



## Ferrari Museums welcome over 600,000 visitors in 2019.

Maranello (Italy), 13 January 2020 – The Ferrari Museums set a new record in 2019, attracting more than 600,000 visitors, a 12% increase on the previous year. Both venues experienced strong growth with visitor numbers to the MEF in Modena jumping in 2019 to over 200,000, whilst the Ferrari Museum in Maranello saw attendances rise to in excess of 400,000 in the same period.

The success of the single ticket for access to both museums – sales of which increased by more than 50% in 2019 compared to the previous year – demonstrates the excellent public response to the increasingly specialist nature of these two structures. Indeed, the museum in Modena celebrates the figure of the founder, along with the most elegant, exclusive Ferrari Gran Turismo engines and cars, while the museum in Maranello provides visitors with an experience that allows them to discover the history of the Group, of Scuderia Ferrari in Formula 1 and of the most iconic track and road cars that have written the history of the Prancing Horse, and continue to do so today.

In line with its different specialist visitor routes, the Maranello Museum's first exhibition of the new year will be "Ferrari at 24 Heures du Mans", which, from January 15, celebrates 70 years of Ferrari victories at the 24 Hours of Le Mans. The new show also flanks the current exhibitions: "90 Anni", an homage to the Scuderia Ferrari's history, and "Hypercars", which features the limited edition special series that have been most influenced by Ferrari's signature track-to-road technology transfers.

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