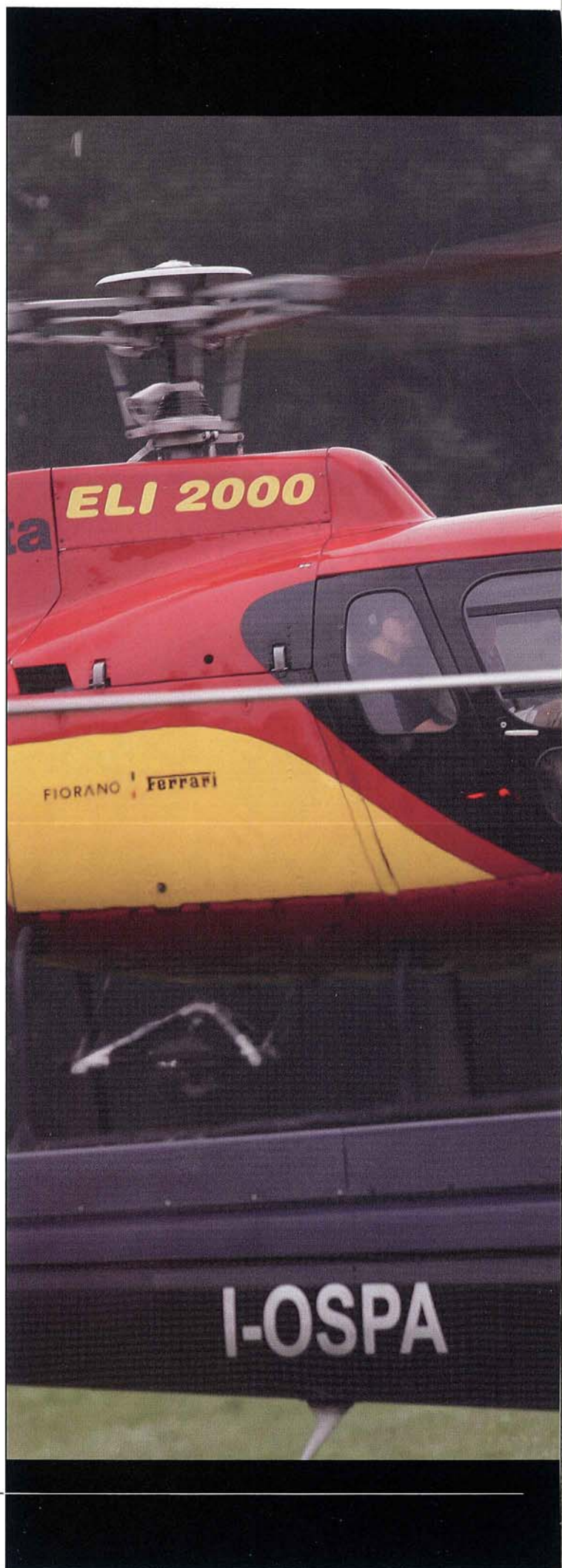
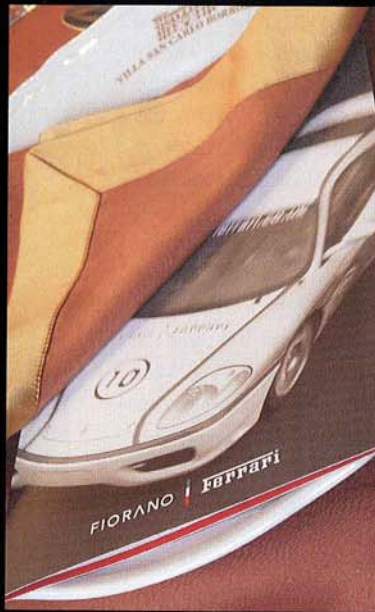


Ferrari. Never has a motoring marque conjured up greater excitement and anticipation than this, the most famous Prancing Horse. Ferrari is, and remains, every car enthusiast's dream. Yet the privilege of owning a Ferrari still remains the domain of the privileged and fortunate few. Despite these relatively more lucrative times, only 5,000 Ferraris are sold worldwide; its exclusivity, unprecedented motor racing success, uniqueness and sheer Italian flare retains Ferrari's appeal as one of the most desirable motoring marques on the planet.

Ferrari's reputation is not simply the stuff of legends; it has indeed been earned, both on road and track. 14 Formula 1 World Championship victories, and an unrelenting succession of hot road cars succeeds in blitzing the opposition with an almost flawless ability to tip the scales in its favour. Yet it is often a painful fact that so many of those able to indulge in the privilege of Ferrari ownership often have so little time and opportunity to enjoy the true Ferrari experience, sadly resigned to brief pleasure road drives and careful navigation via speed humps and speed cameras to the local pub or restaurant.

# THE FERRARI FIORANO DRIVING EXPERIENCE





Ferrari's recent introduction of the Fiorano Ferrari Driving Experience sets out to change all that, providing a unique opportunity for new Ferrari owners to get an insight into what it really means to be truly part of the Ferrari World. In Ferrari's own official words, this is your opportunity to 'live the dream' by experiencing a range of activities in the car, on some of the world's finest race circuits, and, away from the car, in some of the most luxurious settings.

We at *Experience* took up Ferrari's invitation to sample this unique event at their famous historic hometown of Maranello in Italy. To the 'Ferrarista' amongst us, 'Fiorano' needs little introduction, being the famous development test circuit where the likes of Michael Schumacher and Reubens Barrichello spend their time testing and developing the Ferrari Formula 1 cars. The Fiorano test circuit is also the development test bed for all new Ferrari road cars - the ones you and I buy from the showroom, and it is only one of several test circuits the Fiorano Ferrari Experience team use to allow you to drive their cars.

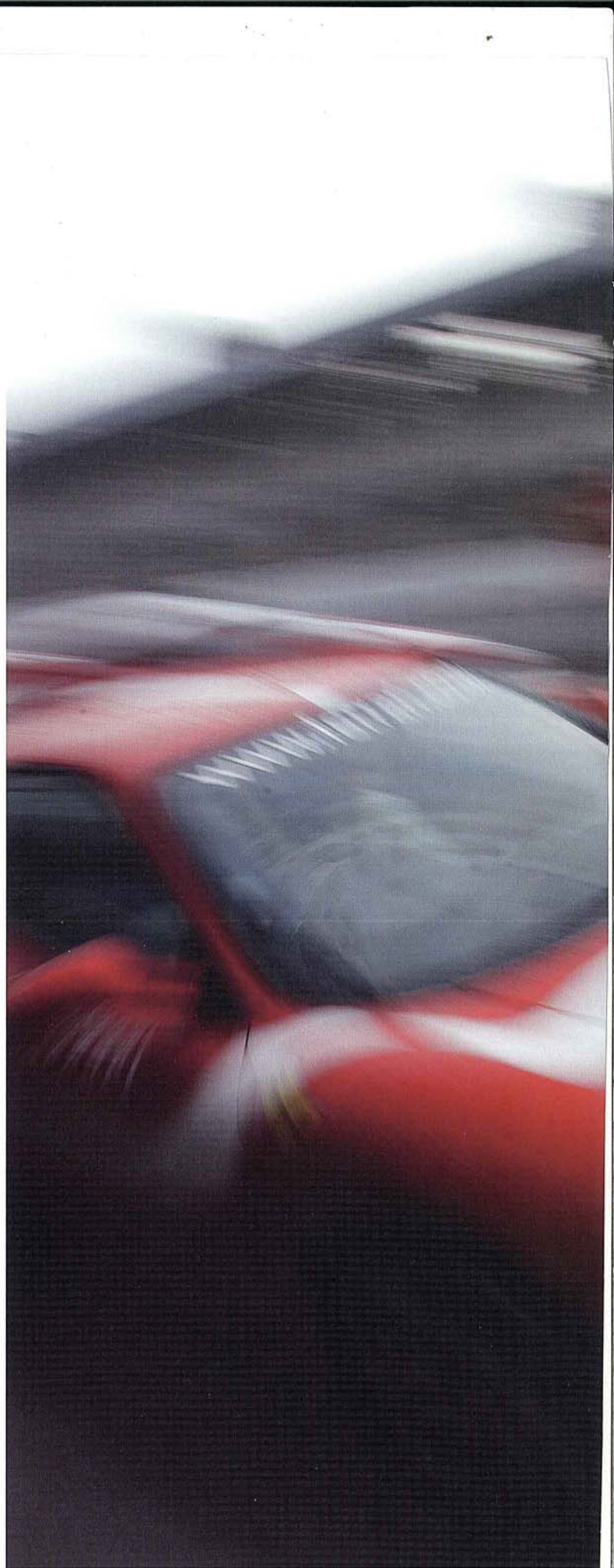
Our own taste of the dream began with a chartered flight with Ferrari to Maranello. On arrival we were escorted to a convoy of black chauffeur-driven Lancia Thesis (a model not available in the UK) and whisked off to lunch at the exclusive yet extremely friendly Montana Restaurant, situated right next to Ferrari's Fiorano circuit. The Montana is historically famous for hosting the Formula 1 team when it is in town, a fact confirmed by its impressive historic display of Ferrari Formula 1 memorabilia adorning its walls.

There's a busy, buzzing atmosphere to complement its fine (mainly homemade) Italian cuisine. We were soon joined by no less than Davide Kluz, Ferrari's endearing global PR man, and someone I have come to know and admire over recent years. This man lives, eats, and breathes Ferrari, and we soon found him typical of the many devoted Ferrari executives and production line workers we were to meet over this two day trip. Criticise Ferrari and you *hurt* this man; yet it is this passion from all associated with the brand - from top executives to the factory floor - that strikes a new observer the most; an emotion equally reflected in the way their cars perform.

It was thus with great anticipation that we embarked on the next stage of our trip; a tour of the famous Ferrari factory. You are immediately struck by its almost sterile cleanliness whilst the cars, in various stages of development, seduce your cheque book at every glance. State-of-the-art technology was much in evidence, yet automation is kept strictly to a minimum, retained mainly for the paintshop and the assembly of a few highly-technical components. The rest is a very human thing - from panel refinement to the stitching of leather; *people* rather than machines make Ferraris.

And they are proud of it too - there were many smiles for our snappers, a willingness to share and talk about their craft, and more than anything a sense of pride in working for Ferrari; benches were adorned with pictures of Mr. Schumacher and race team Manager turned Ferrari global MD Jean Todt, interspersed with various mix and matches of Ferrari regalia. "It is not just a job," Massimo Fedeli tells us, "...our workers enjoy being part of a process that is creating someone's dream - *that* alone can often be satisfaction enough."

Our appetite for Ferrari cars was growing, but Ferrari had other ideas in mind for the next stage of our journey. It was now time for us to experience Fiorano Ferrari style, a different example of the supplementary lifestyle indulgences that go so well with the privilege of piloting the prancing horse, but this time *away* from the cars. The destination? Villa San



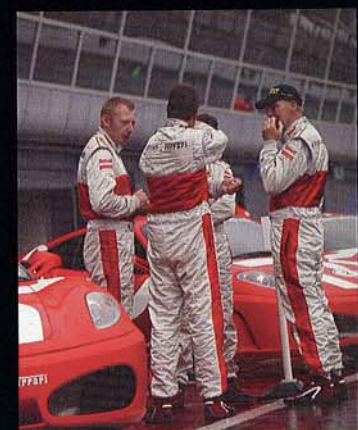
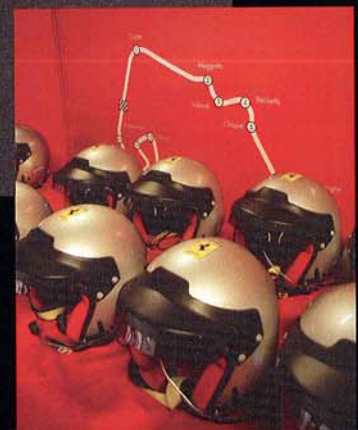
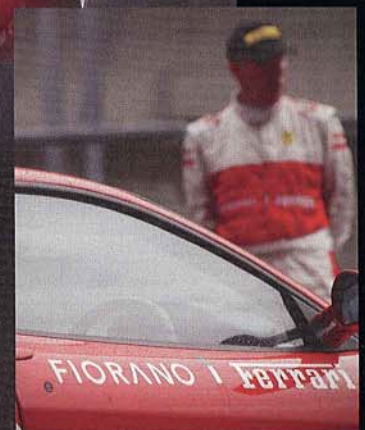
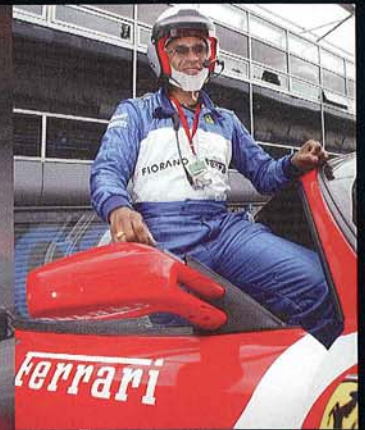
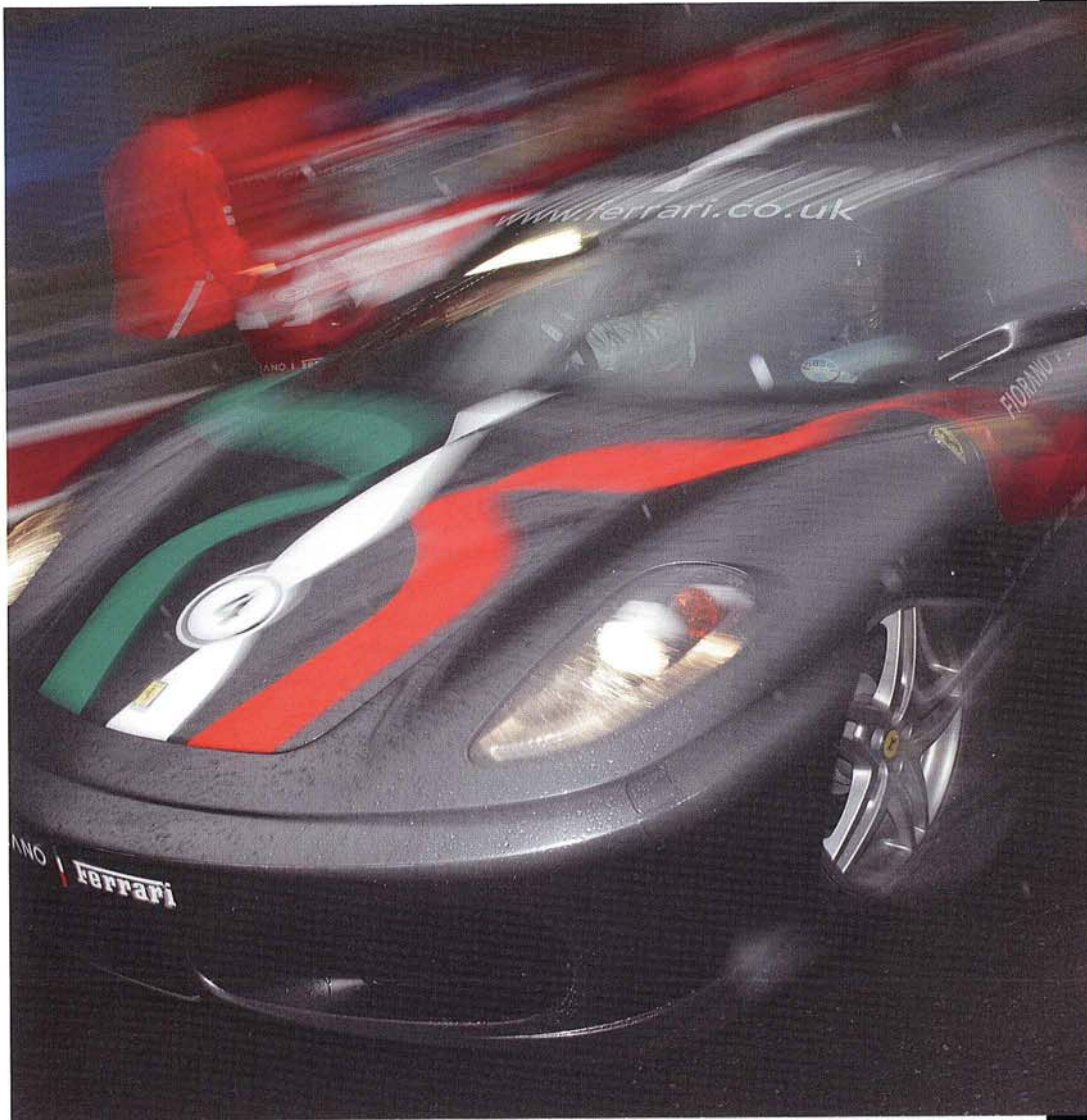


Carlo Borromeo; our mode of transport? - helicopter.

As our group of helicopters landed on the highly manicured lawns of the Villa San Carlo, you feel that you really should be arriving in a Ferrari. Odd that. Surrounded by an age-old park 12 km from the centre of Milan, Villa San Carlo Borromeo lies upon a man-made hill, the site of a Celtic settlement in the eight Century B.C. The Romans later built a stronghold used by Julius Caesar upon the same ground. The Longobards subsequently turned it into a fortress, and in the fourteenth Century upon its ruins, the Visconti family erected the present day palace in its current form. Later work was carried out by Gilberto Borromeo in the 17th Century, completing its interior decoration and beautiful works of art. In his Will, Gilberto bound his heirs to respect the restoration and the integrity of the furnishings. This splendid dwelling has thus become a luxury retreat housing its rich fine architecture, furnishings and exemplary display of art.

Villa San Carlo proved the perfect venue for our overnight stay on this journey through the Ferrari experience. Tomorrow, we are heading up to Monza to drive the new F430 and 360 Challenge cars, but now we must eat. Ferrari's own classically grown Spumante, fresh from the Trentino vineyard, was served prior to dinner in the courtyard of the San Carlo, proved a refreshing prelude to the subsequently culinary delights of a most enjoyable gourmet meal. Whilst itching with latent anticipation of the Ferrari track drive the next day, this wasn't a bad way to spend an evening. ►





Day two. Monza. Weather forecast: Rain..... Rain!!! But right now it's 8.30 in the morning and the track is dry. Time to drive Ferraris. After taking learned audience with Ferrari Chief Instructor Enrico Bertaggio, it was time to experience the true essence of Ferrari; performance, speed, power and prowess, matched with the sweetest mechanical symphony anyone ever composed. A line of 360 Challenge race cars and the new F430 (replacing the 360 Modena road car) awaits us.

It all begins in the passenger seat; the instructor nurturing you through best use of throttle steering and gears; you'll be coached on turn-in points, exit-points, braking points and 'working with the car', but once you get behind the wheel yourself the sheer speed and ability of both the Challenge cars and the F430s' take you into a World so many talk about yet so few experience.

Impressive as they are, driving the cars on track is by no means a daunting experience; Ferraris are just too good for that, as were the instructors for that matter. No, this is more of a sensuous thing; the road holding, acceleration and pace of these cars being second to none and, even if you are familiar with this level of performance, even Ferraris get better. I dare you to step out of a Challenge car after a stint on the track without a grin. Yes, rain eventually stopped play for a while, but once the track dried up, we had such fun that the sheer excitement of *really* driving a Ferrari, with the added advantage of brushing up on your driving skills with expert instruction, was enough to make up for time lost.

I, who have owned several Ferraris and driven many more, was left reflecting on the Fiorano Ferrari Experience as a truly unforgettable one. Ferrari kindly handed us a useful souvenir to reflect on our time behind the wheel - an in-car video recording and a printed telemetry download of our individual performances on track. Ummm...data to reflect on, but you'll be wanting more. Life is for living after all. ■