

## Ferrari takes the Red Dot: Best of the Best design award for the third year running



### The Ferrari J50 takes top honours in the Red Dot Award: Product Design 2017

### The GTC4Lusso, LaFerrari Aperta and 458 MM Speciale receive Red Dot distinctions

Maranello, 5 July 2017 – For the third year running, Ferrari has taken the Red Dot: Best of the Best award for the maximum expression of design quality and ground-breaking design. The model to receive the top Red Dot Award in the prestigious annual Product Design competition this year was the Ferrari J50, the strictly limited series of bespoke cars built to commemorate the 50<sup>th</sup> anniversary of Ferrari in Japan.

A sophisticated two-seater, mid-rear-engined roadster based on the 488 Spider, the J50 features a radically futuristic design language and was praised by the Red Dot jurors for its innovation. Designed by the Ferrari Design team under the direction of Flavio Manzoni, just 10 examples of the J50 will be built in the spirit of Ferrari's *fuori serie* tradition.

The international jury of design experts also awarded Ferrari Red Dot distinctions for the high design quality of the GTC4Lusso, LaFerrari Aperta and the 458 MM Speciale. The award ceremony held the evening of the 3<sup>rd</sup> of July at the Aalto Theater in Essen thus focussed attention on the design excellence that characterises Ferrari's entire model range in the year that the company celebrates its 70<sup>th</sup> anniversary.

Ferrari's unique heritage, in fact, is encapsulated in the most extensive and diverse range of sports cars in the automotive sector. The GTC4Lusso is Ferrari's flagship GT production car, an exclusive interpretation of the four-seater concept, combining extraordinary performance in all driving conditions with sporty elegance and luxurious comfort. The LaFerrari Aperta is a limited-edition special series, an open-top version of the acclaimed LaFerrari supercar which represents the finest expression of the marque's technical capabilities in both GT and Formula 1 engineering. The 458 MM Speciale instead is one of the latest creations from Ferrari's special One-Off programme, a bespoke service for clients who desire a truly unique car with innovative, individual styling.

*Text and images of the Ferrari J50, GTC4Lusso, LaFerrari Aperta and 458 MM Speciale can be downloaded from the Ferrari media site - [www.media.ferrari.com](http://www.media.ferrari.com)*