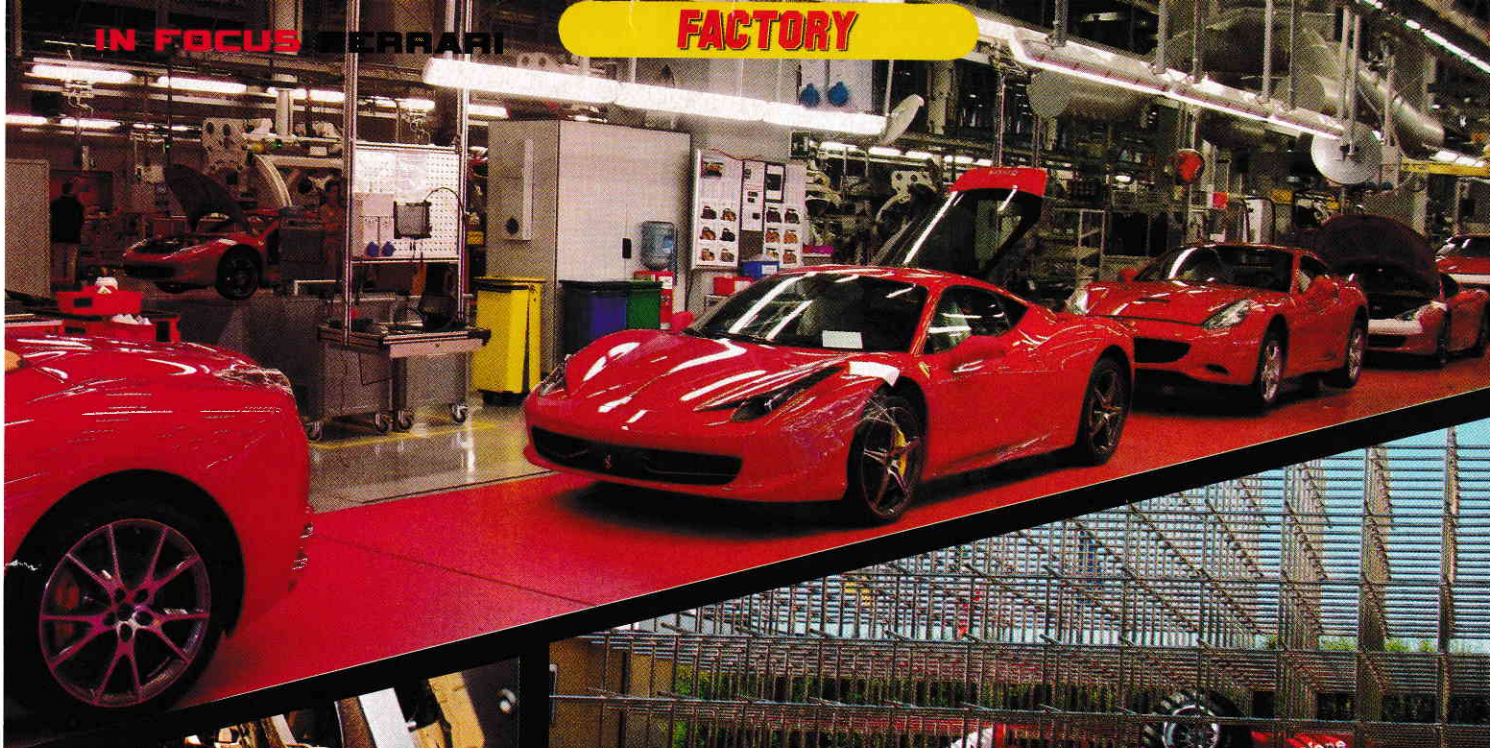


FLAVOURS OF FERRARI

is something every car lover needs to savour at least once in a lifetime

TEXT & PHOTOS: BOB RUPANI



IF YOU ARE A CAR LOVER, THEN YOU MUST also be a Ferrari fan. And some day you should go on a pilgrimage to Maranello, the home of Ferrari.

The legendary and great Enzo Ferrari established Scuderia Ferrari here in 1929 and today the factory's 45 buildings house more than 3,000 workers. It is here that passion, innovation and technology combine to create the company's amazing GT and Formula 1 cars. Each car is painstakingly built in the state-of-the-art premises and as you would expect with Ferrari, there is a very nice display of

an F1 car in very artistic style just near the manufacturing facilities.

Within the Ferrari factory the Light Alloy building is considered to be amongst the most sophisticated in Europe and this is where the engine building process begins. You also have the new mechanical machining area and the engine assembly area which is equipped with two parallel assembly lines for 8- and 12-cylinder models. There is also Ferrari's F1 wind tunnel that was designed by Renzo Piano, one of the world's leading architects.

RESTORATION CENTRE



FERRARI CLASSICHE WAS ESTABLISHED TO provide restoration and maintenance services and technical assistance and 'Certificates of Authenticity' to owners of classic Ferraris. Housed in the former foundry the restoration centre was started in 2006 and is spread over 950 square metres. The first Ferrari GT car roared out in 1948 and some 64 years later, the majority of them still survive. Their owners are obviously keen to keep them in the best state of preserve and Ferrari now helps out the owners of its classic cars. Maintaining and servicing

such old classics require a special set of skills and knowledge and Ferrari offers its customers a first class restoration service.

Ferrari has compiled detailed information on every car they have ever built and all assembly sheets, plus all the original designs dating back to 1947 are stored in its archives. And as Ferrari Classiche has access not just to all this information, but also the in-house foundry and the very same tooling machines used to make the original parts, the centre's team of experts are able to restore any Ferrari to its original condition.





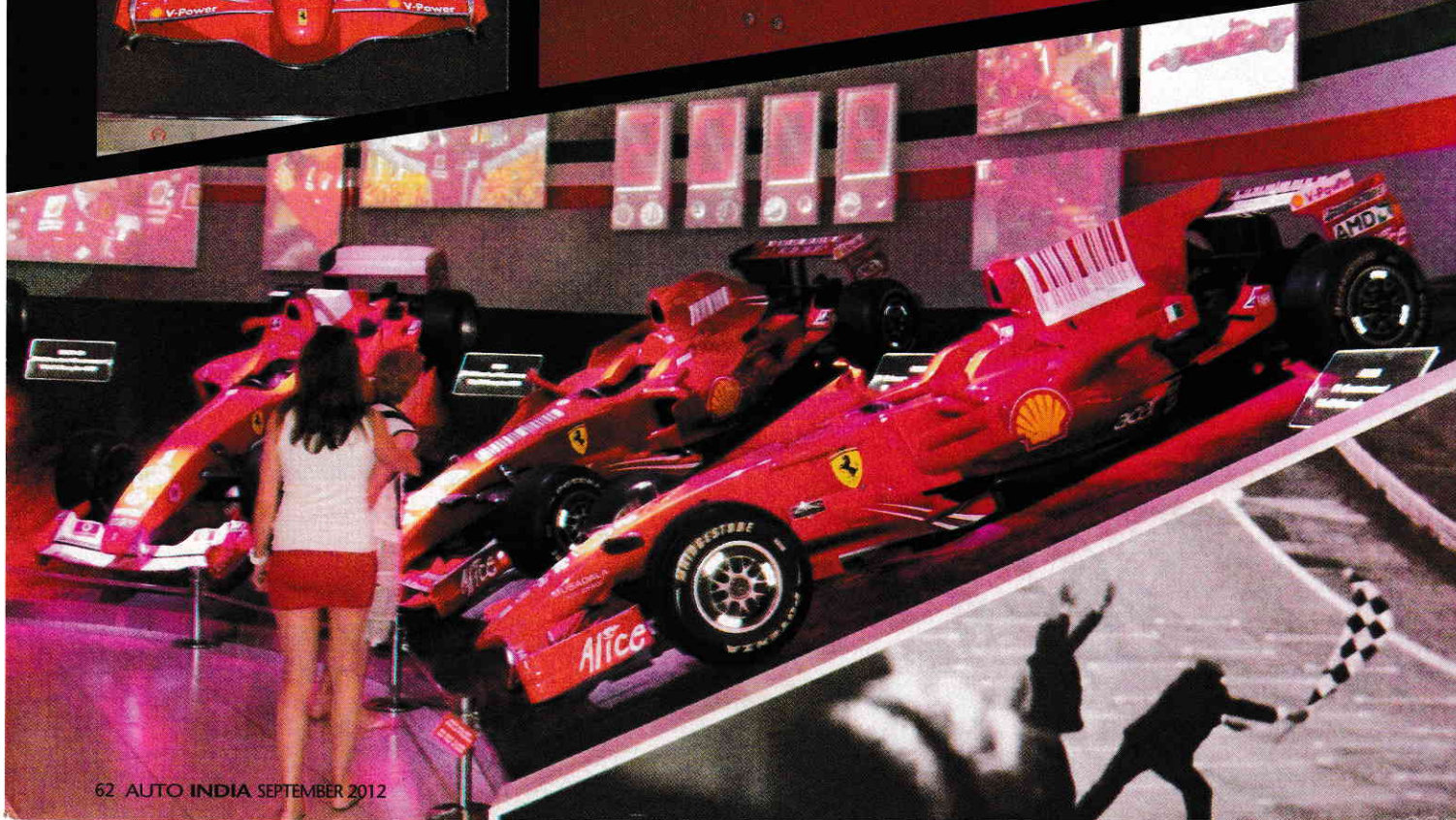
THE GALLERIA FERRARI OR FERRARI Museum showcases the best of Ferrari. This is where you can trace the evolution of Ferrari and also see cars from all eras. The museum is filled to the brim with Ferrari memorabilia including vintage posters and even Enzo Ferrari's desk and reading glasses.

There is even a small projection room that continuously shows racing footage as well as a life size race pit and two simulators (a GT and an F1) on which you can try out your driving skills by paying an additional fee.

The Competition Hall has single-seaters, sports cars and sports prototypes that relive the great race battles of the past. This hall also houses Enzo Ferrari's original office and a statue of the founder.

In the Cittadella Hall, the 500 F2 and the Arno XI are displayed against the evocative backdrop of the Cittadella Ferrari and the Formula Uomo Hall introduces visitors to the brand's philosophy of excellence. The Victories Hall celebrates the many successes in motorsport enjoyed by Scuderia Ferrari and the Grand Tourer Hall showcases the evolution of Ferrari styling and design, and features the most significant technological transfers between racetrack and road.

The Temporary Exhibition Hall is used to stage exhibitions inspired by various different aspects of the world of Ferrari. The Museum also has a book and gift shop and also a café that serves Ferrari wine!



RESTAURANT

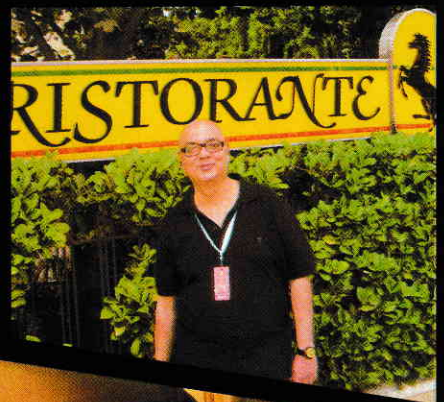
IN MARANELLO, YOU ALSO EAT AND DRINK Ferrari. The Ristorante il Cavallino located on Via Abetone across the factory, is known to be a favoured pit stop of Ferrari engineers and managers and if you want to bask in their hallowed presence this is the ideal place for you to grab a bite.

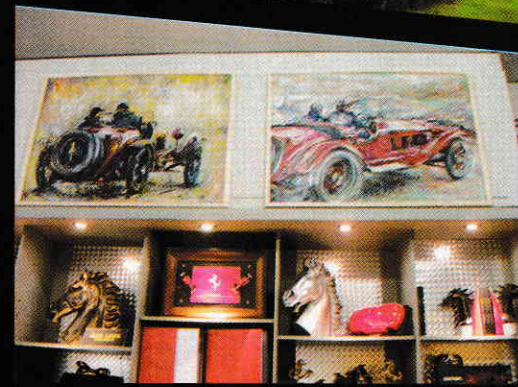
But the best place to eat at is the Ristorante Montana, which over the years has played host to a long list of legendary race drivers.

Located near the Fiorano race track, in the heart of a territory historically associated with Ferrari, the Paolucci family runs the 'Ristorante Montana' and 'Mamma Rossella' has fed and fueled champions for a long time now. Eating

here is a unique experience as this restaurant is a combination of culinary art and motor sport history.

Ferrari's famous test race track is visible from the restaurant and inside the restaurant you find a large display of helmets, racing overalls, car parts, etc. But what is most unique are the autographs of world famous racing drivers collected by the owners on the restaurant napkins and displayed on the walls! One that truly stands out amongst these is a dedication from one Michael Schumacher to 'Mamma Rossella'. Here you not only enjoy the dishes from the Region of Emilia, but you sit in chairs and eat from plates used by some of the world's best racing drivers.





FERRARI DOESN'T JUST MAKE GREAT sports cars and race cars. They also make a lot of branded merchandise – possibly more than any other auto manufacturer. Those who cannot afford to buy a Ferrari car are kept happy by buying a Ferrari watch, T-shirt, cap, etc. And Maranello is

obviously full of shops selling Ferrari stuff. Though both the Galleria Ferrari and the Ferrari factory have official Ferrari merchandise stores, there are a number of other stores like 'Warm Up Ferrari', 'Hors Ligne' and 'Shopping Formula 1' that also sell a wide range of

Ferrari memorabilia like models, key rings, etc. Our favourite shop is the Hors Ligne which is owned by Paolo Zanichelli. His shop has possibly the best collection of Ferrari memorabilia and merchandise under one roof anywhere in the world. You get Ferrari erasers, pens, pencils, coffee mugs, wine bottles, bottle openers, wine glasses, prancing horse sculptures, clocks, watches, paintings, flags, sun glasses, umbrellas, bags, briefcases, shoes, clothes, helmets, hats and even Ferrari branded camera tripods. You have Ferrari perfumes and fragranc-

es and bed sheets and towels. You also get Ferrari phones and cigar cases made from carbon fibre! And to keep pace with the times the prancing horse of Ferrari is also found on headphones, ear phones, laptops, speakers, gaming stations, iPods, docking stations, mouse pads, golf balls and golf sticks, etc.

Once you get into one of these Ferrari Shops, you are sure to come out with a much lighter wallet. Some of these shops also offer a Ferrari 'Rent a Ride' option that allows you to slip behind the wheel of a Ferrari and drive it around for the next couple of hours. If you want they set up a camera and make a film of you 'Driving a Ferrari!' 🏎️

