



Ferrari's Anniversary Celebrations get underway

With re-enactment of 125 S driving through the Maranello gates

Maranello (Italy), 10 March 2017 – On March 12 1947, Enzo Ferrari fired up the 125 S, the first car to bear his name. That test-drive on the streets of Maranello marked the start of modern Ferrari history. The then-modest factory quickly grew into one of the great internationally-renowned Made in Italy icons. Now, exactly 70 years later, on March 12 2017, Ferrari launches its official celebrations for this milestone anniversary.

To coincide with the official start of the celebrations and to commemorate the events of 70 years ago, Ferrari is also releasing a special video featuring a re-enactment of the first 12-cylinder to sport the Cavallino Rampante on its bonnet, the 125 S, driving through the factory gates on Via Abetone Inferiore and, in doing so, symbolically passing the baton of the Ferrari legacy to the LaFerrari Aperta.

125 S, the first Ferrari

This was the first car to sport the Ferrari badge. Its 12-cylinder engine, vital to powerful performance, was designed by Gioacchino Colombo with Giuseppe Busso and Luigi Bazzi also contributing to the project. On March 12 1947, the 125 S, still an unbodied steel rolling chassis, roared to life for the first time and the great Ferrari adventure began. Two months later, on May 11 1947, the car made its track debut at the Piacenza Circuit. At the wheel of the 125 S (the S referring to its sports car-type bodywork) was Franco Cortese. Enzo Ferrari dubbed this maiden outing as “a promising failure” after the car was forced to pull up with a fuel pump problem whilst leading the race. However, that moment of failure was short-lived as just nine days later on May 20, Franco Cortese drove the 125 S to victory in the Rome Grand Prix, completing the 40 laps of the circuit and the 137 kilometres of the race at an average speed of 88.5 km/h. This was the first of six victories the 125 S delivered in 1947, the most notable of which was the Parma Grand Prix with Tazio Nuvolari doing the driving.



LaFerrari Aperta, 70th anniversary icon

Technological excellence, performance, style, exclusivity. Ferrari's unique core values are brilliantly represented by the car launched to mark the 70th anniversary of the foundation of the company. The LaFerrari Aperta is the new limited-edition special series model dedicated to our most loyal clients and also the spider version of the acclaimed LaFerrari supercar.

Maranello's latest supercar effortlessly combines extraordinary performance with the unique exhilaration of open-top driving. It is equipped with the same hybrid power unit as the coupé: an 800 cv 6,262cc V12 engine (specific power output of 128 cv/l, compression ratio 13.5:1) coupled with a 120 kW electric motor for a total power output of a 963 cv.

A "Driven by Emotion" Anniversary

In the course of 2017, over 60 nations will host events crafted to treat clients and enthusiasts of the marque to a string of unique experiences as part of the "Driven by Emotion" concept, one of the cornerstones on which the Ferrari story was founded and has flourished. "Driven by Emotion" is a tribute to the importance placed by the Cavallino Rampante on emotion throughout the last 70 years: be it in terms of delivering the most riveting and rewarding driving experience possible, Ferrari's universally lauded and acknowledged styling, or innovation via the astonishing pioneering technological solutions revealed by each new Maranello model.

Thus, March 12 marks the start of the anniversary events with Australasia opening the programme. The LaFerrari Aperta will be present at each stage as the symbol of the 70th anniversary.

The anniversary celebrations culminate in Maranello on the weekend of September 9 and 10, but will also be flanked by other initiatives paying homage to Cavallino Rampante history, not least special exhibitions and the first "Cavalcade Classiche".

A special website has been created to flank the celebrations as they unfold throughout the year as well as to introduce the pivotal moments and individuals in the company's history. The www.ferrari70.com site goes online on Sunday, March 12.



Some of the highlights in Ferrari history

- 1947 Ferrari is founded and gains its first victory with 125 S at the Rome GP
- 1948 Unveiling of the 166 MM Barchetta at the Turin Motor Show
- 1949 Ferrari wins its first 24H of Le Mans, with Luigi Chinetti/Lord Seldson driving the 166 MM Barchetta
- 1950 Ferrari debuts in F1 in second GP in history
- 1950 Giannino Marzotto and the Ferrari 195 S win at the Mille Miglia
- 1951 Froilan Gonzalez brings Ferrari its first F1 GP victory in the 375 F1
- 1952 Alberto Ascari, in the Ferrari 500 F2, secures a first Formula 1 world title
- 1952 Vittorio Marzotto, in the 225S, drives Ferrari to a first win on the Monaco circuit
- 1953 Ferrari World Sportscar champion with the 340 MM and 375 MM
- 1954 The first car in the famous 250 family is presented at the Paris Motor Show
- 1954 Umberto Maglioli drives a Ferrari 375 Plus to victory in the last Carrera Panamericana in Mexico,
- 1955 Launch of 250 Coupé Pinin Farina
- 1956 Juan Manuel Fangio is crowned F1 world champion at the wheel of the Ferrari D50
- 1957 Pietro Taruffi wins the last Mille Miglia in a Ferrari 315 S
- 1957 Launch of Ferrari 250 California
- 1958 Mike Hawthorn wins world championship with a Ferrari 246 F1
- 1959 Ferrari wins the 12 Hours of Sebring
- 1960 Stirling Moss drives a 250 GT Berlinetta to the first of five consecutive Ferrari triumphs in Tourist Trophy
- 1961 Ferrari wins three world titles; the Drivers' with Phil Hill and the Manufacturers' in F1 and Sportscars
- 1962 Presentation of the 250 GTO, winner of the International Championship for GT Manufacturers in 1962, 1963, 1964
- 1963 The Ferrari 250 P of Lorenzo Bandini and Lodovico Scarfiotti wins the 24 Hours of Le Mans
- 1964 John Surtees becomes Formula 1 world champion with the 158 F1
- 1965 Ferrari 275 P2 of Lorenzo Bandini and Nino Vaccarella wins the Targa Florio
- 1966 Turin sees the presentation of the 365 P special, a unique three-seater
- 1967 Three Ferraris, two 330 P4s and a 412 P secure the first three places in the 24 Hours of Daytona
- 1968 The GTB4 365 (Daytona) is presented at the Paris Motor Show
- 1968 The Dino 166 F2 of Andrea De Adamich wins the Temporada Argentina
- 1969 Fiat becomes a Ferrari shareholder
- 1969 Ferrari 212 E of Peter Schetty wins the European Hillclimb championship
- 1969 The Dino 246 of Chris Amon wins the Tasmania Cup
- 1970 Creation of the 512 S, with only 25 examples produced
- 1971 The 365 GT4 BB, the first rear-engined 12-cylinder Ferrari GT is unveiled at the Turin Motor Show
- 1972 Opening of Ferrari's test track at Fiorano
- 1972 Ferrari crowned the world sportscar champions for constructors with the P 312, with ten wins out of ten races
- 1973 Launch of Dino 308 GT4, equipped with an 8-cylinder V-engine
- 1974 Lauda wins the Spanish Grand Prix with 312 B3-74, giving Ferrari its 50th triumph in F1
- 1975 Lauda with the 312 T wins the Formula 1 world title
- 1975 Launch of the 308 GTB, the first 8-cylinder GT Berlinetta
- 1976 The 400 Automatic is presented at the Paris Motor Show
- 1977 Lauda wins his second world title with the 312 T2
- 1978 Gilles Villeneuve wins his first GP, that of Canada, with the 312 T3



- 1979 Jody Scheckter is world champion with the Ferrari 312 T4
- 1980 Unveiling of the Mondial 8, a four-seater with a V8 engine
- 1981 Gilles Villeneuve drives turbocharged F1 126 Ck to first win at Monaco
- 1982 The Ferrari 308 GTB of Tognana De Antoni wins the 1982 Italian Rally Championship
- 1983 Launch of the Mondial Cabriolet GT
- 1984 Ferrari surprises the Geneva Motor Show with a GTO
- 1984 The Ferrari Testarossa is presented at the Paris Show
- 1985 Geneva presents the 328 GTS
- 1986 Ferrari presents the 637, a single-seater destined for the CART championship that never happened
- 1987 The F40 is unveiled at the Frankfurt Motor Show
- 1988 Enzo Ferrari dies on 14 August aged 90
- 1989 Nigel Mansell wins the Brazilian Grand Prix with an F1-89, equipped with steering wheel controlled gearbox
- 1990 Alain Prost wins the French GP giving Ferrari its 100th F1 victory
- 1991 Launch of the 512 TR, heir to the Testarossa
- 1992 The 456 GT, a new benchmark for style and elegance, is presented at the Paris Motor Show
- 1993 Launch of the Ferrari Challenge, the first Maranello single-make championship
- 1994 F512 M, the latest model produced with twelve-cylinder centrally mounted boxer engine
- 1995 Production begins on the F50, a true F1 road car
- 1996 Michael Schumacher triumphs in the Spanish Grand Prix with Ferrari
- 1997 Launch of the 355 F1, the first GT with electrohydraulic gearbox with F1-type steering wheel control
- 1998 Opening of Scuderia Ferrari's new wind tunnel, designed by Renzo Piano.
- 1999 Ferrari wins F1 World constructors' title and introduces the 360 Modena
- 2000 Michael Schumacher is F1 world champion and the F1 2000 wins the constructors world championship
- 2001 Ferrari and Michael Schumacher repeat the double F1 world title
- 2002 The Enzo is presented in Paris and Ferrari wins 2 world titles for the 3rd consecutive year
- 2003 Ferrari is still the world constructors' and drivers' champion in the F2003-GA, dedicated to Giovanni Agnelli
- 2004 Ferrari sets the record of six world constructors' titles and five consecutive world drivers' titles in F1
- 2005 Launch of the Superamerica GT
- 2006 Start of the exclusive XX Programme, extreme performance for the best customers
- 2007 Kimi Raikkonen and Scuderia Ferrari are world champions
- 2008 Scuderia Ferrari is world champion for the sixteenth time
- 2009 Launch of the 458 Italia, the new 8-cylinder Berlinetta
- 2010 Ferrari World opens to the public, the first theme park dedicated to Ferrari history
- 2011 Creation of the FF, the first 4WD Ferrari
- 2012 Unveiling of the F12 Berlinetta, a 12-cylinder car with sophisticated aerodynamics
- 2013 Production begins on the LaFerrari, the first hybrid in the history of the Prancing Horse
- 2014 Unveiling of the FXX K, the most powerful Ferrari ever produced
- 2015 Ferrari is listed on the New York Stock Exchange
- 2016 LaFerrari Aperta presented in Paris for the company's 70th birthday
- 2016 Ferrari launches on the Milan Stock Exchange
- 2017 The latest addition to the Ferrari family, the 812 Superfast, debuts at Geneva



*The video can be downloaded from the Ferrari media site from March 12:
www.media.ferrari.com*

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