



FERRARI APPOINTS CHARLIE TURNER AS CHIEF CONTENT OFFICER

Maranello (Italy), 20 April 2021 - Ferrari N.V. (NYSE/MTA: RACE) ("Ferrari" or the "Company") announces the appointment of Charlie Turner to the newly created position of Chief Content Officer.

Charlie joins Ferrari from his current role as Editorial Director for BBC TopGear, where over the past decade he has overseen the growth and success of one of the largest global communities dedicated to the enjoyment of every aspect of cars and motoring.

In his new role, which he will take up in the summer, he will be responsible for developing an entirely new approach to the origination, curation, distribution and commercialisation of all Ferrari content. Applying the creative, editorial and organisational skills that have made TopGear a globally successful, traditional and digital media phenomenon, he will develop and lead Ferrari's strategy to become a world-class producer of high quality, multimedia content to be delivered across all platforms to inform and entertain Ferrari's passionate and growing global community.

Charlie will lead the development of Ferrari's commercial content relationships with leading global media organisations and digital and social media platforms, working in close coordination with the Company's partner and sponsorship programmes.

John Elkann, Chairman of Ferrari, said: "We're delighted Charlie is joining us in the new role of Chief Content Officer. His exceptional skills as a creator of high energy, high quality content and his strong passion for Ferrari are the perfect combination for this important new role."

Commenting on his appointment, Charlie Turner said: "My time at TopGear has been a truly incredible adventure and I'm hugely proud of everything we've created together over the years. But, for any true car fanatic no name captures the imagination or quickens the pulse more than Ferrari and to be asked to move to Maranello as the company's first Chief Content Officer is a huge honour".

For further information:

Media Relations

tel.: +39 0536 949337

Email: media@ferrari.com