

Ferrari

Media



Ferrari celebrates its 25 years Anniversary in the United Arab Emirates with the International Cavalcade

Maranello, 26 February 2019 – A 25-year friendship deserves a big celebration. To mark the anniversary of its arrival in the United Arab Emirates in fitting style, Ferrari organised the first International Cavalcade in the region, bringing together nearly 100 cars with clients from over 20 different countries.

The Cavalcade International - now on its third outing - is a unique opportunity to enjoy the pleasure of driving a Ferrari on routes meticulously planned to ensure owners get to enjoy their cars' performance to the utmost. In other words, a spectacular travelling showcase, starring these exclusive models.

The 1,200 kilometre long itinerary, which was driven over three days, touched some of the most symbolic and beautiful areas of the Emirates. Starting from Dubai, the Ferraris tackled a series of fascinating roads that wound their way through the desert and up the hairpins of Jebel Jais mountain, making their way back for a special display at the foot of Burj Khalifa by Emaar, which was lit in the renowned red for the occasion.

The vehicles also drove along the Gulf coast, heading to Abu Dhabi to visit the Sheik Zayed Grand Mosque. There was plenty of fun and adrenaline too at the Dubai Autodrome, where the drivers got to unleash their cars' huge potential, and at Ferrari World Abu Dhabi, the region's largest theme park which takes its inspiration from the emotions synonymous with the Italian brand.

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