

Ferrari



Ferrari 70

Singapore celebrates the 70th Anniversary of the Prancing Horse with a public parade of over 70 Ferraris and other activities

Singapore, 31 July 2017 – For 70 years, Ferrari has produced automotive works of art to fire the imaginations of car lovers worldwide. A stellar combination of beauty, performance, racing success, exclusivity and Italian flair have combined to make the iconic carmaker one of the most valuable and recognizable brands in the world. This year, Ital Auto Pte Ltd, official distributor of Ferrari in Singapore; organises a series of events to celebrate the 70 year legacy of the Prancing Horse, an emblem of technology, luxury high performance and the icon of Italian racing culture.

“Ferrari can rightly be very proud of its long and impressive history. It is of greatest importance that Enzo’s legacy is preserved for future generations, and shared with the rest of the world. In Singapore, we are delighted to have the support of Ital Auto and our owners to put forth these events to celebrate Ferrari’s fantastic history,” says Dieter Knechtel, CEO of Ferrari Far & Middle East in anticipation of the commemorative events, “I am also very excited for owners and fans in Singapore to see the La Ferrari Aperta, the most extreme open-top car from the company, right here in the heart of our city.”

Around the world over, countries from Asia have joined their European counterparts, Spain, Denmark, England, and cities in Italy to celebrate this special anniversary with exhibitions, races and large gatherings of passionate Ferraristi. In Singapore owners and fans can look forward to the following activities, especially the public, 70th Anniversary Parade on August 20th where Ital Auto and the Ferrari Owners Club Singapore hopes to set a new record.

16 August, 2017 | 70th Anniversary Gala Dinner

Ferrari owners in Singapore are invited to an exclusively curated dinner at Singapore’s national landmark, Gardens by the Bay. The dinner, put together with passion from some of our countries best, including Chef Justin Quek of Grignoter and Sky on 57 fame, Chef Erik Gustaffson of Dempsey Cookhouse & Bar, Chef Dave Pynt of Burnt Ends and Chef Janice Wong, founder of 2am: dessertbar and more.

The evening sets the stage for the first showing of the **La Ferrari Aperta**; the latest artwork of the Ferrari legacy. The embodiment of Ferrari DNA; technological excellence,



performance, style and exclusivity, and those closest to the marque in Singapore, will be gaining these first looks at the futuristic and absolutely extreme car.

20 August, 2017 | Ferrari 70th Anniversary Parade

Ital Auto Pte Ltd, in cooperation with Ferrari Owners Club Singapore and proudly sponsored by Hublot, Shell Helix, JW Marriott Hotel Singapore South Beach, Dalmore and Cool N Lite, will host the Ferrari 70th Anniversary Parade. Certainly what looks to be, the largest of its kind in Singapore, the gathering of cars will cover 70 kilometres to celebrate the 70 years of Ferrari history. Fans of Ferrari, young and old are invited to be a part of the parade and can wave on the cars along the viewing points of the route or gather at end for the rare opportunity of seeing the cars up close.

The 70th Anniversary Parade is certainly not an event to be missed as it will be the first public display of the **La Ferrari Aperta**; the marque's unique masterpiece, in Singapore. In addition to being an audio-visual treat for the senses, the organisers also hope to set the record for the largest gathering of Ferraris in the Singapore Book of Records.

Flag off: 3.00 p.m. at the F1 Pit Building

Public gathering: 5.00 – 9.00 p.m. at JW Marriott Hotel Singapore South Beach

Viewing points of the parade:

- › F1 Pit Building
- › Helix Bridge
- › Marina Bay Sands
- › Benjamin Sheares Bridge
- › Changi Airport
- › Holland Village - along Holland Road side
- › Singapore Botanic Gardens - Gleneagles entrance
- › Orchard Road
- › Somerset
- › Dhoby Ghaut
- › Raffles City
- › Esplanade Bridge
- › The Padang
- › JW Marriot Hotel Southbeach

Some of the cars in the parade include; La Ferrari Aperta, F12tdf, 458 Speciale Aperta, Tailor-Made SG50 F12berlinetta, F360, F355, 575M, F355, F430, F308, F365 BB, F308 QV, and the Testarossa.



15 – 17 September, 2017 | Ferrari Challenge Asia Pacific - Singapore

The Ferrari Challenge Asia-Pacific returns to Singapore in support of the Formula 1 Singapore Grand Prix. Providing overwhelming excitement and adrenaline to the packed weekend as fans from around the world witness some of the best racing action from Maranello. Adding to the atmosphere is the possibility that 2017 will be the last chance for Ferrari Challenge drivers to race on the legendary Marina Bay street circuit.

It will also be the chance to catch Singapore's newest Ferrari Challenge driver, Martin Berry as he races his 458 Challenge on home ground. Leading the rankings after 4 races, Martin will be looking to extend his lead of 5 wins and 7 pole positions, in front of family, friends and fans in Singapore.

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