

Ferrari

Media



A UNIQUE LAFERRARI APERTA ON AUCTION TO BENEFIT SAVE THE CHILDREN

Maranello, Italy (September 4, 2017) – Ferrari is pleased to announce that to mark its 70th anniversary, it will auction a one-of-a-kind LaFerrari Aperta to benefit the charity Save the Children.

The auction will take place on Saturday, September 9th during the “Leggenda e Passione” sale organized with RM Sotheby’s. The event, which will be held on Ferrari’s Fiorano track, is expected to be the most important single marque collector’s car auction in history.

The LaFerrari Aperta is the limited-edition special series model launched to commemorate the 70th anniversary of the foundation of the company. Designed for Ferrari’s most passionate clients, the LaFerrari Aperta is the open-top version of the acclaimed LaFerrari hybrid supercar, combining extraordinary performance with the unique exhilaration of open-top driving.

For the auction Ferrari has designed a one-of-a-kind livery in stunning metallic Rosso Fuoco and featuring a metallic Bianco Italia double racing stripe on the bonnet and rear. The interiors have been conceived in black Alcantara and shiny black carbon fiber with red leather inserts on the seats and red stitching.

All proceeds of the auction will be donated to Save the Children for an international program focusing on education.

The event is by invitation only, and is part of a three day program of festivities in Maranello. Interested bidders can register at www.rmsothebys.com

For further information
tel.: +39 0536 949337
Email: media@ferrari.com
www.ferrari.com