

Ferrari takes the “Red Dot: Best of the Best” design award for the fourth year running

The Ferrari Portofino is recognized for its ground-breaking design

Red Dot awards also for the 812 Superfast
And the FXX K EVO



Maranello, 10th July 2018 – Ferrari has received the Red Dot: Best of the Best award for the ground-breaking design of the Portofino, Ferrari’s most recent V8-engined GT car. This is the consecutive fourth year that the Prancing Horse receives this prestigious honour for one of its new models.

The Ferrari Portofino is an elegant and versatile convertible which features a retractable hard top together with class-leading performance and luggage space. Its styling impressed the international judging panel which stated: “Embodying an impressive evolutionary advancement, the Ferrari Portofino fascinates with an exciting design language. It comes across as a fascinating sculptural statement. The integration of the retractable hardtop presents an optimal solution. The haunting elegance is further underscored by the uncompromising quality in material and workmanship. The Ferrari Portofino is the perfect embodiment of novel approaches that point to the future.”

During the Gala ceremony on the 9th of July at the Aalto Theater in Essen, Germany, the jury of international designers also assigned two Red Dot awards for outstanding design quality to Ferrari for the 812 Superfast and the FXX K EVO.

The awards are testimony to the unmistakable design and ground-breaking technology that are at the basis of Ferrari’s production. The 812 Superfast redefined the formal language of front-engined V12 Ferraris without altering either the exterior dimensions or interior space. With a distinct fastback sleekness to its silhouette, sharply slanted crease lines and impressively muscular wheelarches imbue the 812 Superfast with the power and aggression warranted by its imposing 6.5-litre V12.

The FXX-K Evo marks a significant evolution of the XX programme launched in 2005 with cars developed specifically to play an active role in this exclusive research and development programme. The FXX-K Evo features an evolved aero package developed by Ferrari’s engineers in synergy with the Ferrari Styling Centre’s designers, to push to the very limit the performance of a model that already represents the state-of-the-art in terms of track-only supercars.

Text and images of the Ferrari Portofino, 812 Superfast and FXX K Evo can be downloaded from the Ferrari media site - www.media.ferrari.com