

Ferrari



Universo Ferrari exhibition opens today. A unique opportunity for customers and fans to discover the Maranello marque

Maranello, 2 September 2019 – Universo Ferrari opens its doors today. This is the first exhibition dedicated to the world of Ferrari in the brand's historic location with a series of exclusive tours being held throughout the month of September.

A long-awaited event for customers, fans and Ferrari enthusiasts alike, the exhibition will take place on the Fiorano race circuit, in a large structure where the various activities that render Ferrari so unique are represented in all their glory.

An unprecedented exhibition itinerary offers visitors a fully immersive experience, enabling them to gain a close-up of a legend and universal symbol that is amongst the strongest brands in the world.

The itinerary begins with the overriding passion of Ferrari's founder, where it all began: racing. At the centre of a large hall, visitors come face to face with the SF90, the single-seater currently being used in the F1 Championship, representing the Scuderia Ferrari, the most successful Formula 1 team ever, this year celebrating its 90th anniversary.

In the adjacent room, visitors tap into the history of the brand through one of its most fascinating stories. We are in the "Ferrari Classiche", the famous workshop where Ferrari models are transformed into automotive icons by experts who restore and maintain these cars to perfection. The undisputed star of this room is the 250 GTO from 1962, one of Ferrari's most famous cars coveted by many a collector.

Owning a Ferrari goes far beyond the value and beauty of the car itself; it marks entry into a special community. This community is explored in the next room, which is divided into two spaces that illustrate two sides of the same passion. The first of these - dedicated to the Ferrari lifestyle - is highlighted by the presence of a 2016 LaFerrari Aperta, popular amongst customers whose driving pleasure is intrinsically linked to the unique and exclusive journeys they can embark upon in their cars. The second area - dedicated to the spirit of competition - features a 2017 FXX-K Evo for those whose focus is on maximum performance. Thus, the exhibition delves into the countless events and programmes originating from these two sides of Ferrari customers: GT lifestyle and Corse Clienti & Competizioni GT.

Closed-wheel championship is another important element within the Universo Ferrari. Here, the trophy won this year by Ferrari at the 24 Hours of Le Mans takes centre stage, alongside a 488 GTE.

Exceptionally, as the crowning glory of the exhibition, the entire Ferrari range will be on display to be enjoyed by the general public. In 2019, this collection is richer and more

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complete than ever before. The SF90 Stradale is the very latest model in this stunning line-up, the first series-production hybrid supercar in the history of Ferrari.

Lastly, the Ferrari Monza SP1 and SP2 models from 2018 close the exhibition. These cars are the forefathers of Icona, a new limited-production special series that bridges the past and the future of the brand. They both appear on a dedicated platform overlooking the Fiorano circuit, where throughout the month visitors will witness different models as they are taken on test drives and laps around the track.

These are just a few examples of the excitement and emotions that await visitors, making any visit to this special exhibition totally unique, and not just for the Maranello-based manufacturer's customers. Indeed, the doors of Universo Ferrari will be open to fans and enthusiasts on the weekends of September 21-22 and September 28-29. Exclusive tours have to be booked (subject to availability) on the Ferrari Museums website www.musei.ferrari.com

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