick. "Whenever I see pictures of that time, I start reminiscing." His first laps on the track were on a 50cc dirt bike

ion. A whopping 720cv, out of a 3.9 litre overall displacement in the latest Ferrari V8 mid-engine supercar, is ready and waiting for the current F3 European champion. Not only is this a wickedly fast combo – it's also an emotional moment. After his first stretch in the F8 Tributo, Schumacher finds a shady spot sitting in the small grandstand aside the test track, and revels in some choice memories: "This exact spot where we're sitting right now? I used to hang out a lot here as a kid, watching my dad drive." And his grin widens as he adds: "This was a first for me – to be able to drive a Ferrari on this track. It was really something – I was so looking forward to this."

Fiorano holds a host of memories for Schumacher. "Whenever I see pictures from that time, I start reminiscing. Most were taken during winter test drives, so we're all wearing jackets. But I'd probably been here even earlier, when I still had to be carried around." When Mick, who is 20 years old now, was still a baby Fiorano was like a second home to his father. At the time, limitations on F1 tests had not yet been introduced. "They used to test drive for many thousands of kilometres a year. It would sure be great for us to be allowed to do that," Schumacher muses. Nowadays, test drives have been severely restricted in Formula One; nor are there many more opportunities to build up significant track experience in the junior series, apart from racing weekends. But that doesn't mean Schumacher hasn't had any lap experience at Fiorano. As a kid he tried to emulate his father: "I would have been maybe 10 when I took to riding a 50cc dirt bike here," he recalls. Not that his performance was too impressive: "I was constantly on full throttle, so I tended to choke the thing all the time." »



Mick praises the F8 Tributo's powerful engine. Equipped with one turbocharger per cylinder bank, it's a bona fide piece of Italian engineering





Hardly the kind of problem one faces with a showpiece like the F8 Tributo. Equipped with one turbocharger per cylinder bank, the V8 motor is an evolution of the Ferrari 488 engine, already put to good use on the 488 Pista. A *bravura* bit of Italian engineering that has been named *International Engine of the Year* four times in a row, internally it's known simply as the F154 series. "I can accelerate out of practically any corner in third gear, whereas you'd normally have to shift down to second. But you just feel the power from down there, rising

and rising," Schumacher enthuses. And that all-important roaring noise is nothing short of amazing. Turbochargers and emission laws are making life increasingly difficult for sound engineers. Yet, Maranello has brought a brand new trick to the table for the F8 Tributo: a dedicated channel to bring that coveted V8 sound directly from the exhaust system to the cockpit, providing all but perfect interior acoustics. "The Ferrari Sound has always been dynamite," as Schumacher puts it. "Especially when those motors are revving up,

and over a certain level the flaps rise—that's really something. An amazing, special feeling, whether you're driving or riding shotgun."

The junior Ferrari talent is no less taken by the chassis, for which the engineers came up with solutions to counter a remarkable overall weight loss of 40kg when compared to the 488.

As a child, Schumacher, now 20, spent lots of time at Maranello when his father was practising. "But I'd probably been here even earlier, when I still had to be carried," he recalls.



**Speaking of the F8 Tributo, Mick says:
"This car lets you feel you're constantly
in control, which is nice indeed.
It has that Formula-car feel down pat"**

with more acceleration. Which is really cool."

Since introducing the F430, Ferrari has been endowing all its steering wheels with the manettino feature and, again, the engineers have gone the extra mile for the F8 Tributo. "I did a bit of experimenting," Schumacher confides. "As a racing driver, most of the time you switch off the ESP and traction control functions. In 'Race' mode the motor response tends to be a bit softer, making the car somewhat easier to handle; if you're in 'Sport' mode it is even simpler: the car itself will take over if it senses that you're out of your depth." Schumacher also praises how the car induces confidence in drivers. "This car lets you feel you're constantly in control, which is very nice indeed. It really has that Formula-car feel down pat. As soon as you speed up, you feel you've got a grip — until you're pushing it just beyond your limits. Whenever you open up the steering ever so slightly too much, the car will compensate, to keep all that power on the road."

Despite growing up within reach of the Ferrari legend, and being exposed to it on a daily basis,

Schumacher is adamant about it not having lost any of that magic. "Even today, I still dream about Ferrari," he volunteers. His first dream car was the 458 Italia, on whose chassis the F8 Tributo is based. "The 458 Italia? That's a car my dad was heavily involved in. Really hands on, working side by side with the engineers on development," is how Schumacher explains that special love affair he has with the F8 Tributo's ancestor. Indeed, the 14 years in which Michael Schumacher was closely tied to Ferrari not only left their mark on the record world champion, but also on the house of the Prancing Horse itself. "I can downright sense my father's DNA in any Ferrari," Schumacher declares, before adding: "And that just fills me with pride."

As per Schumacher family tradition, at the end of test days Mick also winds down at *Ristorante Montana (Da Mamma Rossella)*, the restaurant next door. Not only in terms of talent and passion has the apple fallen pretty close to the tree — the same seems to apply to the taste buds. "Favourite dishes? Oh, there's so many there — mostly, it's got to do with pasta. That's what I grew up on, basically." ■

An effort which has clearly paid off. "Frankly, I'm surprised at just how much speed you're able to drive out of any bend on, without having the car put in a lot of resistance," is how Schumacher praises the outcome, before adding: "I might as well lean strongly on the front wheels and go for maximum acceleration right away. This would cause most cars to understeer; you just have to wait for the car to straighten up before pushing the pedal. But on the F8 Tributo I can go all in at full speed, do the steering and then get away





When the Targa came to town

Victory in the, now legendary, **Targa Florio** road race in 1948 marked a pivotal moment in the racing history of the fledgling Ferrari name. A noted American author evokes the period with an imaginary take on how it coincided with everyday Sicilian lives

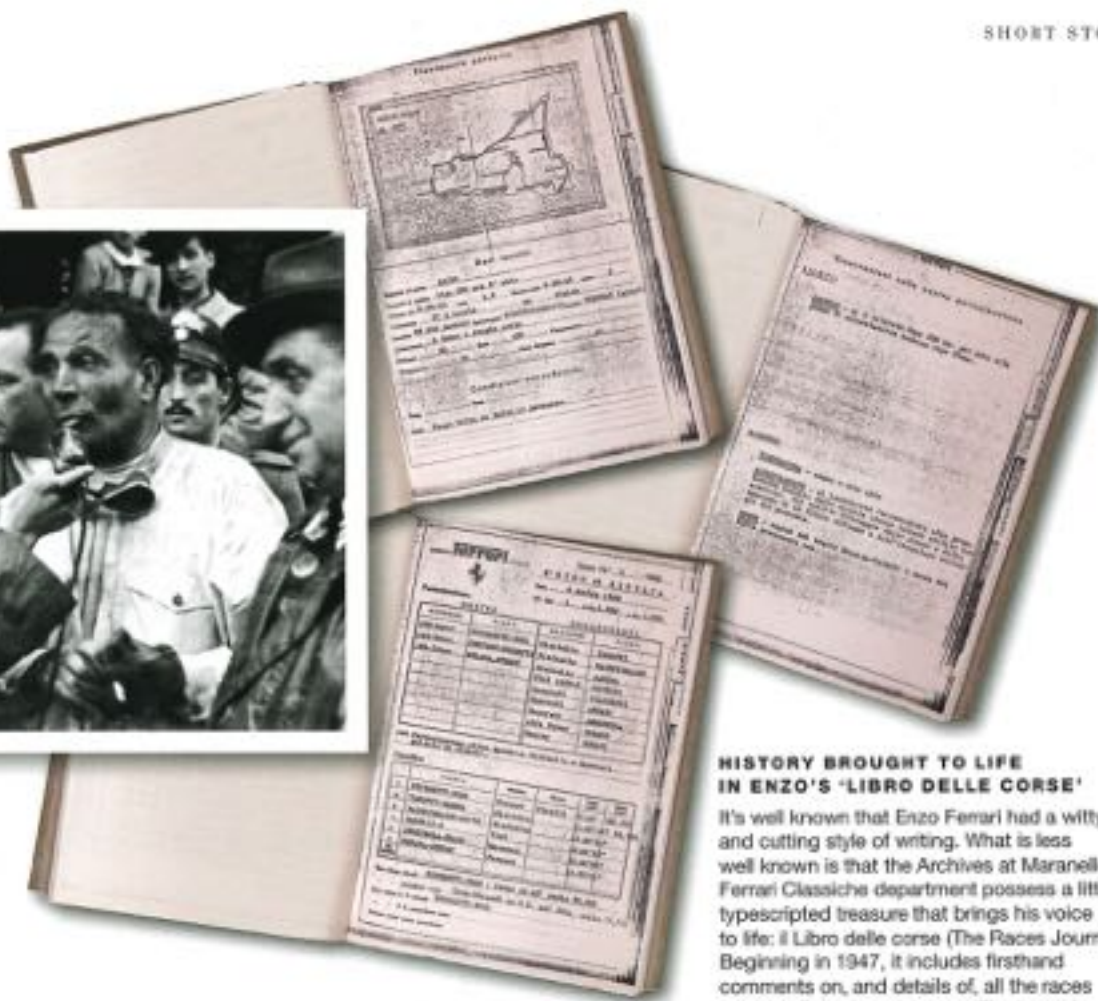
An Exclusive Short Story

By Dirk Cussler

Mamma, where is Francesco?" The eight-year old girl tugged at her mother's apron with a herculean grip. Doe-like brown eyes, matching the colour of her long hair, gazed upward in curiosity. Her sympathetic mother, handwashing a stack of breakfast dishes, peeked out the kitchen window at a small courtyard. "I'm afraid the side gate has been left open again, Luisa. He must have let himself out for a stroll about town. La passeggiata." The girl released her grip on the apron and ran to the front door. "Where is papà?" she screamed. "We must go find him!" "Papà has gone to watch the Giro. Now don't you go out on the street," her mother yelled, but the fireball in the blue-checked dress had already scampered down the front steps, letting the front door slam shut behind her. »

Left: the Ferrari 166 S, sporting its racing number, 36, won the 1948 edition of the Targa Florio, driven by Clemente Biondetti and Igor Troubetzkoy, covering the 1,080 kilometres in twelve hours, ten minutes at an average speed of 88.767km per hour. Top, right: a young boy plays on top of one of the typical low stone walls, against a post-war view of the town of Ragusa





HISTORY BROUGHT TO LIFE IN ENZO'S 'LIBRO DELLE CORSE'

It's well known that Enzo Ferrari had a witty and cutting style of writing. What is less well known is that the Archives at Maranello's Ferrari Classiche department possess a little typescripted treasure that brings his voice to life: *Il Libro delle corse* (The Races Journal). Beginning in 1947, it includes firsthand comments on, and details of, all the races in which Ferrari participated. The journal was personally thought up by Enzo, who maintained it also when he was with Alfa Romeo. The diaries were sometimes compiled by technicians, sporting directors, or by trusted observers. They carry detailed notes describing things such as the race routes, the behaviour of individual cars, re-fuelling, as well as detailing the necessary spare parts. In short, everything that was needed to make improvements at upcoming races. The records also include assessments of drivers, both those of the Scuderia and those competing for adversaries. And it's here where the real 'verve' of Enzo Ferrari often shows itself. You only have to read the entry he wrote about the Targa Florio in 1948 - won by the Ferrari 166 Sport driven by Biondetti and Troubetzkoy - under 'Observations on competitors'. There are compliments for Taruffi, described as "dangerous and tenacious", but negative criticism of Villorresi and Ascari, the latter being described as "excessively unruly and too careless about the state of the racing car". Four years later, however, Ascari would provoke very different sentiments for Enzo Ferrari, winning two consecutive Formula One World championships.

"My money is on Biondetti." "No, no, Biondetti is too old," replied another. "The young Ascari, he's the one to watch"

Luisa gazed down the cobblestoned street, searching for her beloved beagle. Francesco was still a pup, but one who yearned for freedom, and the occasional crumb of bread that may have fallen on the street outside his home.

"Francesco!" she called in her squeaky voice, but no canines appeared. Several citizens of Enna did, however, all rushing in the same direction, toward the west end of town, an exalted chatter of conversation filling the air as three men passed by.

"Hard to believe it's been eight years since the last Targa," she heard one man say. "My money is on Biondetti."

"No, no, Biondetti is too old," replied another. "The young Ascari, he's the one to watch."

"Too many new drivers since the war," lamented another. Their voices seemed slurred, and Luisa wondered if they had been drinking in the early hours of the day.

She turned the other way, climbing up the slight hill of the town's main street until reaching an open piazza. A string of gaily coloured flags hung over the square, whilst the thick paving stones appeared swept clean of their normal dust and

litter. She strolled toward the opposite side, where a wall of limestone colonnades guarded the top of an abrupt cliff. The village of Enna was situated in the very heart of Sicily, on a high promontory. Only the towering grey slopes of Mount Etna to the east surpassed the heights of the city.

Luisa stepped to the wall and peered out. Beyond the cliff lay an expansive vista filled with serene rolling hills. Squinting into the morning sun, she could see the distant blue waters of the Tyrrhenian Sea. The normally empty ocean was speckled with boats from the mainland, crowded around the coastal town of Palermo. The sea glistened like a sapphire jewel, she thought, wrapping itself around the big island like a giant tiara.

Luisa turned from the dizzying view and made her way to one of the stucco houses lining the square. Her grandmother's home was easy to spot, as it was fronted by a pair of clay pots overflowing with snapdragon plants, their magenta flowers bursting like fireworks in the warm Sicilian sunshine.

"Nonna, nonna, have you seen Francesco?" she asked, bursting through the door without >>

Above, left: Journalist Adone Carapezzi interviews the victorious Biondetti; right: original pages of *Libro delle corse*. Opposite page, scenes of postwar Sicily. Top, left: the Greek theatre at Taormina; right: Palermo's fruit and vegetable market. Bottom, left: horse and cart near the railway station; right: a young girl in front of a roadside clothes shop



Far left: men sitting outside a Circolo Operai - Workers' Centre - in the Ibla district of the town of Ragusa, underneath a poster for the film, *The Egyptian*; left: Alberto Ascari failed to finish the '48 Targa Florio, but went on to win consecutive World Championships for Ferrari. Right: postwar editions of the Targa Florio were eagerly awaited by locals as the race became an annual fixture in the lives of the towns and villages through which it passed

The car was unlike any Luisa had ever seen, with a menacing horizontal front grill that resembled the open jaws of a shark

knocking. "He's run away again."

A slender old woman with sparkling grey eyes sat in a leather armchair reading a newspaper. The sounds of an Italian band playing a Tommy Dorsey tune blared from a large Philco radio behind her. She smiled as the little girl bulldozed her way into the tiny living room.

"Santa Maria, who is this barging into my house?" the woman exclaimed in mock anger.

"It's me, Luisa," the girl explained. "He's run away again. My Francesco."

The old woman patted the girl on the head. "That mangy dog sure likes to explore the town."

"Have you seen him?"

"No, I'm afraid he didn't come by for any canoli today, but he'll turn up. He best stay off the streets today, though. You, too," she said with familial concern.

Luisa's face turned down. "Where could he be?"

"Well, if I were a dog, I might go visit Signor Volpini's shop."

"The butcher?"

The old woman nodded.

Like a bolt of lightning, the girl took off again, running out of the house and across the square. Around the corner, she found the butcher's shop, but it was closed for the day. A stray seagull circled

overhead. But there were no beagles to be found.

"Francesco!" she called, her voice weakening in despair. Listening for his familiar bark, she heard only a deep rumble echo off the nearby hills.

She made her way back to the piazza, taking a seat on the pavement curb. The village was empty, and she suddenly felt very alone. Tears welled in her eyes, then dribbled down her cheeks as she muttered the lost dog's name over and over.

The rumbling noise grew louder, until it became recognisable as the mechanical workings of a hard driving vehicle. Closer and closer it came, until the motor's growl was replaced by a screeching of tyres. The vehicle's rumbling sound died away for a moment, then started again, quiet at first, then growing into a bellow.

Then it appeared. The car burst around the corner, unlike any Luisa had ever seen. It was mean and bulbous, with a menacing horizontal front grill that resembled the open jaws of a shark. Though covered with road dust, the vehicle's blood red skin oozed speed and power. Her father would have recognised it as a Ferrari 166 Sport, hand built at Maranello, but to Luisa it was a terrifying mechanical creature, yet one of strange beauty. It rounded the turn with tyres squealing, the heads of its two 'pilots' protruding from the open top.

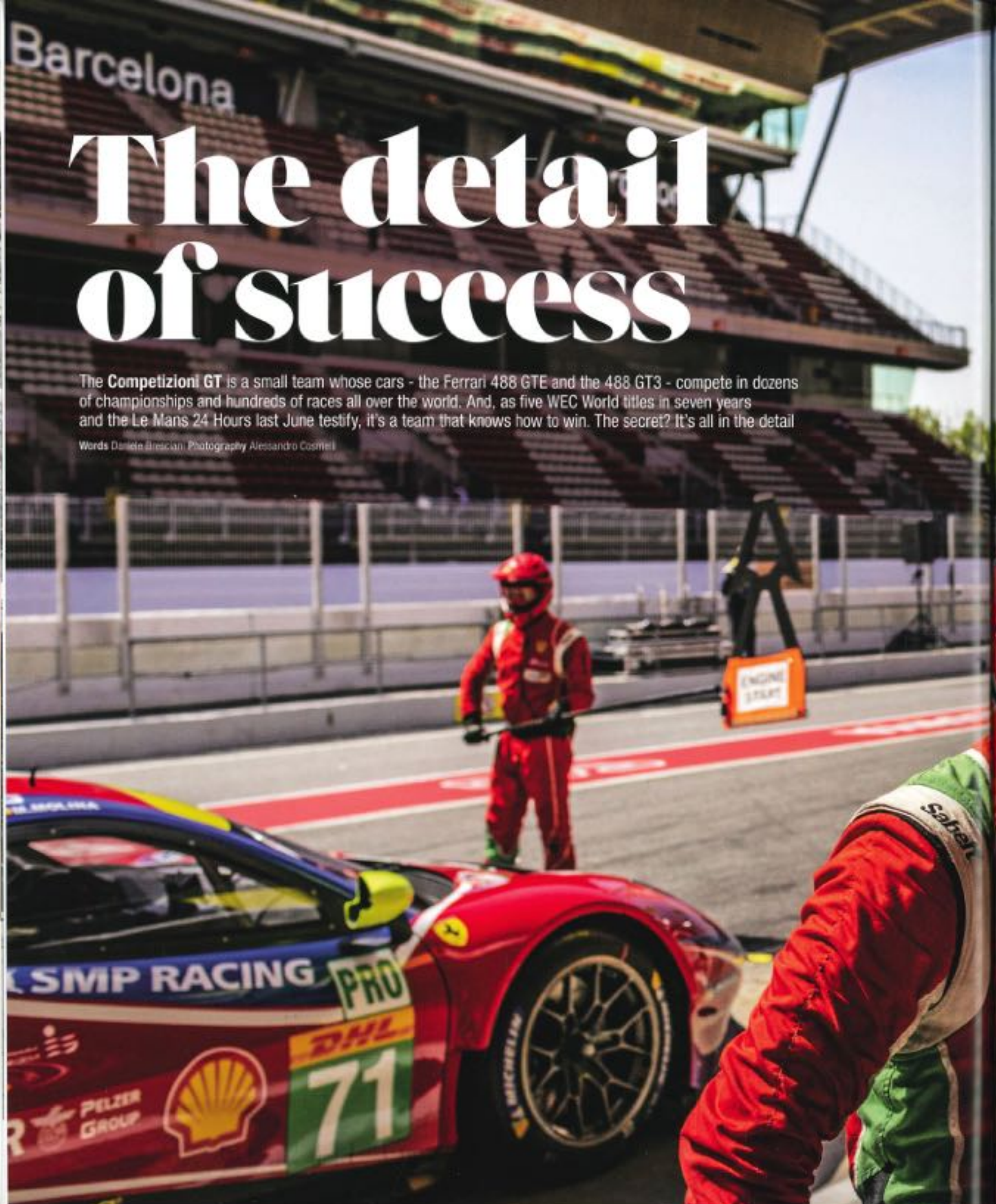
The driver, a dark-haired man wearing goggles and a cloth racing cap, blipped the motor as he downshifted the gears. The car then began to accelerate until the driver spotted the crying little girl seated on the curb. The tyres shrieked again, this time as the driver stood on the brakes. The car headed right toward her, then swerved and pulled to a stop at the last second. A cloud of dust enveloped the car, but as it settled she made out a large number painted on the side of the door: 36. Why she noticed the number, she didn't know, for something much more dear to her heart was visible inside. It was Francesco, seated on the lap of the passenger! The co-pilot, a handsome man with brooding eyes, passed the brown dog over the door to the surprised girl. "Ciao, bella!" he said with a wink. And then the tyres squealed once more, leaving a black trail on the cobblestones as the red beast stormed up the street. Luisa stood in shock, holding the dog tight against her chest. She closed her eyes, inhaling the dusty smell of the animal's fur, mixed with the car's exhaust and the odour of burnt rubber. Was it all a dream? The young girl felt a warm lick of the dog's tongue on her cheek and opened her eyes. Rushing into the road, she turned and waved after the vanishing car, her tears dry and a smile on her face. ■



THE AUTHOR

Dirk Cussler is the co-author of eight *Dirk Pitt* action adventure novels, published in more than forty countries. His latest book, *Celtic Empire*, was released in March and spent seven weeks on The New York Times bestseller list, whilst reaching number one on The Sunday Times list in the U.K. When not writing, Cussler heads up the National Underwater and Marine Agency, a non-profit foundation devoted to maritime history and the discovery of historic shipwrecks. A classic car enthusiast, he owns two Italian marques in his collection in Colorado, and longs for his first Ferrari.





The detail of success

The **Competizioni GT** is a small team whose cars - the Ferrari 488 GTE and the 488 GT3 - compete in dozens of championships and hundreds of races all over the world. And, as five WEC World titles in seven years and the Le Mans 24 Hours last June testify, it's a team that knows how to win. The secret? It's all in the detail

Words Daniele Bresciani Photography Alessandro Cosmielli



The Ferrari 488 GTE of the AF Corse team at the Prologue of Barcelona last July. On September 1st at Silverstone, Season 8 of the WEC began and will run until June 2020, with six Ferrari teams taking part (two in the GTE-Pro class, four in the GTE-Am class). There are nine official Ferrari Competizioni GT drivers appearing in the various championships: Olivier Beretta, Andrea Bertolini, Sam Bird, James Calado, Giancarlo Fisichella, Miguel Molina, Alessandro Pier Guidi, Davide Rigon and Toni Vilander.



Ferrari has written indelible chapters in the history of closed wheel racing, winning 24 World Constructor's titles (from 1953-1993 and from 2012 to the present day)

Left: Antonello Coletta, Head of GT Sporting Activities, began working for Ferrari in 1997

T

hey call it 'the butterfly effect'. As Douglas Adams poetically put it: "the flapping of the wings of a butterfly in China can influence the path of a hurricane in the Atlantic". In more scientific terms, it means that even the slightest variation in the original conditions can produce enormous changes over the long term.

This concept is very clear at Maranello, where attention to detail is one of the most respected values in order to make sure that the final result, whether you are talking of the realisation of a product or of the result of an event or of a competition, is perfect.

And it's a rule that is, if possible, even more salient for the Competizioni GT team at Ferrari, being made up as it is of some 20 people with varying roles and responsibilities in the running of a sporting activity that has a myriad of variations, given that the two competition cars - the 488 GTE and the 488 GT3 - take part in almost thirty championships in every corner of the globe.

Ferrari has written indelible chapters in the history of closed wheel racing, winning 24 World Constructor's titles (from 1953-1993 and from 2012 to the present day), to which can be added numerous triumphs both for individuals and for the marque in the various international series such as the IMSA, the European, Asian and American >>





**There's only one way to stay up
at the top, never being satisfied, so as
to stay one step ahead of adversaries
for whom getting one over
Ferrari would be especially sweet**

Le Mans Series and the most recent Blancpain championships, to cite just a few.

And there's only one way to stay up there at the top: constant work, never being satisfied, in order to improve and to stay one step ahead of the sporting adversaries for whom getting one over Ferrari would be especially sweet. There is just enough time for a celebratory toast, above all to such unforgettable victories like this year's Le Mans 24 Hours with James Calado, Alessandro Pier Guidi and Daniel Serra, exactly seventy years on from the historic first Le Mans triumph of Ferrari with Luigi Chinetti and Lord Selsdon.

Then, you start all over again. Such is the case with the 2019-2020 WEC season that has just got under way at Silverstone.

Antonello Coletta, head of GT Sporting Activities, says: "For all of us it's an honour to be, in a certain sense, 'condemned' to win and to keep the Ferrari flag flying high. It's even more so for me. When I was a kid, when we were returning to Rome on our way back from our family holidays, I used to always ask my dad to stop outside this race track, and I'd be there with my nose pressed up against the gates hoping to see a car doing laps."

Speaking in his sunny office overlooking the race track at Fiorano, where, amongst others, the five world title trophies won in the last seven years are on prominent display, he continues: "We are a very compact, small team, and our passion is one of our strong points. Each victory is a victory for

all of us, from the drivers to the mechanics, from the technicians to the logistics managers, all the way through to the latest young newcomers. And each one makes their own contribution."

He stresses: "Everything has to function to perfection in order to put those who are doing the racing in the very best possible condition."

It's not enough that the engine is perfect: the helmet and the overalls of the driver must be perfect, the materials supplied to the race track from the warehouse at Maranello have to be perfect, the transport transfers have to be perfect. "We cannot afford to overlook a single detail."

The 488 GTE and the 488 GT3 have the same architecture as the roadgoing car, the 488 GTB, and this requires a constant relationship with the industrial side of the company.

"Our ties with the Commercial Department, upon which we depend, and the Technical Department, first of all with Enrico Galliera and Michael Leiters, are extremely close", confirms Coletta.

"It couldn't be otherwise for us in Competizioni GT, which itself has a dual aspect to it, the sporting and commercial on one side, managed by Alessandra Todeschini, and the purely technical on the other side, with Ferdinando Cannizzo. For us it is fundamental to have the support also of >>



Above: from left, Mauro Barbieri, Vehicle Performance, Simulation and Track Engineering; Davide Piccinini, Vehicle Engineering; Bénédict Priout, Electronics and Control Engineering. Right: Alessandra Todeschini, Head of Competizioni GT; Ferdinando Cannizzo, Head of GT Racing Car Design and Development





Top: from left, Nicola Cardinali, Business Development Manager; Davide Stanghellini, GT Official Drivers Management; Ilaria Rattaro, Club Compelizioni GT and Paddock Club Coordinator. Left: Maria Rosaria Bonanno, Administration and Office Operations; Ilaria Caradonna, PA to Mr Coletta, and Office Operations; Maria Chiara Berli, Administration and Office Operations. Opposite page, top: Mario Marfino, Warehouse worker; Antonio Colli, Warehouse worker and Truck Driver. Bottom: Manuel Marchi, Operations Manager and Travel Coordinator; Francesco Battistini, Warehouse Manager; Domenico Fantasia, Head of GT Sporting Activities Logistics and Operations

"We are a very compact, small team. Our passion is one of our strong points. Each victory is a victory for all of us, from drivers to mechanics, from logistics managers and technicians to the newcomers"



"We see it in their eyes when they come to Fiorano to test their new cars for the first time: we are very well aware of how much passion each of them puts into this activity"





Left: Nazzareno Ciccoressi, Vehicle Performance Simulation and Track Engineering; Giuliano Salmi, Track Operations and Technical Manager. Above: Luca Giraldo, GT Sporting Activities Media Officer; Oreste Ceraso, GT Sporting Activities Sponsors Manager

the GT area of the company. Then it's undoubtedly a huge satisfaction to see innovations that have been tested by us that go on to contribute to the development of new models. Such as was the case with the 488 Pista, for example. And I believe that for our clients, finding themselves at the wheel of a car that is in some way similar to those that they've seen out on the circuit, this represents an added value."

Realising these race cars is obviously a delicate and complex job, to which a 'team within the team' is dedicated. "It begins from the particular model stripped of everything, in effect the naked chassis," explains Ferdinando Cannizzo, head of GT Racing Car Design and Development, "which is then matched to the requirements of a competition car and with the relevant adjustments demanded by the regulations. Engines and gear boxes are re-designed. And then you pass to the testing, both in the simulator and out on the circuit."

But even when the car is ready, the work is by no means finished. "There is constant contact with the various federations and relevant sporting organisations," he adds, "just as there is with those racing in the 488 GTE and the 488 GT3 in other championships. On the one hand we are

directly involved with the WEC and perfectly integrated with the AF Corse team for the track operations and the strategies, in the same way we try to support our teams around the world with technical analyses and suggestions."

These are teams that once a year all gather together at Maranello for a great event, the GT prize-giving.

"It's a way to celebrate the season's successes, both of the racing drivers and of the teams," says Alessandra Todeschini, Head of Competizioni GT since 2012, and who has the job of maintaining commercial relations with whomever is racing at the wheel of a Ferrari in the world of Gran Turismo. "Clients who participate in the various championships are our ambassadors around the world," she says. After all, this too is part of the history of Ferrari, considering the successes notched up by famous gentleman drivers of the past. Todeschini emphasises: "We are very well aware of how much passion each one of them puts into this activity: we can see it in their eyes when they come to Fiorano and test their new car for the first time, and we see it again when they return here for the prize-giving, sharing their emotion with us and with other racing drivers of other championships. At that moment there is no difference between the Le Mans and any other race. The victory of each one of them is also our victory."

It is a concept that is by now a wonderfully recurring theme for the Competizioni GT team. ■

Passion on the rocks

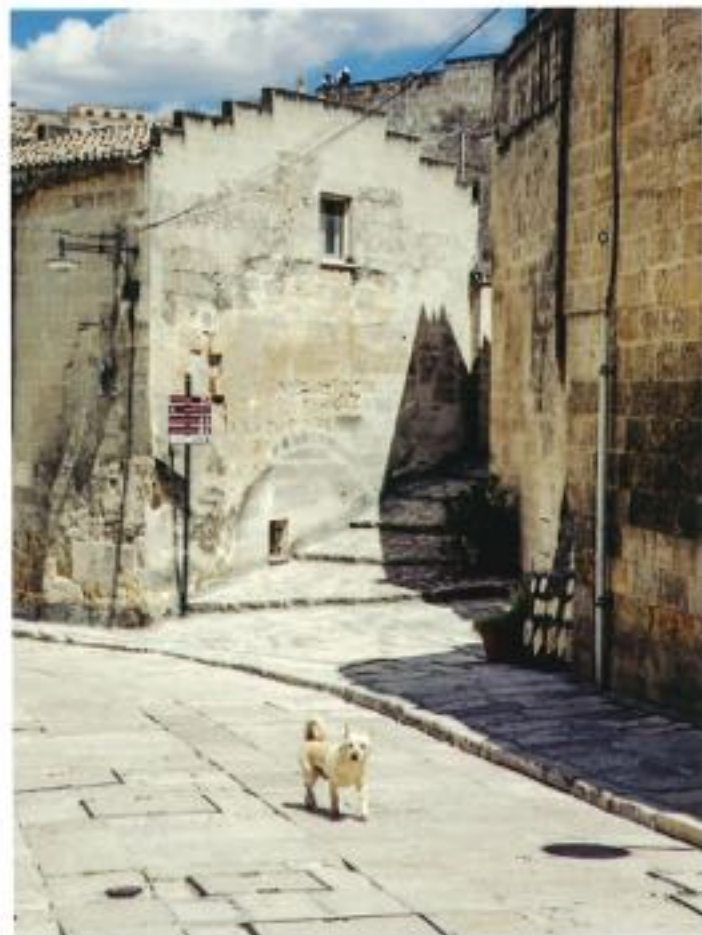
Magical and unique: **Matera**, in Italy's south, is a *European Capital of Culture* this year. First settled 10,000 years ago, the town fascinates with its contrasting architecture: Renaissance *palazzi* dominate the ancient *Sassi* ('large stones') neighbourhood in part carved out of caves, now bustling with life amongst art galleries, restaurants and movie stars. It's the perfect parcours for a Ferrari GTC4Lusso

Words Michele Weiss Photography Mattia Balsamini





The 13th century
duomo (cathedral)
dominates Matera,
one of this year's
European Capital
of Culture



BASILICATA



MATERA

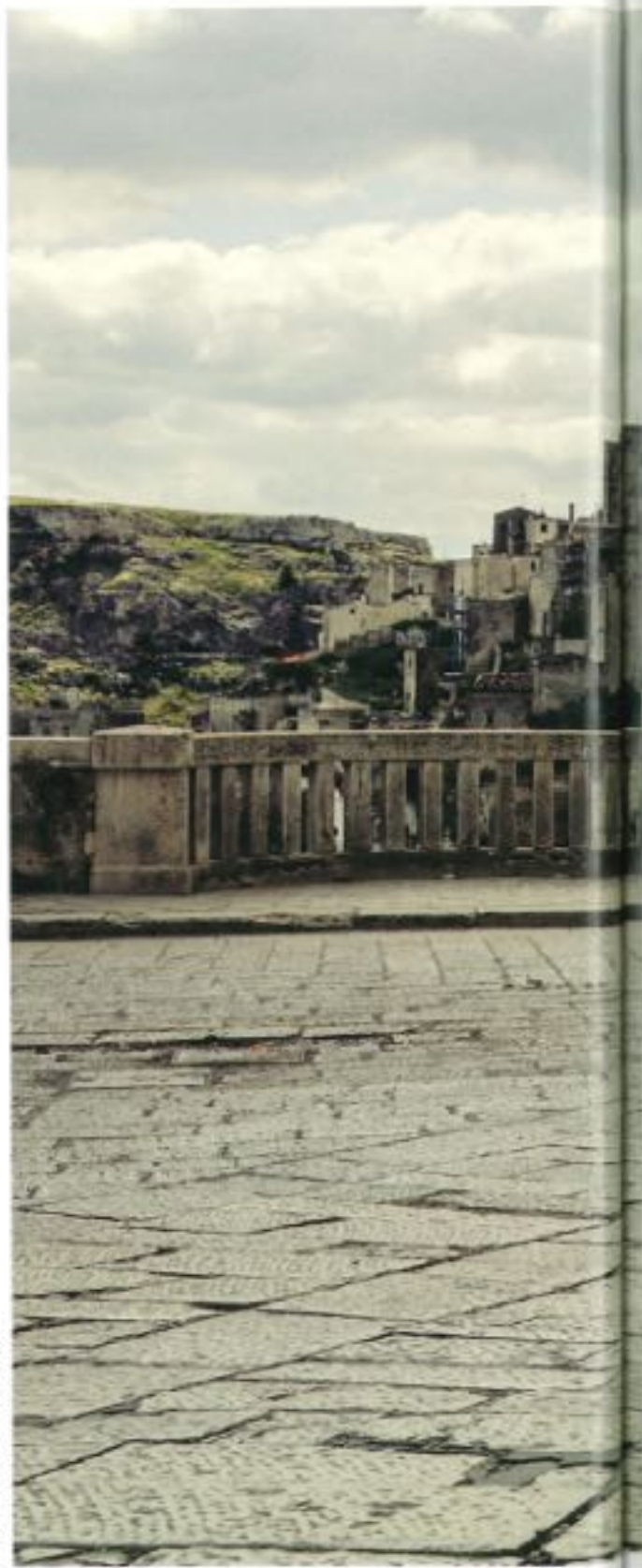


hinking about the last century, it's a miracle that Matera is this year a *European Capital of Culture* (the other is Plovdiv, in Bulgaria). As recently as the 1950s, the city was a symbol of the backwardness of Italy, a country that emerged from the Second World War in ruins. Yet already in 1945 Carlo Levi's book, *Cristo si è fermato a Eboli* ("Christ Stopped at Eboli"), revealed the hidden splendours of the city: "Whoever sees Matera can't not be stirred, so expressive and moving is its aching beauty," Levi wrote, referring to the various historic and beautiful buildings – many of them dilapidated and destroyed – dating from various epochs that make up this unique city.

Matera is one of the oldest human settlements in the world, a 10,000-year voyage through civilisation. Its thick tangle of gorges, caves and rupes-trian churches beyond the Gravina – the stream from which the steep canyon in the old town's centre takes its name – today makes up the Parco della Murgia Materana, which tells of Matera's relationship with this land, at once beautiful, yet also bitter and inhospitable.

The first approach to 'understanding' Matera is through its religiosity, as can be seen in the abundance of its churches – both large >>

Matera's 'Sassi' have served as the backdrop to famous films like Mel Gibson's 2004 blockbuster *The Passion of the Christ*. They will appear in the next James Bond movie, scheduled for release in 2020. The surrounding countryside also is ideal for cruising in a Ferrari GTC4Lusso



SPECIAL THANKS TO RACER AUTOMOBILI S.P.A.

The first approach to 'understanding' Matera is through its religiosity, as seen in the abundance of churches - both large and small - of ethereal beauty







Papier-mâché floats are made, as part of celebrations for the Festa della Bruna, which fêtes the town's patron saint



ART & CULTURE

Matera is a fantastic mosaic of architectures, spanning thousands of years. Opposite page: children at play in front of the church of San Francesco d'Assisi. This page, clockwise from top right: Palazzo Viceconte, recently converted into a small luxury hotel, features a beautiful 18th-century internal courtyard and original paintings from the 18th-20th centuries; the Matera gallery located in an old 'sasso' offers an excellent sampling of the 'new art' of Matera, in which simple works are made with precious materials; the interior of the duomo (cathedral), built in 1268-1270, features decor from the 18th-century Baroque period. The cathedral is dedicated to Santa Maria della Bruna

and small - of ethereal beauty, starting from the 13th-century *duomo* (cathedral), dedicated to the Madonna della Bruna, an imposing building in Apulian-romanesque style, located in the heart of the Civita, considered to be the first inhabited nucleus of the city.

The Festa della Bruna, on July 2, has for centuries been the main event in the city's calendar. Instituted in 1389 by Pope Urban VI, the event commemorates the alleged apparition of the Virgin before a peasant from the Murge. To celebrate the event, every year local artisans work several months to build a sumptuous, wood and papier-mâché triumphal *carro* (carnival float).

But it is the Sassi - the two rocky settlements characterised by homes dug into the calcareous stone that were awarded UNESCO World Heritage Site status in 1993 - that reveal the marvel of Matera through the centuries. Many visitors will recognize the Sassi - the Sasso Caveoso and the Sasso Barisano - as the location where parts of Mel Gibson's movie *The Passion of the Christ* were shot. The Sasso Caveoso boasts the piazzetta di San Pietro Caveoso, with its breath-taking view. The piazza is dominated by the unusual structure of the baroque church with, just in front, the Gravina canyon and, behind, the rupestrian church of Santa Maria dell'Idris. A bit higher up is the Piano, the old city, which harbors the most spectacular historic *palazzi*, symbols of Matera in the Renaissance and in the 17th-18th centuries. Like Palazzo del Sedile (1540), located in the splendid piazza bearing >>

Matera revealed



Summer or winter, it makes no difference: Matera is to be explored on foot. The old city is huddled in a gently-sloping vale between the two **Sassi** - **Barisano** and **Caveoso** - with the **Civita** at the top and, to the east, the **Gravina** overhang. In between the **Sassi** and the **Civita** a maze of stairways, seductive partial views and little ravines unfolds. Start your tour by taking the trendy **Via Ridola**. Stop at **Palazzo Lanfranchi**, a majestic 1600s building that hosts the **Basilicata National Museum of Medieval and Modern Art**. As you continue your walk along **Via Ridola**, don't miss the splendid **belvedere** (panorama) from **piazzetta Pascoli**. A short walk onwards and you will reach **Piazza San Francesco**, with its baroque church of **Saint Francis**, and a few footsteps away the enchanting **Piazza del Sedile**. This part of town is often called *il salottino*, the open-air living room which serves as one of Matera's main meeting points and where eateries and wine bars - like **Shibuya** and **Enoteca dal Tosi** - entice. For something different, **Area 8** is a mix of theatre, cultural centre, café and restaurant. In **Piazza Vittorio Veneto**, don't miss **Palombaro Lungo**, the largest, buried cistern in Matera. In the past, this giant tank served as the end-point for the city's ingenious water collection system. Descending **Via delle Beccherie**, you reach **Piazza Duomo**, with its imposing 13th century cathedral. Next to the duomo rises the 15th century **Palazzo Gattini**, transformed into Matera's only 5-star hotel. Its roof pool offers a spectacular view of the **Sassi** and its **Le Bubbolo** restaurant entices with tasty reinterpretations of traditional regional cuisine. Nearby you will find **Casa Noia**, a 1500s residence dug into the rocks, and **MUSMA**, the world's only "museum in a cave". In the **vico del Campanile**, the **Hotel Sextantio** - housed inside an antique rupestrian church - offers an intriguing alternative to classic hotels. For lunch or dinner try one of the many *trattorie* (informal restaurants) where you can enjoy exquisite local dishes like *cialledde* - a simple dish made of softened bread, tomatoes, salt, oil and oregano - and *crapiata*, a soup made with beans, buckwheat, hulled wheat, chickpeas and lentils. You can also enjoy plates of local cold cuts, sipping local wines like *Primitivo di Matera*, and savoury "signature" sandwiches from **Vicolo Cieco Salsamentaria**. The indisputable protagonist of local cuisine is the **Pane di Matera**, a local bread made with Matera hard wheat flour and natural yeast. The **Panificio Cifarelli** bakery still bakes it in wood ovens. Always in the **Sasso Barisano**, a visit to the workshop of **Eustachio Rizzi** - known for its manufacture of miniature figurines typical of Matera - is also well worth the visit. Climbing back up to the **Civita**, you encounter the **Bottega dei Pentasuglia**, papier-mâché workers for generations, as well as **Geppetto**, another workshop - next to the **Duomo** - specialised in *cucù* traditional chalk whistles and unique chessboards.



HANDMADE IN MATERA

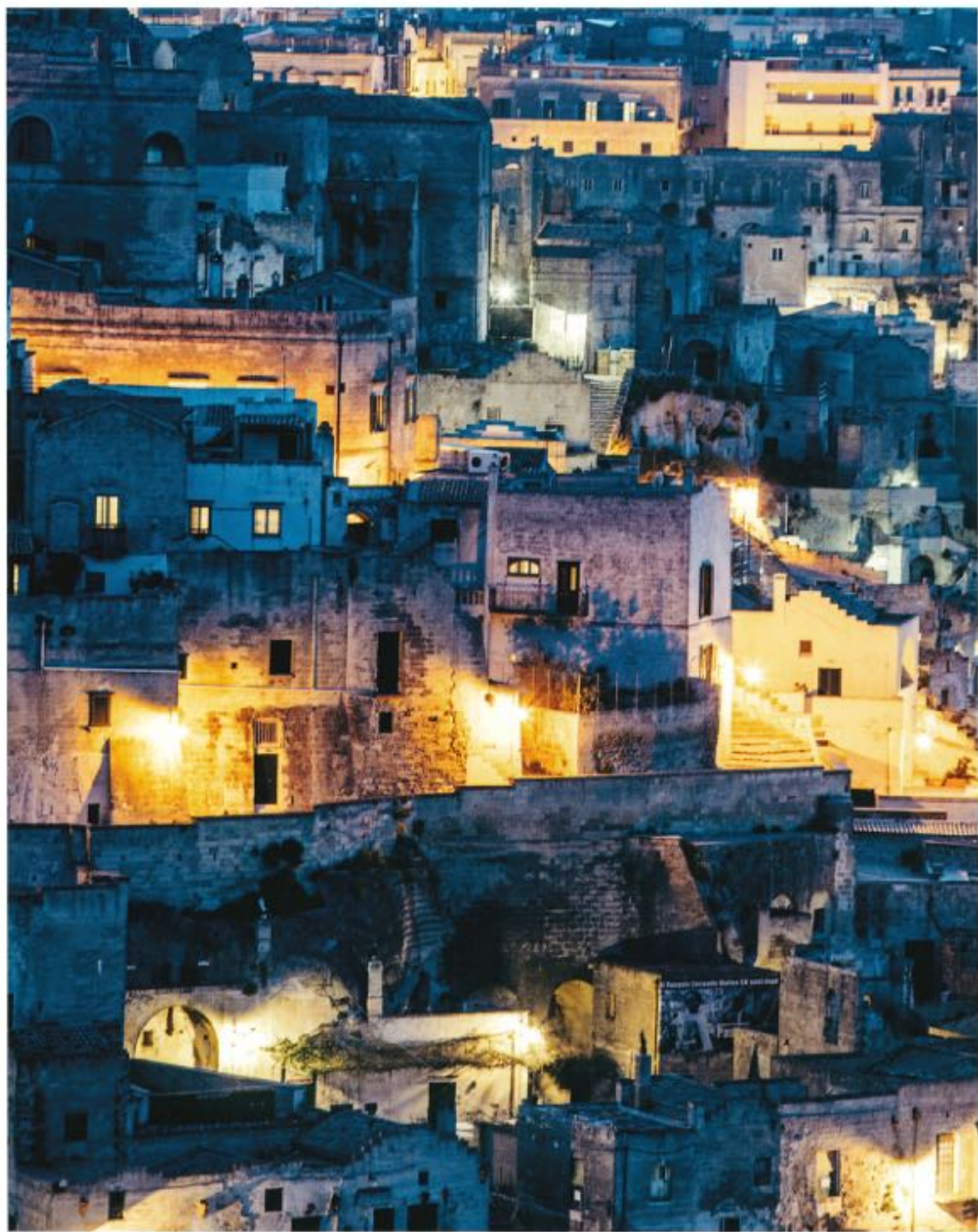
The city is famous in the region for its many traditional arts and crafts. Clockwise, from left: Emanuele Mancini, in his *bottega* (workshop) makes the traditional wooden *timbrini* (seals) that were once used by families to mark the bread dough which they brought to bake in communal ovens; making local *treccine mandorlate* (almond biscuits) at **Pane & Pace** (Peace & Bread); a chessboard made by **Bottega Geppetto**; traditional Matera bread. Opposite page: the entrance to **Shibuya**, a cocktail bar that is popular amongst locals.



Today it is believed that the Sassi are home to some 2,000 people. Many are entrepreneurs who have converted cave dwellings into atelier, restaurants, hotels and bars

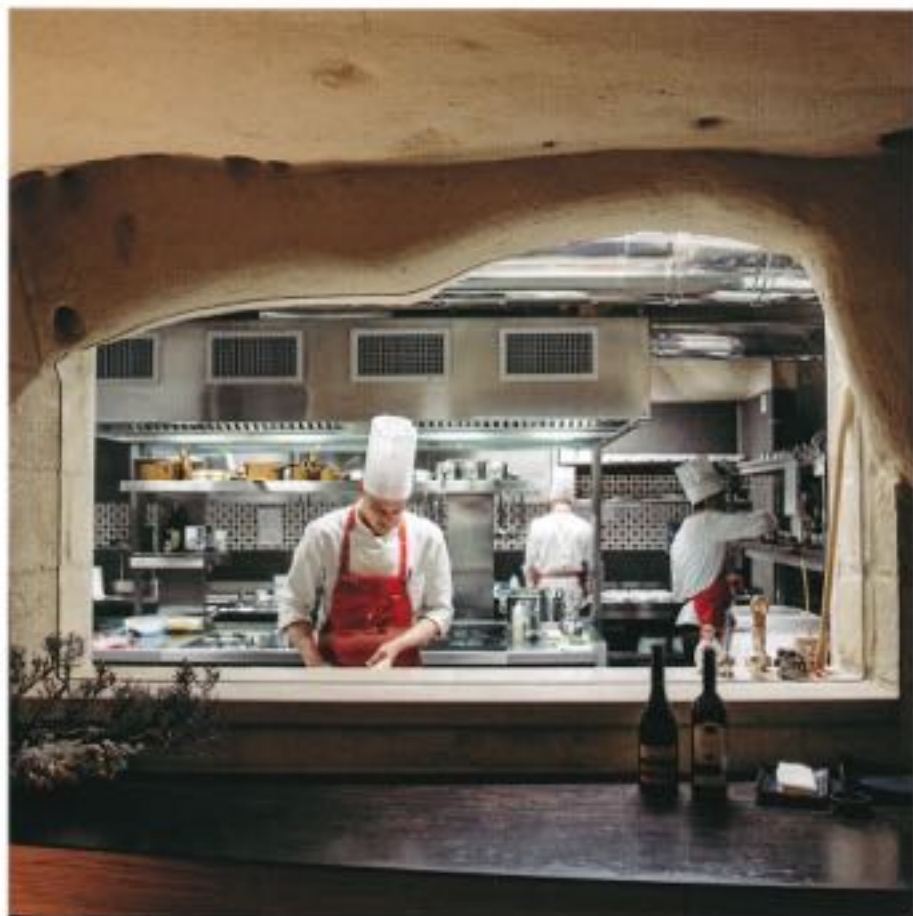






PALATABLE ENTERTAINMENT

Left: a panoramic view of the "Sassi". This page, clockwise from below: cooks preparing savoury meals at Michelin-starred Vitanorio Lombardo; the restaurant's well-stocked wine rack; the entrance to Enoteca dal Tosi; the wine shop offers more than 250 Italian wines from which to choose



The old city harbors the most spectacular historic palazzi, symbols of the Renaissance

the same name, which is the only public building in the entire city whose origins are secular. It is at the heart of the city's *salottino*, a sort of open-air living room where residents meet for drinks in the many cafés. This is the busiest and most elegant part of the city, running along the Via Ridola, Via San Francesco and Via delle Beccherie.

A bit lower down, the maze of *straduzze* (little streets) between the Civita and the Sassi reveals aspects of the city's contrasting personalities: a few steps away from Matera's elegant palazzi, here the poor once lived in homes dug out of the rock. An example is Casa Grotta, dating from the 1950s, the only residential unit where a peasant family lived among work tools, sleeping quarters and a

donkey stable. After having been abandoned for years, the restoration of Matera - which began in 1986 - has transformed the city into a sparkling international tourist destination, but one that is still deeply connected with its past. The proof? In 'The Gospel According to St. Matthew', the Pier Paolo Pasolini movie shot in the Sassi in the mid-1960s, the scenery is largely the same as it is today. But - unlike in those years - today the city's antique heart beats to a modern and seductive rhythm.

After being largely abandoned in the 1950s, today it is believed that the Sassi are home to some 2,000 people. Many are new entrepreneurs who have converted old cave dwellings into atelier, art galleries, hotels, boutique B&Bs, restaurants and bars, thus transforming the heart of the old city into an open-air museum. At night, the atmosphere is reminiscent of the *movida* of Madrid, making the Sassi particularly popular with tourists and >>





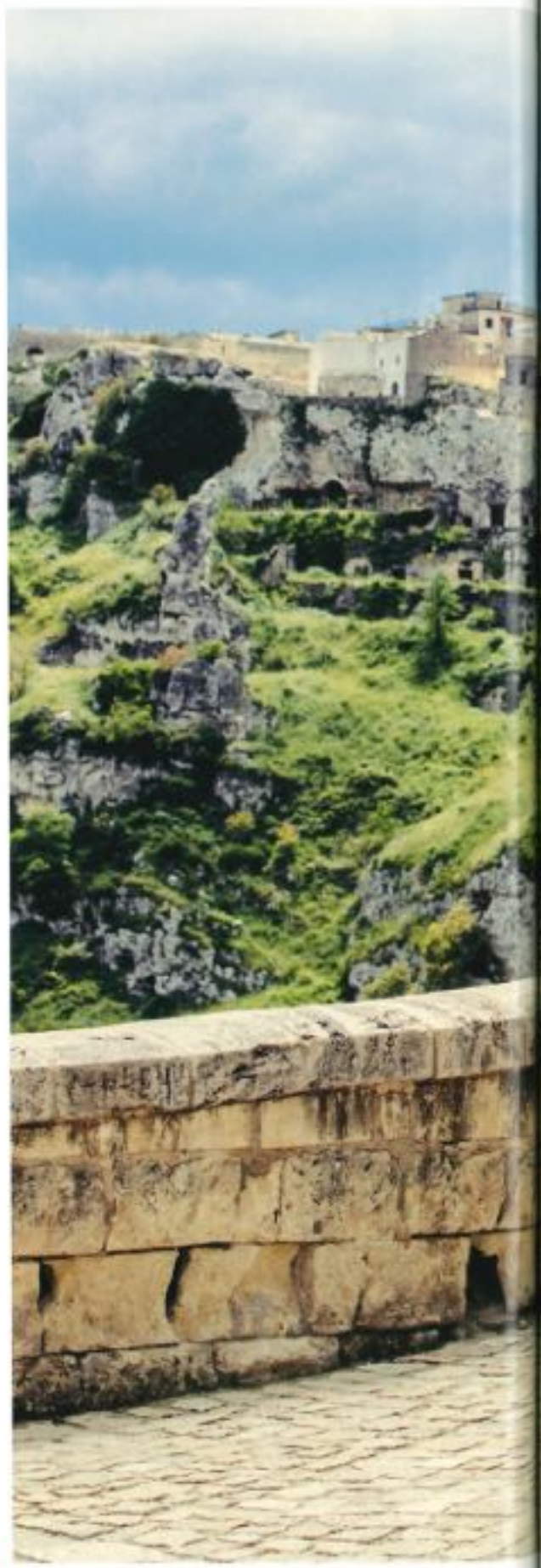
Left: a typical alley in the antique Sassi neighbourhood, which was first settled in the Paleolithic period. The term 'sasso' derives from the Latin *saxum*, meaning 'hill' or 'great stone'. Right: the Grotto of Lussu winding its way around the tight curves near San Pietro Caveoso church

No matter where you go, you encounter the workshops of new artisans, determined to explore and revitalise antique traditions

young locals, who have returned in their droves to live in this unique location. No matter where you go, you encounter the workshops of new artisans, determined to explore and revitalise the region's antique traditions. In the Manifesto di Matera 2019 ('Matera Manifest 2019') the will to ensure the city remains alive and open to the future is clear: visitors are given a '2019 Passport' which assigns 'temporary citizenship'. Those who obtain the passport commit to leaving behind an object that represents their idea of culture. All the items collected will form the basis of 'Open Future', the last exhibit of Matera's year as European Capital of Culture, which will represent the passions and lifestyles of lovers of global culture.

For the entire year, Matera has been playing host to a plethora of events, concerts and exhibits for the multitudes of visitors flocking to the city's ancient and uniquely fascinating quarters. The Museo Archeologico Nazionale di Metaponto (National Archaeological Museum of Metaponto) is hosting *La Poetica dei Numeri Primi* ('Poetry of Primes') while at the former 'A. Volta middle

school' you can catch *Blind Sensorium: il Paradosso dell'Antropocene* ('Blind Sensorium: the Anthropocene Paradox'). The peak of the season programme will be Italian jazz trumpeter, composer and music arranger Paolo Fresu's September 24 solo performance of *Suoni dal Futuro Remoto: Partitura per Orchestra e Suoni Naturali* ('Sounds from the Remote Future: Score for Orchestra and Natural Sounds'). The performance will be held in the enchanting ambiance of the Museo Nazionale d'Arte Medievale e Moderna della Basilicata (Basilicata National Museum of Medieval and Modern Art), in Palazzo Lanfranchi. (A live, repeat performance will be held on September 26 in Piazza S. Pietro Caveoso.) Also not to miss is the exhibit *Riempire il Vuoto, da Escher a Oggi* ('Filling the Void, From Escher to Today') - also at the Museo Archeologico Nazionale di Metaponto - which features works by M.C. Escher between the 1930s and the 1970s. Finally, on November 23 and 24, the Auditorium R. Gervasio (R. Gervasio Auditorium) hosts the multimedia performance for ensemble and electronic instruments of *Il Villaggio di Galileo* ('Galileo's Village'), which imagines how the famous Italian scientist would have observed the sky using the modern technology of the optical telescope at the Centro Spaziale di Matera (Matera Space Centre). ■





One step beyond



Belgian Ferrari owners are amongst the keenest when it comes to customising their cars. Whether it's in the use of Italian yachting wood for the floors or seats crafted from saddle leather, these customers are some of the best 'ambassadors' for Maranello's **Tailor Made programme**

Words Sylvain Rénier Photography Dennis Nolte



A Tailor Made GTC-Lusso in Rosso Maranello (left) and a 458 Speciale A in Rosso Formula 1 2007, outside the Chapelle Musicale Reine Elisabeth, in Waterloo



The tradition of 'made-to-measure' vehicles begun in Maranello in the 1950s ensures that every such car produced is truly unique

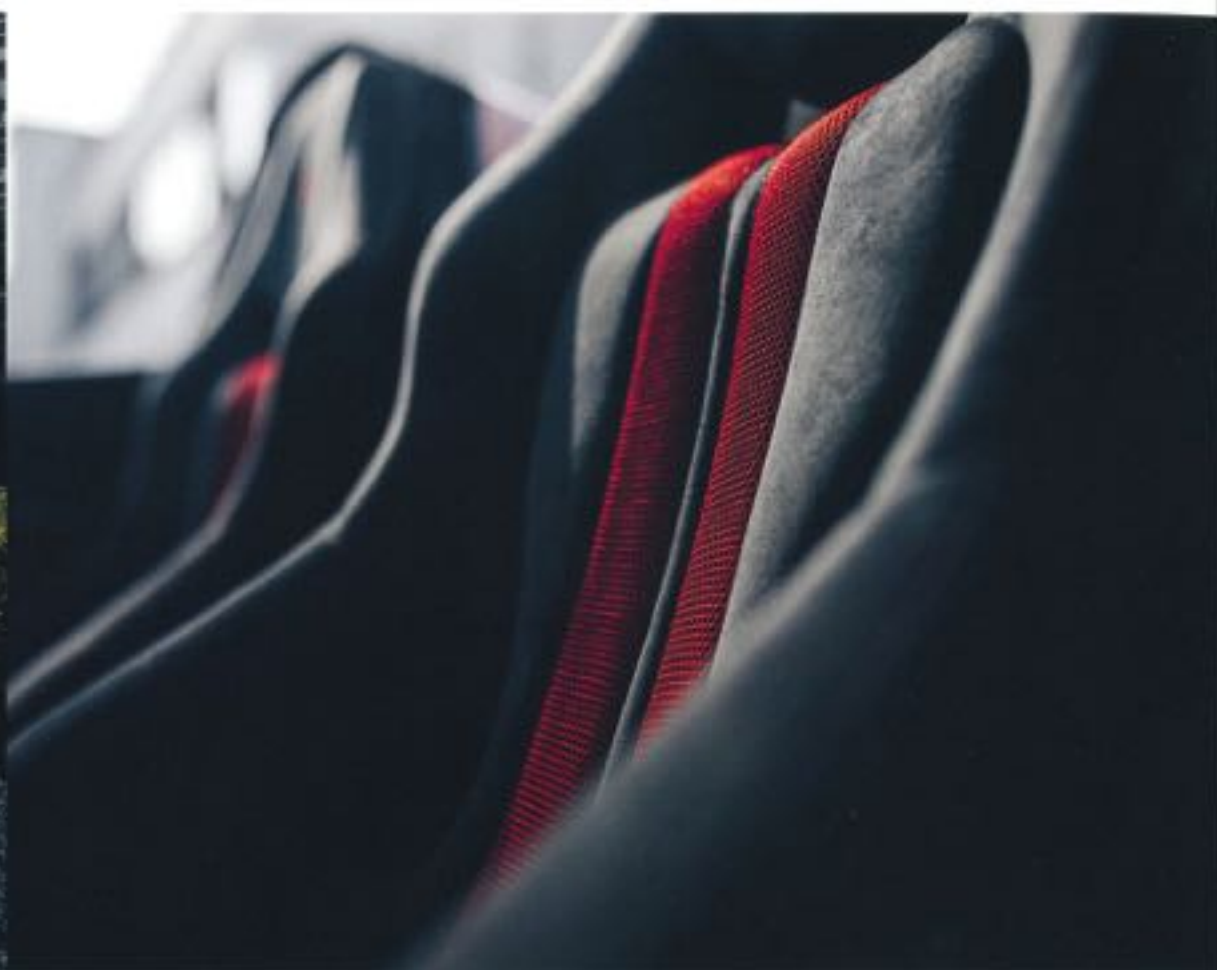
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hilst for most people owning a Ferrari is the realisation of a life's dream, there are many who want to go one step beyond: putting their own stamp on their dream machine. For these die-hard *Ferraristi*, there is the Tailor Made programme, which continues the tradition of "made-to-measure" vehicles begun in Maranello in the 1950s and which ensures that every such car produced is truly unique. Almost anything is possible, provided that the marque's high standards of safety and quality

– along with the tradition and prestige of the Ferrari brand – are respected.

The Tailor Made range is based on three collections which are closely linked to the brand's DNA: the *Scuderia*, which harks back to its sporting heritage and unwavering dedication to competing; the *Classica*, inspired by the many special requests that have marked the history of the brand and that have now become legendary; and the *Inedita*, driven by the latest technological innovations, above all from the world of furniture and fashion.

According to Stéphane Sertang, the director >>



This Ferrari, a limited edition special series 458 Speciale A, is a tribute to the F2007, which won the 2007 F1 championship for the Scuderia. Its detail includes yellow and white stripes on the rims and the white rear spoiler



This GT4Lusso boasts exclusive Tailor Made elements including the oversize Ferrari badge, painted into the car body, and the Italian flag colours in the steering wheel and painted onto the car bonnet. Opposite page: a metallic light blue 488 Spider



of Ferrari Francorchamps Motors in Brussels and of the Francorchamps Motors service point in Luxembourg, demand for Tailor Made cars is particularly strong from his customers. Indeed, they are amongst the best ambassadors of the programme in the world, presenting their cars to prospects and telling them about their choices and their experiences with the programme. "All models in the range can be customised, although the limited series are over-represented," Sertang explains, referring to models like the 488 Pista, 488 Pista Spider and some V12 series. "More than one in two 488 Pista Spider cars delivered by our Brussels dealership have participated in the Tailor Made programme. Since the programme

was launched in 2011, Francorchamps Motors has already completed more than forty Tailor Made projects."

This passion for personalisation owes nothing to chance. Within the extended Ferrari family, Sertang has built a Tailor Made community that meets regularly, and the circle is always growing. Two to three times a year, his Brussels dealership organises events dedicated to this special programme. With some 30 to 50 guests in attendance, these gatherings enable Tailor Made customers

"Customers are proud to show off their creations and share their passion. We did one of the first denim interiors on a 458 Spider"

who have become true ambassadors of the programme to share their experiences with enthusiasts who are themselves thinking of joining. In addition to these occasions, a number of even more exclusive encounters are held: four times a year, dinners prepared by award-winning chefs are hosted for couples and small groups – of no »



The combination of colour charts, upholstery options - including leather, fabric and velvet - and interior materials makes for thousands of possible variations

more than ten people each - uniting Tailor Made ambassadors and amateurs who are considering going down the route of customisation. Through such evenings, these Ferrari owners discover that what they fear may at times be out-of-the-ordinary requests are, in fact, not so unusual. Whilst discussing the thousand and one reasons behind their customisation dreams - examples include a wood-lined boot inspired by a cigar box and flannel-upholstered seats - the guests loosen up. Sometimes, fashion designers are invited to the events where they discuss how they are often called upon to satisfy unique desires. The requests of Ferrari customers are not solely the fruit of an overflowing imagination combined with an unrestrained passion for beautiful cars. Behind each Tailor Made project is a memory - often a childhood memory of seeing a Ferrari in a special colour, for example.

Sertang also relies upon the presence of one or two Tailor Made vehicles in the dealership to help guide customers as they choose from the vast array of options in the customisation catalogue. Sometimes he asks to borrow cars from the programme's ambassadors. Nobody has refused him yet. "Customers are always very proud to show off their creations and share their passion," he observes. "We were lucky enough to have been

given the opportunity to make one of the first denim interiors for a 458 Spider. We've shown it to many devotees. Every time, it enables us to check how the denim fabric is wearing over time."

Not everything is allowed, of course: Ferrari does not allow the use of certain materials if the criteria relating to quality and longevity are not met. For example, a few years ago one customer with a sweet spot for Riva motor boats had asked to cover the floor of his Ferrari with the same wood used in the Italian marine runabouts. At the time this was not possible, for safety reasons. In the event of an accident, the floor could have broken, injuring a passenger. "But the experts in the Tailor Made department eventually found a supplier who made a material with fibres that don't break on impact and they were able to satisfy the customer's request," Sertang states. Taking further inspiration from the world of yachting, Francorchamps Motors has also delivered a few models with floors protected with mats made from coconut.

Horse riding also regularly inspires Tailor Made projects, particularly with regard to the

GTC4Lusso. "One of our customers asked for the upholstery of his vehicle to be crafted from exactly the same brown patinated leather as that of a saddle his daughter used to ride her horse," Sertang points out. Customers also mix elements from the *Classica* and *Inedita* lines, creating fascinating results, like a Portofino that was made with a braided leather interior.

Each project is exclusive, and designed around the owner of the vehicle. Participants in the programme are invited to the customisation workshop at Maranello, where they finalise their options. Any wishes or requests that do not meet the criteria or that are considered too extravagant are rejected. Each choice is guided by real-time previews of the car on high resolution screens, accompanied by style sketches made by the customer's own Personal Designer. The combination of colour charts, upholstery options (leather, fabric, velvet, ...) and interior materials means that several thousand combinations are available. But sometimes this is still not enough. One customer gave his name to a shade of red almost as dark as that traditionally seen on 1950s racing cars.

The requests keep coming in and Sertang is happy to be kept busy: "Our next Tailor Made project is a model decked out in the colours of a Ferrari raced by Belgian gentleman driver Jean Blaton, aka 'Beurlys', during a career that included participation in no less than fifteen 24 Hours of Le Mans races," he concludes. The message to enthusiasts is clear: let your imagination run wild. ■



Opposite page: the 488 Spider is a tribute to the Ferrari 212 Inter Pininfarina of 1951. The wood covering of the central tunnel is exclusive to this Tailor Made. This page: a Ferrari Portofino 'Bottega Veneta', inspired by the Italian luxury brand's trademark intrecciato workmanship



Power steering

The *volante*, as it's called in the language of Maranello, has survived several technological disruptions. In no small part this is thanks to its ability to evolve: from simple rim and spokes with which to steer the car, the 'helm' has become an all-digital command centre, allowing control of everything from driving style to infotainment

Words Alessio Viola Photography Federico Mileto



In the beginning...

Amongst the first steering wheels that Ferrari customers got to grips with were wood and aluminium treasures made by Enrico Nardi, who was an engineer and a tester for Scuderia Ferrari.

In the 1950s Nardi made the highest quality steering wheels, using materials including walnut and African mahogany

Sometimes cars define ages, fashions and trends. Sometimes they simply adapt to them. There are no rules, but some elements of the motor vehicle seem impervious to these ebbs and flows. The steering

wheel is one example. Some like to imagine the day it might disappear, swept away by modern electronics, but pay them no mind. Not right now in any case. Dwell instead on its dogged persistence, which has led it to evolve without ever losing sight of its primal configuration and main function: to serve as a 'guiding star', fixed, always in the same place. This is true in emotional terms as well. The magic of man meeting machine takes place at the rim of the wheel: no login or password is required for the instant 'streaming' of feelings to begin, sometimes even before the wheels start turning.

That's how it's always been, ever since drivers had the linear simplicity that prevailed in the fifties and sixties. At the time, the definitive steering wheels came courtesy of Enrico Nardi, an engineer with refined insight and a background in testing for Scuderia Ferrari. His creations blended technology with style, combining fine materials such as wood and aluminium. The essential forms followed function and to this day they are symbols of pure elegance. If you're not convinced, take a look at the passenger compartment of the 250 >>

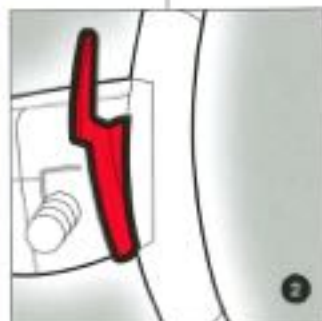
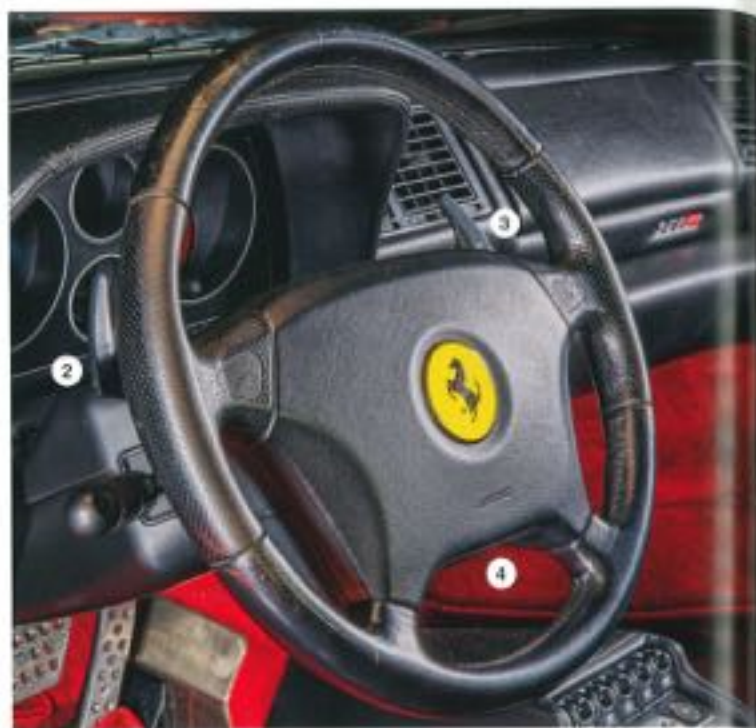
F1-inspired paddle shifters were a revolution. The proof? Manual levers were last seen on Ferrari tunnels 10 years ago and remain solely in the hearts of fans less inclined to modernity



1968

365 GTB/4 'Daytona'

The first versions were made of wood. But at the start of the 1970s, Clay Regazzoni convinced technicians and stylists to substitute leather for wood (1). Leather provides increased grip for drivers, which is the main technical advantage over wood. The exposed metal boss and spokes remained, serving as a connection with past helms.



1997

355 F1

Eight years after paddle shifters (2 and 3) were introduced in Formula 1, this Maranello sportster was the first series-produced car to use this innovative system for an automated manual transmission, derived directly from that which made its debut in the Ferrari F1-89 that won the 1989 Brazilian GP. In 1994 Ferrari introduced the driver airbag, housed in the boss (4). The steering wheel thus became part of the car's safety systems.

California (1957) or the 400 Superamerica (1960). Change followed of elements that may not have been essential, but were still worthy of note. At the start of the 1970s, Scuderia F1 driver Clay Regazzoni convinced technicians and stylists to abandon wood for leather on the steering wheel 365 GTB/4 'Daytona'. This was a partial change to the visual and tactile aspect but left the wheel's central functional role unaffected.

It was only in 1994 that the steering wheel's function was enhanced, thanks to the arrival of the airbag on the F355. But that was just the beginning: three years later the 355 F1 berlinetta introduced the first F1-style paddle shifters, using an electronically operated transmission derived directly from the system that made its first, triumphant appearance on the F1-89 that won the Brazilian GP in 1989. Now that was a revolution. You could tell right from the start. Today, 25 years after that evolution of the F355, the proof lies in the fact that manual levers were last seen on Ferrari tunnels ten years ago. They remain solely in the hearts of fans less inclined to modernity.

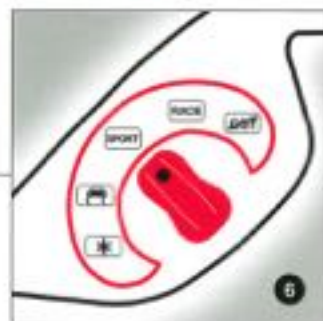
Single-seaters served as the inspiration for other changes, too, including the red button for starting the engine and the Manettino on the steering wheel, both of which debuted in 2004 on the F430. Since then, they have featured in every car made at Maranello; they have become fixtures with something iconic about them, starting with the name. The word 'manettino' is often spelt with a capital letter, as if it were a trademark, but it was used generically to begin with – mostly because a specific name wasn't available. So, simplicity was the force that allowed the little dial – which alters the personality of a Ferrari – to keep the same name all over the world: no translation required, as is often the case with everything Ferrari. The *manettino* is like an orchestral conductor that creates a harmonious symphony of the various mechanical components, offering the best fit of road type and driver's wishes.

When you choose a position, you're certifying your own ability in a certain sense. It's a simple choice in itself, because there's basically nothing else to adjust. At most, the suspension control can be divorced from other controls. So the *manettino* affects how the gearshift, stability and traction controls work, but you can adjust the ride separately. This option was introduced in 2007 on the 430 Scuderia, once more at the request of a driver: one Michael Schumacher. He had a major role in developing this extreme version of a mid-engined berlinetta and was set on this feature, since too rigid a set-up is counterproductive when the »



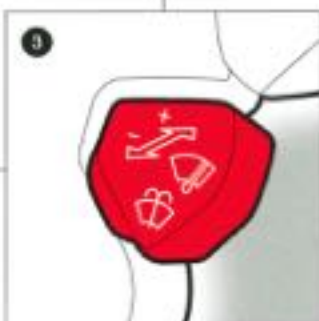
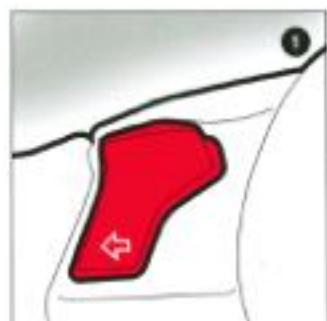
2004 F430

The introduction of the *manettino* (6), inspired by Formula 1 racing cars, revolutionised the driving experience, allowing drivers to choose the driving setting that most suited their abilities and comfort zone. The F430 also marked the first time that the engine start button (5) appeared on the wheel's boss. It has since become a permanent feature on all Ferrari cars. By adding commands to the steering wheel, Ferrari allowed drivers instantaneous access to a system that fundamentally changes the driving characteristics of the car





A paradigm shift for Ferrari steering wheels can be traced to a specific date and location - the 2009 Frankfurt Motor Show - with the official presentation of the 458 Italia, heir to the F430



2009 **458 Italia**

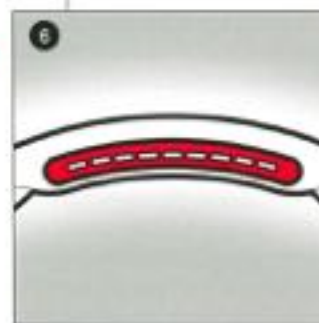
The heir to the F430 broke completely with Ferrari tradition in terms of handling and human-machine interface.

For starters, the stalks were eliminated, making room for longer paddles. The direction indicators (1) were moved onto the spokes, whilst the light (4) and wiper controls (3) were moved a little lower down. Adjustable suspension damping (5), allowed drivers - for the first time ever from the steering wheel - to select between harder and softer settings for the damping. The increasing number of commands on the steering wheel again echoes developments in Formula 1



2015 **488 GTB**

The car that replaced the 458 Italia adopted a similar steering wheel. The 488 helm pictured came with optional carbon inserts and shift light (6), a series of LED lights that help drivers know when it is time to shift gears





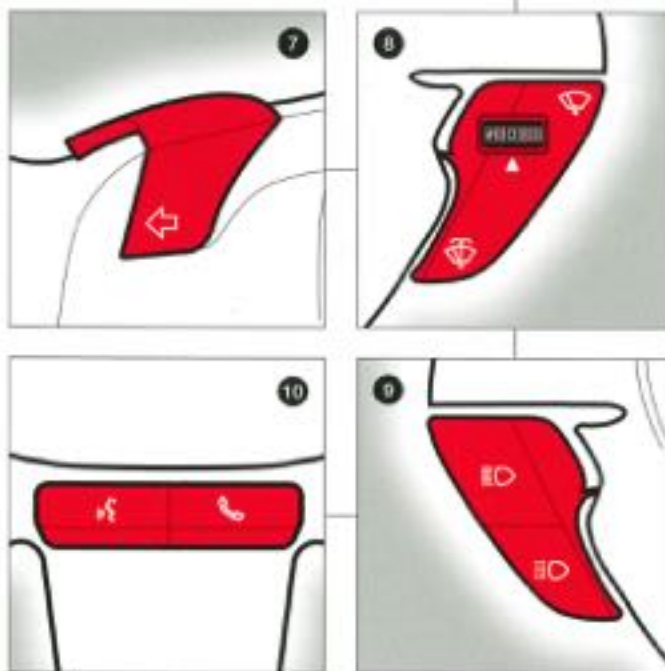
2016

GTCA Lusso

The GTCA Lusso steering wheel thinned out a little with respect to previous versions, which helped improve rim grip. This didn't impede the introduction of important features, like new buttons for voice commands and phone connectivity (10). The wiper control (8) was updated and the direction indicators (7) could now be controlled from behind the spokes as well as from the front, whilst the light controls (9) were modified to increase ease of use.

asphalt isn't perfect. At the Nürburgring, for example, the track starts to resemble every road in the world after about 20 kilometres.

The paradigm shift for Ferrari steering wheels can be traced to a specific date and location: the Frankfurt Motor Show, September 2009. It was the official presentation of the 458 Italia. The heir to the F430 rewrote the rules when it came to handling and performance and its human-machine interface represented no less of a break with the past. Gone were the stalks, making room for longer paddles, the direction indicators became thumb switches on the spokes, and the light and wiper controls found a home a little lower down. Here, too, was the button for isolating control of the suspension, and the infotainment controls made their discreet debut: out of sight at the back. This was a completely new approach to the ergonomics, though it must be said that >>





The SF90 Stradale's steering wheel offers touch controls that permit management of 80 percent of the car's functions, thus incarnating the philosophy of "eyes on the road"

2019
**SF90
Stradale**

**THE DIGITAL
REVOLUTION**

The SF90 Stradale introduced a completely new approach to the car-driver interface: a totally digital display has taken over from the analogue-based system of previous models. The futuristic approach was in no small part inspired

by the design of jet cockpits, with the display 'surrounding' the driver. With the car 'off' the display offers a minimalist 'black screen' effect. Once the start button is activated, the entire display, split in two between driver and passenger, lights up gradually, in sections, in a sort of 'welcoming ceremony'.



The SF90's driving position is unique to Ferrari in other ways, as well. This is the first model to introduce a head-up display (HUD) which projects key figures onto the inside of the driver's windscreen, so as not to distract the driver from... driving. Again, the aeronautical influence is clear.

RE-INVENTING THE WHEEL

The helm of the new hybrid supercar is totally different from anything Ferrari has created in the past. The steering wheel is thinner and easier to grip. It includes a sort of '3D' display, emanating from below the boss, which allows

the driver - with just a gentle swipe of a finger - to access functions through its displaying of haptic (multi-touch) 'virtual icons'. To keep things as simple as possible, these icons appear only when activated. With this architecture, mechanical commands around the rim are nearly eliminated.

the Enzo had already put indicator switches on spokes back in 2002.

There was no looking back after that. The FF and F12 Berlinetta, in 2011 and 2012 respectively, both fell in line with this new configuration. So, too, did the California T in 2014 (featuring a manettino with just three positions) and the 488 GTB in 2015. Some more new features came with the GTC4Lusso in 2016. There was an updated wiper control, the ability to control the indicators also from behind the spokes, and two buttons were added for voice commands and phone. These also appeared on the 812 Superfast (2017), Portofino (2018) and F8 Tributo (2019). This run ended with the SF90 Stradale, which marks yet another turning point in Maranello's 72-year history. This latest V8 model ushers in a new era. The first Ferrari series-production hybrid, the Stradale has 1,000cv - making it the most powerful Ferrari ever - and performs better than the LaFerrari. It also represents a move into uncharted territory in ergonomic terms.

The updated steering wheel offers touch controls that permit management of 80 percent of functions, incarnating the philosophy of "keep your eyes on the road, your hands upon the wheel". There are also buttons for the four driving modes (eDrive, Hybrid, Performance and Qualify), with the engine start/stop button losing the red 'livery' and moving to the central spoke. Pressing it brings to life the instrument displays that are otherwise concealed by a black-screen effect. The curved, 16-inch display can be controlled entirely from the steering wheel, a sublimely virtual, immersive and captivating experience for the driver, a cockpit that's half fighter jet, half F1 racer. Nothing dislodges the large rev counter from its central position, framed by the battery charge indicator. To the left are the elements more linked to touring (infotainment), with the details on adjustment and driving mode grouped on the right. The voice command controls and cruise control are on the left spoke and the pad on the other side is used to navigate through the various instrument screens. The head-up display rounds off the aeronautical feel: it projects the most important data onto the windscreen, in a symbiotic relationship with the instrument panel. Despite the radical redesign, the manettino has instead proved unmovable: same shape, same position, same five names for the same five settings. A contemporary 'guiding star' that keeps making history, instead of adapting to it. ■

Italian perspectives

One of the greatest Italian photographers, **Franco Fontana**, transformed many of the iconic landscapes of the country into works of art. Living in Modena he would run into Enzo Ferrari at various social occasions but never had the chance to shoot one of Enzo's cars. Until that magical meeting with a Testarossa on a beach. And a four-legged intruder

Words Susanna Legrenzi Photography Franco Fontana



A Ferrari Testarossa sitting at low tide; a dog that suddenly shows up, and a photographer who seizes the opportunity: thus an iconic image was born





Left: the paint shop at Maranello in 1985; this image was part of a 1987 project for the exhibition *Homage à Ferrari* at Fondation Cartier; below: *Paglia* (1978). Opposite page, top: *Riccione* (1981); bottom: *Mediterraneo* (1988)



Riccione, 1985. An American magazine calls Franco Fontana and commissions a photo feature on the Ferrari Testarossa. Franco Fontana, now eighty five, is one of Italy's most famous photographers. He was born in the Emilia-Romagna region, and is generally considered a citizen of the world, in spite of never mastering English. He takes up the story: "I wasn't really a car enthusiast, but for those of us who lived in Modena the Testarossa had always been something of an icon. And so I called Ferrari's director of marketing and he provided me with a car and a test driver. Together we sped off towards the seaside resort of Riccione. I spent the whole day there snapping the Testarossa in front of the beach huts, but I wasn't satisfied with the results. Towards sunset, when we were about to start driving back to Modena, I noticed a boat yard by the sea. We parked the car on the beach. This was at low tide and you could see the Testarossa's reflection in the water. But I still wasn't happy. And it just so happened that at that precise moment a group of youngsters with a dog passed by. The dog was a Dalmatian. Not a dachshund or a wolf hound, but a Dalmatian, with a black and white coat, the same colour as the rocks in the background. 'That's it', I thought. And so »



A photo is a conscious act. When they ask me what sort of camera I use, I tap my finger on my head and I say 'This one'



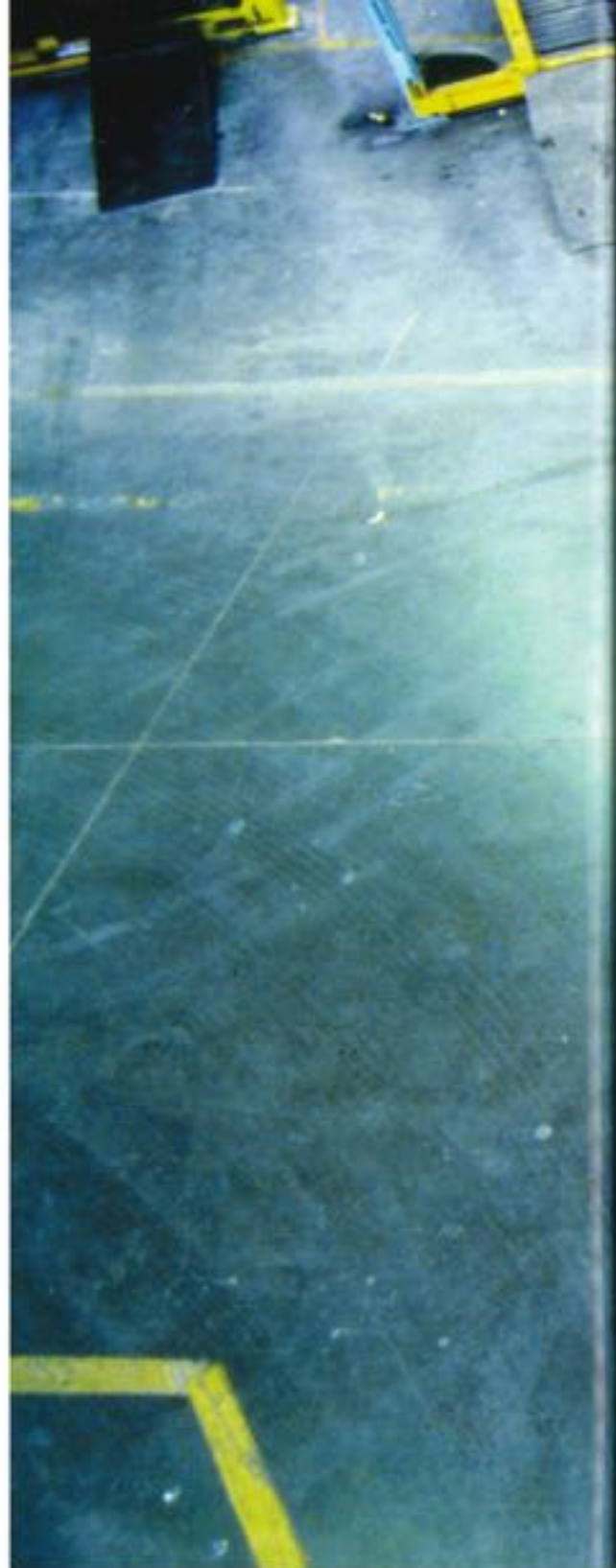
Above: 'New York City' (1986);
Opposite page: a covered
Ferrari Formula One car, 1985

it was. Over the years, I've heard every possible comment about that dog, including that it was made of porcelain. When I tell the story of the evolution of this image during my photography workshops, I show photos of the dog in every position: from the front, the back, from above, below... This is just to say that, beyond the simple anecdote, a coincidence only becomes a fact once it has been understood."

When Fontana got back to Modena, he gave the prints to the director of marketing at Ferrari. Enzo Ferrari fell in love with the image and even asked for a lithographic print. Fontana signed 50 copies and in this way that day in Riccione was transformed into one of the most iconic images of the Testarossa. Did Fontana ever meet Drake? "Yes, in Modena everyone knew each other," Fontana says. "I remember the big dinner events organised by the municipality. He always turned up on time, chatted with everyone, drank only water and then at 10.30 he would politely make his excuses and leave. Once he even came to my furniture store.

That's because until 1971 I ran a design showroom, the first in Modena. He was looking for a sofa for his office. He had a look round, but, when it came to choosing one, he sent his secretary."

In order to meet Franco Fontana you have to go to the outskirts of Modena, to the north west of Bologna. Here in the Emilia-Romagna region you can still hear cicadas in summer and the local stories often begin with a paradox. Or with the play of colours from a lightning strike, a fragment, a shadow, or the landscape that reflects the inner self of those who observe it, because, as Fontana himself says, "taking a photograph is a conscious act. When they ask me what sort of camera I use, do you know what I do? I tap my finger on my head and I say 'This one'. Taking a photo is just a question of thinking. Nobody thinks that it was just a stroke of luck when Picasso painted Guernica. With photography it's different. With the right settings even a monkey can take a picture. You give him a camera, you show him how to click the shutter button and he'll take hundreds of portraits. And do you know what people will say? 'Wow, did you see that monkey! That's the democratic nature of photography. Anyone can use a camera. For me that's wonderful, but...' he trails off.



Spending an afternoon in the company of Franco Fontana is a bit like a session with an analyst. Not Freudian but Zen, one who tells stories and looks at you from the other end of a large table in a room filled with books, paintings, ceramics and crystals from all over the world. On the table there's his autobiography, which starts in Modena and ends in Modena, after frenetic trips to all of the world's continents. There is his first portfolio, published in 1964 by *Popular Photography*. The fashion shoots for *Vogue America*. The advertising campaigns for major brands, from transport to leisure. The list



of the 400-odd exhibitions that have paid homage to an absolute master of colour, from the *Maison Européenne de la Photographie* in Paris to the latest personal show, *Franco Fontana Sintesi* (Franco Fontana in Synthesis), at the *Fondazione Modena Arti Visive* (the Modena Foundation for Visual Arts), 30 works of art in medium and large format that open our eyes to a Franco Fontana who tells his story through simple and poetic images, a sort of photographic Japanese haiku.

This is the same Franco Fontana who can transform a building site in Frankfurt into a painting

by Paul Klee, a Florida beach into an archetypal place, turns a detail from a piece of architecture in New York into an abstract fragment... His secret? "You have to photograph what you think, not what you see. You take a snap with your mind, not with your fingers. No matter how perfect a landscape might be, the photograph will remain silent until the photographer uses his own gut instinct. Artistic photography isn't a postcard. Artists are only artists if they create a world."

Franco Fontana's world is a reflection of his own image. Like the famous photo he took of the Zagare

Bay in Puglia in southern Italy in 1970. "All I did was take a photo. And only I could have taken that picture. I removed everything that was superfluous. I left in only what was necessary. Years later in France it was used for a poster for promoting *French Thought* and it appeared all over the world. That was no accident. Because that photo isn't just a portrait of part of the Gargano (region of Puglia), but an archetype." That which Fontana defines as "the essence of being and appearing". But our time is up and our therapy session is over, at least for the time being... ■

Black beauty





The **Ferrari 166 Inter** was one of the first Prancing Horse cars to come off the Maranello factory line. The 'star' of this story, produced in 1950, has a tormented past, one that includes moments of glory - when it toured European motor shows - and moments of defeat, including ten years spent in a Swiss junkyard. But then a pair of enlightened Belgian collectors, together with Ferrari Classiche, brought it back to life in a restoration process that has no parallel in the marque's history

Words *Giosuè Boetto Cohen*
Photography *Angelo Bianchetti*
and *Andres Ceccarelli*

The pure lines of the 166 Inter - bodied by *Stabilimenti Farina* - hark back to the first days of Ferrari. This is what convinced the owners to undertake a never-before attempted restoration





"The shape is pure and, in some respects, more modern than that of other Ferrari cars of the same period"

T

he automobile that is the star of this story was born in 1950 – and reborn in 2019. Such an event is rare indeed; it has only happened a few times in history, and only in very special circumstances. Yet something special was happening in the automotive world in the 1950s. For the first time ever, in the Autumn of 1951, New York's Museum of Modern Art hosted an exhibit, *8 Automobiles*, that brought eight beautiful roadsters into the temple of modern design, thus elevating the motor vehicle to the status of art. And today, more than yesterday, this is how we have learned to appreciate them.

The Ferrari 166 Inter bodied by Stabilimenti Farina featured in this story may not be the most beautiful *rossa* of all time. And it was never exhibited in New York. But its beauty helps to understand why in that autumn of many years ago, eight carefully chosen cars (including a Cisitalia

202) were proclaimed "rolling sculptures". These were no ordinary vehicles: they were the *crème de la crème* of what the automotive world had to offer, in terms of design, in those years.

It was the appreciation of the 166 as a work of art that, more than a half century later, led Belgian cinema industry entrepreneurs Nicolas and Joost Bert to take on a costly restoration of the black model pictured in these pages. But why exactly did the Berts embark on this 'adventure'? "Because it is a unique object. And it's ours," Nicolas Bert – who shares the pleasures and the 'burdens' of the reborn 166's ownership with his father, Joost – replies. Asked why these very first Ferrari cars have such allure – aside from their being the progenitors of a legend – Nicolas responds: "I think it depends on simplicity, on their essential beauty. The car's lines, when examined closely, are simple. The shape is pure and, in some respects, more modern than ➤

Some components were rebuilt thanks to comparisons to other Carrozzeria Farina cars produced in 1950 and 1951, including two Ferrari convertibles and an Alfa 1900



A few weeks after the restoration was complete, the car began taking part in its first concours where it was warmly welcomed

that of other Ferrari of the same period. Just look at the rectangular radiator grille.*

We are talking whilst standing underneath the high trusses of the 'garage' of Nicolas' home in Flanders. Once the estate's stables, this space is now more luxury living room than parking space. We have come to the Bert estate – with its exposed wooden beam frame, Tudor-style pavilions and gothic facades that peek through the trees – to admire the result of an exceptional restoration, one never before attempted by Ferrari. But first some history.

The 166 Inter was exhibited at the Paris Salon de l'Automobile in 1950. Then, in January 1951, it was shown in Brussels and finally in Geneva. This is when its 'private' life begins, in the hands of Swiss motor racing driver Baron Emmanuel 'Toulo' De Graffenried, who won the British Grand Prix in 1949. 'Toulo' used his new spider for only one year.

The second owner was Charles-Edmond Tocchio, who was photographed in the car whilst racing the Col de la Faucille in France and the 'Kilometre' of Eau Morte, in Switzerland. But in September 1953, the pictures stop. Eleven years later, the first coup

de théâtre: the car is rusting away in a junkyard near Zurich. It seems like five decades have passed, not one. The car body, covered in snow, is damaged, the headlights cracked, steering wheel and bumpers ripped off. Robert De La Rive Boxe, a Dutch classic car dealer, senses a unique opportunity and buys it. Soon afterwards, he sells the wreck to Bernard Worth, a restoration expert in England. It was Worth who decided that the Farina chassis was beyond repair. Not only: Worth also decided to shorten the frame to fit it to the shape of a "spyder corsa" made by Lorenzini Auto Sport. But he kept the original radiator grille. The radical refurbishment – today we would refer to it as 'insane' – did not bond car and owner for long. Worth sold the car off and then it changed hands four other times, before reappearing at 'The Auction' in Las Vegas, in 1991. The event offered a unique opportunity, as it gave what remained of the original chassis 00635 a price: \$204,705. A price which dropped to \$90,500 in 1999, when the car was sold at Christie's. No documents exist for the following nine years. But when the chassis reappeared – in 2008 – at the "20th Annual Tecno Classica" event, in Essen,

The decorations on the sides of the car, specific to this model, were recreated using original designs and moulds. These were maintained by the last owner of the original car body

nobody recognised it. The red spider chassis was gone: in its place appeared a replica – quite well made – of a Touring barchetta.

The rest is recent history, and it brings us back to Nicolas and Joost Bert – and to their collection of cars, which includes also Jaguars, Mercedes and other marques. In 2014 the car was offered to the Berts by another dealer. The two men knew it had lost most of its pieces. But the Touring design was pretty eye-catching and the price was right. So the 166 – or what was left of the original – entered the Bert family 'garage' as a slightly odd Ferrari, one with which to have fun and which was, in its own way, still beautiful.

And that could have been the end of the story, if the Brussels dealership hadn't advised its clients to seek the assistance of Maranello. The Berts took the advice. Soon the Inter was back 'home'. »





"How wonderful it is to see a team like Ferrari Classiche. Such passion and competence as I have rarely seen in my life"



The rectangular grille, with rounded edges, and the one-piece windshield are two of the most modern elements of this 166 Inter, one of only three spiders bodied by Farina

behind the original factory gates, where the Bert's Ferrari – having been examined in the smallest detail and with its origins established – was taken under the wing of Ferrari Classiche experts, who were challenged to 'resuscitate' one of the first Prancing Horse cars ever produced. A car from the days when the company's then 250 workers – who were almost like family to Enzo – produced 26 chassis a year, each "rossa" a unique work.

Once the fake car body and wrong engine were removed, all that remained of the original 00635 was the (shortened) frame, the rear axle, the gearbox and a bunch of pictures. Not much to "rise again" from. But in Maranello they promised a miracle and in ... two years, they delivered. Whilst technical documentation needed to rebuild – ex-novo – the engine and other mechanical components existed (the bill of materials even listed nuts and bolts), for the interiors and the chromed soft-top frame everything was much harder, as the Stabilimenti Farina had been shuttered in 1953. And to make things harder still, the Farina archives were not as precise as those of Ferrari.

The basis for the restoration were pictures from the period, research on somewhat similar Farina cars and documents found around the world. Like the only photos that exist of the engine compartment – taken in Geneva – and of the aircraft-inspired drilled metal plates. Fortunately, the car was black, as creating an exact pastel or metallic replica colour, using the silver gelatine from the period, would have been a problem.

Pictures taken by car photographer Silvio Durrante served as the basis for the 3D model, first built on a 1:5 scale and then at full-scale, upon which the aluminium sheets were later modelled. For more than two years the works advanced, with the owners coming every three months to inspect the progress. "And every time, what a surprise!" exclaims Joost. "How wonderful it is to see a team like Ferrari Classiche. Such passion and competence as I have rarely seen in my life."

A few weeks after the restoration was complete, the car was brought back to Belgium and began taking part in its first concours, where it was warmly welcomed. So ends a beautiful story, one that already belongs to the past. But Nicolas has something already planned for tomorrow: he is taking his 'new' 166 for a drive to the coast at Knokke, to breathe the crisp North Sea air. ■

Travelling with style

Internationally renowned industrial designer Marc Newson teamed up (once again) with Ferrari to create an exclusive set of luggage to accompany discerning Prancing Horse clients on their worldly travels. Maranello roadsters - both past beauties and current supercars - served as inspiration for colours, shapes and even the bags' handles

Words Enrico Dal Buono Photography Andrea Melcangi



In a January 2012 profile, the New York Times called Australian designer Marc Newson "arguably the most influential industrial designer of his generation and the leading exponent of the so-called design-art movement." Elegance, proportion and simplicity - coupled with Newson's obsession with futuristic forms and modernist aesthetics - are the defining features of his multifaceted oeuvre.

In 2018 he collaborated with Maranello on a book project, the 'Ferrari Art & Collector's Edition', published by Taschen, tracing the history of the company, accompanied in its premium version by an aluminium stand designed by Newson.

The 55 year-old, Sydney-born designer is now working once again with Ferrari, applying his skills to a line of luggage, to be produced by Italy's Schedoni, who have been making made-to-measure suitcases for Maranello's cars for the better part of 50 years.

Six products - trolley, duffel bag, garment bag, suitcase and quarantottore (a special business briefcase with space for a change of clothes and overnight necessities) - available in the array of main Ferrari interior colours, plus a chromatic 'bonus track': vinaccia, a pomace colour developed exclusively for this collection.

With Maranello's luggage range, the Ferrari aesthetic becomes portable. The external leather pattern takes its cue from the cam covers of Ferrari engines, whilst the aluminium details are inspired by those of the cars themselves (and made by the same suppliers). The trolley's patented sliding mechanism for the roller handle was developed with Ferrari engineers, who were inspired by »



For the Ferrari luggage collection, Marc Newson (left) took inspiration from various sources, including the colour vinaccia (adorned the 250 Gt Berlinetta Tour de France, right) and the leather-trimmed classic Ferrari steering wheel, which Newson 'referenced' in the luggage handles



"This collection has as its design reference point the clean and pure aesthetic of objects produced during Italy's 'economic miracle', which ushered in a burst of creativity"



the technique used in the LaFerrari pedals.

Every individual piece of the collection is unique, accompanied by a chassis number, just like the cars made by Ferrari.

The means of transportation for humans, in other words, is transformed into a means of transporting clothes, personal objects and documents. "A fairly natural transformation, in my opinion. I've always seen Ferrari cars – with their combination of iconic appeal, purity and performance – first and foremost as beautiful

objects, then as vehicles," remarks Newson, himself a Ferrari owner. As such, the designer enjoys driving: with his 857S – dating from 1955 – Newson has participated in, amongst others, the *Mille Miglia* and the *Dubai Cavalcade*. Italy of the 1950s and 1960s has long served as his main inspiration. "This collection has as its design reference point the clean and pure aesthetic of objects produced during Italy's so-called 'economic miracle', which ushered in a burst of creativity."

A Ferrari car is easily recognisable from at least 100 metres away, and for the designer this is one of the Maranello marque's most precious qualities. "The challenge, within the necessary proportions, was to achieve the same result with

the suitcases," he says. "The advantage is that, given the originality of the project, I was able to set the parameters from the very beginning. I don't like 'fixing' existing products and luckily, in this case it was virgin territory with the shapes all to be decided."

Newson's shapes are famous for their aerodynamic appearance. Every object he has modelled appears designed to effortlessly overcome the resistance of the Earth's atmosphere.

"The philosophy behind this collection is the same. Some details, for example the handles and the wheels, are clearly engineering-inspired."

Yet here Newson had to overcome some practical problems. "For example, the suitcases were >>



For the trolley handle mechanism, Maranello engineers 'borrowed' the technique used in the LaFerrari pedals. The external leather pattern takes its cue from the cam covers of Ferrari engines, whilst the aluminium details are inspired by those of the cars and are made by the same suppliers





The interior lining, in Giallo Modena, is the colour of the Ferrari shield and typical of the building tradition of the city of Modena itself (see right). The texture is lithe and sinuous, recalling the gentle hills of the Emilia-Romagna region, where Ferrari is based. Every bag can be personalised with a chassis plate, matching the owner's car. The suitcases are designed to fit into the boot of the respective models.



designed to fit in the boot of a Ferrari much like oysters fit in their shells. For every Maranello model there is a corresponding luggage set: each one is a Ferrari passe-partout. "Aerodynamics and practicality, therefore, have to be complementary.

Newson has said that childhood is every creative professional's formative period: in some way, the images that fill our eyes when we are

children influence our work throughout our lives.

Newson has lived in Europe for around 30 years, currently residing in England. "So I can sincerely say that there isn't much 'Australia' in my luggage collection." He explains that the Ferrari lining pattern, lithe and sinuous, is inspired by the gentle hills of Emilia-Romagna and the historical designs of the brand, whilst the suitcases' interior yellow colour matches the building tradition found in the city of Modena. "But these suitcases - exactly like the cars they are developed for - are not imagined to be exclusively Italian.

They are international objects, universal, for citizens of the world."

The six products will be available through each car's personalisation catalogue. Newson views each client in their entirety. "The suitcases are not conceived only to be matched to the cars: they have to be able to accompany the buyer on every journey - whether by car, plane, boat or helicopter," he explains. "It is very likely that the Ferrari client is a traveller." A traveller for whom travelling isn't merely moving from 'point A' to 'point B', but is itself one of life's pleasures. ■



"These suitcases - like the cars they are developed for - are international objects, universal, for citizens of the world"





Belgium

In April the FMA dealership organised a very successful GT Tour for its clients. Twenty five cars turned up, with some 50 participants. The day began with breakfast all together at the showroom, alongside an F8 Tributo still on show from its presentation launch the previous evening, giving everyone the chance to get up close and personal with the exciting new model (2).

Then they headed off toward Antwerp and Limburg, pit-stopping for lunch, as they covered some 280 kilometres. At journey's end there was a very welcome drink and some finger food in a restaurant near the dealership.



The Netherlands

KROYMANS FERRARI recently re-opened its museum, *Museo Ferrari Kroymans*, after an extensive refurbishment. The museum is located below the Kroymans showroom in Hilversum and hosts a private collection of Ferrari race cars dating back to various eras. The models exhibited (1) include a 500 Mondial from 1954 that

competed in Italy's legendary *Mille Miglia* road race, as well as an example of the new 488 Challenge, highlighting the sporting theme that has always been important to Kroymans. The dealership is already planning another interesting exhibition in the coming months, which will have the 1970s as its theme.



Who, Where & When

The best of Ferrari events around the globe over the past few months

Italy

A major exhibition celebrates the Scuderia Ferrari. Entitled *90 years* (3), it brings together the cars that bear witness to a glorious history, beginning with the Alfa Romeo 8C 2300 Spider of 1932, the first one to carry the Prancing Horse on its livery. There are also memorable single-seaters that starred in dramatic races, historic victories

and occasional painful defeats. For example, the Ferrari 500 of Alberto Ascari and the D50 of Juan Manuel Fangio, the 312 T of Niki Lauda and the 312 T4 of Gilles Villeneuve, the Ferrari F2004 of Michael Schumacher and the F2007 of Kimi Räikkönen. The exhibition pays homage also to saloon car racing, featuring for example

the 166 MM that starred in the first victory in the Le Mans 24 Hours, some seventy years ago, and the 275 P that dominated the 12 Hours of Sebring in 1964. The Maranello Museum also hosts the *Hypercars* exhibition dedicated to those cars that have represented the technological evolution of the stable, featuring another legendary series: the

GTO from 1984, the F40 of 1987, the F50 from 1995, the LaFerrari from 2013, as well as the 2016 version, the LaFerrari Aperta. The exhibition also contains a model of the Ferrari P80/C, the latest of the One-Off programme, presented last April after four years of development. Both exhibitions will remain open until May 2020.



UK

Ferrari put on a remarkable display at the Goodwood Festival of Speed in July, debuting three Special Project models: the Ferrari P80/C, the SP3/C, and a Monza SP2, all three taking part in the Supercar Runs up the famed Goodwood Hill. At the end of the Festival the Ferrari 488 Pista received the Michelin Showstopper Award, voted by the public online. Elsewhere the *Passione Ferrari Rally* to Le Mans provided a weekend to remember (2), enjoying fine cuisine and wonderful accommodation amongst the stunning scenery of northern France. In the heart of London's West End the **H.R. Owen** dealership opened its third showroom, in Mayfair's famous Berkeley Square. Several classic Ferrari models were displayed as well as the Monza SP1. F1 ace Charles Leclerc unveiled the Ferrari SF90 Stradale to the public. On the track, the inaugural Ferrari Challenge UK series held thrilling editions at Brands Hatch and at Snetterton, with Jason Baker leading in the Trofeo Pirelli. The Coppa Shell class has already produced a different winner in every race so far. In Scotland some 20 clients attended the Top Location GT Tour (1), based around St. Andrews' prestigious Fairmont Hotel.





Ferrari West Europe

In June, during the 24 Hours of Le Mans weekend (3), some 60 fortunate guests celebrated the triumph of the 488 GTE, sporting race number 51. Guests had access to two Ferrari hospitality lounges, Corse Clienti Hospitality and pit lounges. Also in June Ferrari West Europe was present at the fifth edition of the Concours d'Elegance at the Chantilly Arts & Elegance event. Around 18,000 visitors came to admire the different models that were available for viewing, set in the wonderful gardens of the Chateau de Chantilly.

France

In June, the Ferrari dealership in the city of Lyon, GAUDEL SPORT, organised a particularly pleasant test drive for around forty clients. The location for the event was very special: the domaine du Monteillet of Stéphane Montez (4), a winegrower noted for his Cote Rotie and Saint Joseph wines. The guests enjoyed deepening their knowledge both of Ferrari cars and of some tremendous wines. Elsewhere in summer, the MODENA SPORT dealership staged a road trip to the beautiful island of Sardinia. Around 20 cars participated, departing from the showroom in Toulouse in the south west



of France. A night-time ferry crossing saw the guests arrive at Porto Torres in the morning. Four memorable days on the Mediterranean island (5) saw

the fortunate participants enjoying driving on some wonderful roads, having access to a moored yacht and also dining several times on the beach.



Spain

In July, Ferrari Land (1), the leading cars theme park, hosted the first of nine stages of the *From Ferrari Land to Maranello* tour. The event was organised by **FERRARI CLUB ESPAÑA**. Departing from PortAventura World, drivers passed through the beautiful landscape of France, then on to Maranello in northern Italy. A large team of participants came

to Ferrari Land with their cars, to experience its various exciting attractions and to taste the delicious Italian specialities at lunch in the *Il Cavallino* restaurant. They also had a chance to compete on the eight simulators of the Pole Position Challenge. For the members of Ferrari Club España the highlight of the visit to Ferrari Land was driving their

spectacular Ferrari cars within the park dedicated to the *Cavallino Rampante*. During the rest of the trip from Ferrari Land to Maranello participants enjoyed unique routes to Courchevel, the beautiful roads of Valle d'Aosta, and ascending the magnificent Mont Blanc. Once at Maranello they enjoyed a guided tour of the Ferrari factory, before

having dinner at the Montana restaurant. They also took in the *Enzo Ferrari Museum* at Maranello. Since it opened in 2017, Ferrari Land has proved hugely popular, with some five million visitors last year. Its main attraction is Red Force, Europe's highest and fastest vertical accelerator, that reaches a height of 112 metres, and 180kmh in five seconds.



Morocco

In June the F8 Tributo Roadshow took place at the same time as the third Edition of the Ferrari Annual Brunch in Villa Roosevelt in Casablanca, one of the city's most famous and charming locations (2). The event was organised by the Ferrari dealership, **UNIVERS MOTORS**. Guests arrived with their families and the event started with the presentation and unveiling of the F8 Tributo, followed by a film of Formula 1 at Le Castellet, and test drives, as well as musical entertainment by a saxophonist and DJ. During the day there was an Italian buffet, with drinks being served along with luxury Moroccan medjool dates. The very successful event was partnered by Hublot and Veuve Clicquot.

Malaysia

NAZA ITALIA, the official importer and dealer of Ferrari in Malaysia, organised the *Esperienza Ferrari*, a unique test drive designed to let guests experience the Ferrari Portofino on the open road via a specially-designed route (3) in Kuala Lumpur and Bukit Tinggi, Malaysia. Instructors gave a safety briefing to all the participants before the two-day event, which finished with a nice lunch at the BLVD Restaurant.



Philippines

In April the official dealership for Ferrari in the Philippines, **AUTOSTRADA**, brought the Ferrari Portofino to the island of Balesin. It was the first time that this particular island had ever seen a Ferrari, and, understandably, it drew many admiring looks wherever it went.

For the occasion, the Balesin Island Club had created an entire Italian village location to emulate the Ligurian fishing village from which the Portofino takes its name, and invited a well-known Philippines fashion figure, Tessa Prieto-Valdes, to participate in a photo-shoot (4). Ms Prieto-Valdes is known also as a philanthropist in the Philippines. Onlookers were astonished when they heard the roar of the Portofino's engine as it was revved. Its tour of the island demonstrated its power. Those individuals fortunate enough to be given a ride were all convinced of the model's on-board comfort, whilst drivers commented upon its performance and versatility.



Australia

The **FERRARI SYDNEY & NORTH SHORE** dealership held its first ever Women's Track Hour (1) event. The female-only event was part of a track day held at The Sydney Motorsport Park in Eastern Creek. **FERRARI AUSTRALIA** showed its continued support for the *Ferrari Driven Women* initiative that was launched in 2018 by inviting two Ferrari Driven Women to attend, in the shape of Emma Notarfrancesco of the tv slot, *Pit Lane Report*, and Motoring journalist, Noelle Faulkner. The track hour was followed by lunch where Notarfrancesco spoke about her experience in the motorsport industry, and the two women then held a joint discussion on the importance of women in motorsports. In July a caravan of Ferrari cars travelled from Brisbane to Noosa to celebrate the *Festa della Repubblica* - Italy's Republic day. The event coincided with **FERRARI BRISBANE**'s week-long 'pop-up' and test drive event at Sofitel Noosa Pacific Resort aimed at attracting new clients, with hands-on test drives of a wide range of models, including the 812 Superfast, the 488 Spider, and the Ferrari Portofino. Partnering with



Tourism Noosa and Tom Offermann Real Estate, Ferrari Brisbane also hosted an elegant cocktail party in the VIP tent at the Noosa Food and Wine Festival Village, a well-attended event that was helped by the close-up presence of a 488 Spider and a Portofino.

Korea

Ferrari officially launched its new V8 sports car, the Ferrari F8 Tributo, in Korea (2). The event, held at the Namsan J-Gran House in mid-July, had a race-circuit theme to reflect the brand's sporting DNA. Several previous

8-cylinder models were also displayed at the entrance of the location in order to show the history of Ferrari V8 sports cars. The Ferrari F8 Tributo Korea Premiere began with a Media session attended by more than 120 local journalists, and then continued into the evening when more than 200 local Ferrari enthusiasts attended. They were thrilled to see the brand new V8 sports model for the very first time in Korea. FMK, the official importer and distributor of Ferrari in South Korea, has relocated its showroom from Seoul Auto Gallery in Yangjae-dong to a larger building in Seongsu-dong, Seoul, in order to provide improved customer services to meet growing demand. The new premises are on two storeys, covering over four hundred square metres. Up to six cars can be displayed on the ground floor, and on the first floor there is a consultation room and lounge for private meetings with clients.



Singapore

In May the **FERRARI OWNERS' CLUB SINGAPORE (FOCS)** celebrated its 20th anniversary in fine style with a car formation that attracted a lot of attention in the central Dempsey Road district. A total of 26 cars, all wearing the marque's iconic red livery, were choreographed to form a giant number 20 (3), as more than 100 FOCS members and guests came together to take part in the celebrations. Even a heavy downpour did not dampen the club's passion as it pulled off the spectacular drone shot.



Japan

The Japan premiere of the brand new Ferrari F8 Tributo was held at the Museum of Contemporary Art in Tokyo in late June. Ever since its successful global debut at the Geneva Motor Show in March, the unveiling in Japan had been much-awaited. The Tokyo venue was transformed into the world of Cavallino Rampante (4), incorporating the latest technology to produce an entertaining show full of visual and sound effects. The event reached its climax when the car - in a sophisticated *Blu Corsa* livery - made its dramatic entrance. Organisers chose red as the decorative colour for the venue. Guests were welcomed at the venue entrance by an exciting and vibrant light display. The focus of most guests' attention was on the legendary models present, such as a 1975 308GTB, the famous V8 model, and an F40, emphasising the event as an homage to the V8 engine. Over 150 guests enjoyed the evening cocktail party atmosphere.

Indonesia

The **FERRARI OWNERS' CLUB INDONESIA** organised a very popular Ferrari Summer Party in July. The event began in the sunshine of a Saturday afternoon, when some two dozen Ferrari cars parked up along the beautiful seafront at Pantai Mutiara in north Jakarta, overlooking the Java Sea (5). Restricted to FOC Indonesia members only, the Club opted to theme the event on the chic St. Tropez jet set of the French Riviera in the 1960s. A beautiful sunset was followed by a fireworks display.





Thailand

In May CAVALLINO MOTORS, the official Ferrari importer and dealership in Thailand, staged an exciting initiative called *The Ultimate Drive with Ferrari, Sport Series*. The event featured 488GTB, 488 Spider and 812 Superfast clients, who set off from the dealership showroom and headed to the country house style restaurant, Ban Nam Kiang Din (2), which is set in twenty two acres of nature and beautiful flora. Also in May, a test drive event was held for clients wanting to get behind the wheel of the very popular Ferrari Portofino. Then in July Cavallino Motors organised an unforgettable journey to Chiangmai, the largest city in northern Thailand, for an event called *The Northern Tour Test Drive* (1) with Ferrari 812 Superfast. Clients and their guests participated, departing from The Consul's Garden Restaurant. Over the weekend they enjoyed driving the 812 Superfast through pleasant green countryside and also in mountain ranges.

India

NAVIT MOTORS of Mumbai organised a GTC4Lusso drive experience in the state of Kerala (3). Ferrari clients had the opportunity to exploit the incredible performance potential

of the renowned four-seater on what are considered to be the best roads on the Indian subcontinent. The GTC4Lusso - liveried in the iconic Rosso Corsa - instantly won the hearts of the guests,

3



Lebanon

Following its global launch earlier this year at the Geneva Motor Show, the all-new Ferrari F8 Tributo was unveiled by **SCUDERIA LEBANON**, the official Ferrari importer in Lebanon, in an exclusive event held at the dealership's showroom in Dora, north of Beirut. Expected to be on the Lebanese roads later this year, the model is available only through Scuderia Lebanon.

Qatar

The Ferrari F8 Tributo was unveiled in July by **ALFARDAN SPORTS MOTORS**, the official dealership in Qatar, in a special presentation spread over four evenings at its Doha showroom.



Oman

In March the official Ferrari importer, **ALFARDAN MOTORS**, hosted an action-packed Ferrari open day for distinguished clients during an exclusive *Ferrari Esperienza* lifestyle drive event. Over 30 Ferrari enthusiasts gathered at the Al Bustan Palace to get up close to the Ferrari Portofino, GTC4Lusso T, 812 Superfast and 488 GTB. All day, the parade drove along open Omani roads (4), showcasing

the timeless glamour of the marque. Another event saw the participation of over twenty customers who were introduced to the seven-year Genuine Maintenance contract that comes with every single new Prancing Horse car. The event also showcased Ferrari Approved models which hold the pre-owned certification that guarantees peace of mind to owners purchasing a car registered within the last fourteen years.



Mainland China

Ferrari hosted its annual **FERRARI RACING DAYS** event, marking its ninth consecutive year in Shanghai (1). The hugely popular event attracted more than 170 national media representatives as well as 20,000 passionate Ferrari owners and enthusiasts in the stands at the Shanghai International Circuit. The programme included the latest round of the Ferrari Challenge Asia Pacific competition. The models displayed during the Ferrari Racing Days included a series of legendary cars such as the Ferrari 16 M and the LaFerrari, and some iconic V8 models, including the brand new F8 Tributo, the Ferrari 308, 360 and 458, all combining to give Ferrari enthusiasts a true taste of Italian style and design.

Hong Kong

BLACKBIRD CONCESSIONAIRE, official dealer together with Ferrari Hong Kong (FHK), were proud to stage the Hong Kong launch of the new F8 Tributo. The well-attended exclusive launch event took place at Elements, a luxury retail and residential property location in the Kowloon district. The F8 Tributo model was presented to the audience on a unique turntable stage inside a showcase (2) that featured other current models. Supporting displays highlighted the Tailor Made programme, and Ferrari Genuine After Market Accessories.





3

Taiwan

The Taiwan Tour (3) is always one of the most anticipated events staged by the **FERRARI OWNERS' CLUB OF TAIWAN**. The 2019 version saw over 40 members enjoy touring together in their beloved Ferrari cars on a route that journeyed through some of the most captivating beauty of Taiwan, including the island's majestic northern coastline, where the tour made various pit stops to sample aspects of local culture.



4

Germany

The **ULRICH FRANKFURT** dealership held its Spring Tour 2019 (4) in June. Twenty nine clients followed a seven-stop itinerary: Egelsbach airport; Burg Frankenstein; lunch at the Schloss Auerbach; meeting the 1st Vettel fanclub in Heppenheim; Dom in Mainz; coffee at Holz-Weisbrodt in Bad Dürkheim; dinner at the Bastion von Schonborn at Mainz Kastell.



USA

The Ferrari F8 Tributo debuted in the USA after its North American debut at the Canadian Grand Prix. Nearly 700 clients enjoyed a dual-coast celebration (1) of the best V8 engine of the past twenty years, first in Los Angeles and later, in New York City. Previously, the 2019 edition of *Ferrari Racing Days* in North America took place at the famed Weathertech Raceway Laguna Seca in early May. Nearly 500 clients enjoyed the spectacle of fifty competitors in the Ferrari Challenge event, and thirty drivers in the XX Programme and F1 Clienti who enjoyed private lapping sessions. The entire programme was broadcast on the Ferrari website for the first time, attracting thousands of viewers.

Mexico

FERRARI OF MEXICO CITY hosted a track day for more than forty clients at the legendary Hermanos Rodriguez race track (2), home of the Mexican Grand Prix. Eight full hours of track time saw clients take advantage of the long straights and sweeping corners to enjoy their cars in their ideal setting. The dealership also introduced the Ferrari Portofino.



Canada

Over the Canada GP weekend thousands of fans cheered some forty competitors in the Ferrari Challenge. Ferrari F1 racer, Charles Leclerc, team manager Mattia Binotto, and Matteo Torre, Chairman of FERRARI NORTH AMERICA, unveiled the Ferrari F8 Tributo at the *Cirque Eloize* (3).



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«I am still under the impression that there is nothing alive quite so beautiful as a thoroughbred»

JOHN GALSWORTHY

Illustration Gianluca Foll



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