



*Esperienza Ferrari Europe 2009*

## Esperienza Ferrari Europe.

The programme Esperienza Ferrari Europe provides the participant with a unique and unforgettable driving experience on five different racetracks in Europe: Monza, Mugello, Spa-Francorchamps, Brno and Valencia.

The participants (minimum 30 and maximum 60 per day) will have an individual tailored driving programme in order to create a more exclusive and pleasant feel for guests, as well as reducing waiting time and increasing driving time. The total driving time for each guest will be more than two hours. In order to guarantee the maximum flexibility the participants can either decide to arrive on the evening before the event day and start their driving sessions in the morning of the event day; or arrive on the event day before lunch and have their driving sessions in the afternoon and into the evening. Every participant will have several V12 road and V8 circuit driving sessions, high speed demonstration laps, product briefings and a skills driving activity in the paddock.

### The format in brief:

- One day event with arrival at the evening before the event or on the event day.
- Number of Drivers: Minimum 30 / Maximum 60.
- Luxury hospitality environment with catering and lunch on the track.
- Welcome gift /nice touch.
- Test Drives 430 Scuderia, 599 GTB Fiorano, 612 Scaglietti,
- Demonstration drive 430 Challenge.
- Possibility to remain for Ferrari Racing Days (where possible)
- Euro 2.200,00 for Driving guests.
- Euro 200,00 for Non-driving guests and Dealers.
- Accommodation package (hotel, transfers and dinner) to be charged in addition.
  
- Registration through marketing manager in the market.

### The 2009 calendar:

10 June, Mugello	
2 July, Spa-Francorchamps	
3 September, Brno <sup>°</sup>	
24 September, Valencia <sup>°</sup>	

<sup>°</sup> Ferrari Racing Days

### **Esperienza Ferrari - The Test Drives.**

#### **The 430 Scuderia and 599 GTB Fiorano HGTE on track.**

The driving sessions will consist of an intensive and stimulating track driving experience, conducted by highly qualified, expert drivers with professional background in high performance driving.



#### **The 599 GTB Fiorano and 612 Scaglietti on road.**

The road driving sessions will be conducted by the same team of highly skilled instructors and will permit the participant to learn about the cars performance in a more realistic environment whilst experiencing the comfort and luxury that the Ferrari GT models have to offer.



#### **The F430 Challenge demonstration laps.**

The demonstration laps on a F430 Challenge with a professional race driver will give the ultimate thrill to the participant and help them to understand Ferrari's truly awesome handling and road holding capabilities, within a safe, controlled situation.



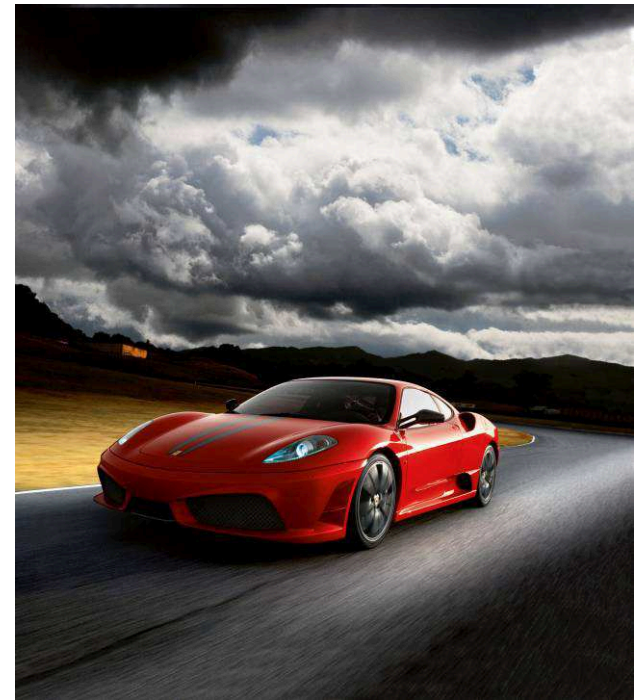
## The Cars.

### 430 Scuderia.

The Ferrari 430 Scuderia has joined the road-going V8 line-up alongside the F430 coupé and the F430 Spider. The 430 Scuderia is a truly high-performance 2-seater berlinetta which demonstrates how Ferrari's Formula 1 know-how is carried across to its production cars. The new model is a special series based on the F430 and is aimed specifically at Ferrari's most passionate and sports-driving oriented clients. Development focused on light weight, minimum trimmings and innovative technology. All this to exalt the car's extremely high-performance and ability to thrill the driver.

Superb performance both on and off the track is assured by a series of cutting-edge solutions. There is the latest software - F1 Superfast - which reduces gear change times to just 60 milliseconds, and new traction control which, for the first time, combines the E-Diff electronic differential and the F1-Trac traction and stability control in a single integrated system.

Vehicle dynamics, control and performance thus represent the zenith of Ferrari's achievements in terms of developing road-certified sports cars.



### **599 GTB Fiorano.**

The 599 GTB Fiorano is a concentration of Ferrari's most innovative and technologically advanced engineering solutions applied to a mid-front engined two-seater coupé. The result is a new benchmark for performance, driver involvement and design. The car boasts class-leading power thanks to its 5,999cc V12 - derived directly from the Enzo Ferrari supercar - which produces no less than 620hp at 7,600 rpm for a weight/power ratio of just 2.6 kg per horsepower.

Ferrari has adopted the latest evolution in its tried and tested all-aluminium construction technology for the body and chassis.

The unmistakable Pininfarina design gives the Ferrari 599 GTB Fiorano aggressive yet elegant lines which are perfectly integrated with the advanced aerodynamic solutions adopted to reach the performance figures attainable.

This model is the symbol of Ferrari's production - the V12 berlinetta - and represents the latest interpretation of a theme that has seen such classics as the 250 GT, the 275 GTB, and the 365 GTB4. The 599 GTB Fiorano replaces the last in that great line of berlinettas, the 575M Maranello, of which - together with the 550 Maranello introduced in 1996 - no fewer than 5,700 have been produced, a record for this type of model for the Prancing Horse.



## 612 Scaglietti.

The 612 Scaglietti combines the pure thoroughbred performance of a sporty Ferrari Berlinetta with comfortable cabin space for four occupants. In line with Ferrari's tradition of constantly evolving its models, numerous modifications have recently been made to the Grand Tourer flagship model. Specifically, the 612 Scaglietti now sports a special panoramic roof which covers the entire cabin. This feature really does give occupants the feeling of being in a drop-top yet they still enjoy the comfort and security of a coupé. One unique characteristic of this glass panoramic roof is its electrochromic technology. This allows its tint – and thus light levels inside the cabin – to be varied at will.

The 612 Scaglietti is also fitted with the F1-Superfast which delivers overall gearshifting times of 100 milliseconds plus a low inertia twin-disc clutch for quicker and smoother response. The Prancing Horse's 2+2 also sports the manettino on its steering wheel – this time in a specific three-setting GT configuration.

