



Over 14,000 customers and fans visit Universo Ferrari.

Ferrari's unprecedented event comes to an end.

Maranello, 1 October 2019 – Universo Ferrari came to an end yesterday, counting over 14,000 visitors throughout the month of September. An unprecedented event in a dedicated location next to the Fiorano Circuit.

Customers and fans from all over the world had a chance to experience the many facets of the marque – from the Ferrari Classiche to the latest cars, the motorsports activities and the Gran Turismo events – all in one place, just a few steps away from the Company's headquarters.

Universo Ferrari has been the centre of all the Prancing Horse's activities for the whole month. Even the marque's latest world premieres of the F8 Spider and the 812 GTS took place here, in the very structure that housed the three trophies won by Scuderia Ferrari whilst the event was taking place. The experience was made even more memorable by the exceptional display of the marque's entire range, broader and richer than ever.

The unique Ferrari event was a journey through the challenges set by the founder and still recognized by the men and women who work in the company today: succeeding both on the track as well as in the automotive world through constant striving for perfection. By experiencing Ferrari from the inside, the visitors were able to discover that a constant commitment to innovation represents a heritage of more than 70 years, amid historic models and presentations of the latest cars.

The Universo visit kicked off with a homage to Scuderia Ferrari's 90th anniversary and to iconic cars such as the 250 GTO on display in the area dedicated to the Ferrari Classiche. Protagonist also the 488 GTE on display together with the winning trophy from this year's 24 Hours of Le Mans. The exhibition also celebrated the marque's intangible values, first and foremost the passion shared by the community of customers and brought to life through events organized by the Prancing Horse such as Corse Clienti, Competizioni GT and, last but not least, the Cavalcades - exclusive, unique voyages that pay homage to the pleasure of driving. The Fiorano track contributed to the event with varied activities including the very first test drives for the lucky prospective clients of the Ferrari Monza SP1 and SP2, forerunners of the "Icona".

Ferrari's wider family of fans too was central to this great celebration with openings dedicated to them over the last two weekends of the month.

*A video and photos of Universo Ferrari are available at the Media Center ([www.musei.ferrari.com](http://www.musei.ferrari.com)).*



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