



The Ferrari Museums set a historical record, with more than 500,000 visitors

Maranello (Italy), 28 November 2017 – The popularity of the Ferrari Museums continues to grow, hitting a record of more than 500,000 visitors from the start of the year to November, an increase of 12% compared to the same period last year. As such, the previous record of more than 478,000 tickets set at the end of 2016 has been beaten, well before the end of the year.

The Museo Enzo Ferrari in Modena in particular registered an annual growth of 19% in November, equivalent to 150,000 visitors, drawn by the “Driving with the Stars” exhibition that sees the Ferraris driven by stars from the sporting, cultural, industrial and entertainments worlds on display.

The Ferrari Museum in Maranello has also enjoyed significant success, with an 8% increase in visitors taking the total to 350,000. Over the course of the year, the museum has hosted the “Rosso Infinito” (‘Infinite Red’) exhibition - which is still underway - and “Under the Skin”, which has now been transferred to the Design Museum in London, running from 15 November to 15 April 2018.

Sales of single tickets for both museums remain stable, representing around a fifth of the total, serving as confirmation of the superb synergy between these structures for another year.

These results serve to confirm that the Ferrari Museums are among the most visited in Italy, attracting fans and enthusiasts from all over the world. They owe their appeal to the exciting attractions renewed every year, with major themed exhibitions, exhibits featuring iconic cars and original museum tours that take visitors on a journey through the history of the Prancing Horse brand.

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