

Ferrari



Brand Finance Global 500 names Ferrari as the world's strongest brand for second consecutive year

Maranello, 22 January 2020 – Ferrari has been awarded the title of the world's strongest brand for the second consecutive year by Brand Finance, the leading international independent brand valuation and strategy consultancy. With a Brand Strength Index (BSI) score of 94.1 out of 100, Ferrari tops the rankings of only 12 brands to be awarded the highest AAA+ rating.

Presented today during the World Economic Forum at Davos, the Brand Finance Global 500 2020 report¹ calculates the value of the Ferrari brand at 9.1 billion USD with year on year growth of 9%, boosted by positive sales and overall brand strength.

Brand Finance determines brand value by estimating the net economic benefit to the brand owner of licensing the trademark on the open market. It measures brand strength on the basis of the efficacy of a brand's performance on intangible measures compared to its competitors.

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¹ More information on the Report at Brandirectory.com/global