

2007

Kimi Räikkönen and Scuderia Ferrari are world champions

The 2007 F1 World Championship season has gone down as one of the most astonishing in history, although it eventually ended brilliantly for Ferrari and its tifosi. The action began on March 18 in Melbourne with a whole plethora of driver changes. Michael Schumacher had announced his retirement and was no longer in the Ferrari. His place was taken by Kimi Räikkönen, who had made the switch from McLaren, and was flanked by Felipe Massa. The British team featured World Champion Fernando Alonso paired up with a young hopeful who had just won the GP2 title, a certain Lewis Hamilton.

The season could not have gotten off to a better start for Räikkönen. The Finn won his maiden race for Ferrari, something only Juan Manuel Fangio, Luigi Musso, Giancarlo Baghetti, Mario Andretti and Nigel Mansell had done before him. Thereafter, however, Ferrari and McLaren took turns on the top step of the podium. Alonso won in Malaysia and Monaco, while Massa triumphed in Bahrain and Spain. In Canada it was the turn of the prodigious Hamilton who then fended off all comers to repeat his feat in the US, winning huge admiration by moving to the top of the standings.

Immediately after the Indianapolis grand prix, however, a controversy exploded that would dominate the entire summer: Ferrari discovered a sabotage attempt on one of its cars on the eve of the Monaco Grand Prix. At the time, it was suspected that the culprit was someone on the team, but there was no clear idea why or who. What was certain was that a white powder was found near Räikkönen's car – a substance that could have caused the Finn's engine to seize. Next Ferrari discovered that designs and information had been stolen, and indications were that its rival McLaren was involved. In the championship, however, Kimi won in France and Great Britain, moving back up to under 20 points behind Hamilton in the standings. In Europe, however, he was forced to retire, and Alonso and Massa took centre stage, engaging quite literally in a wheel-to-wheel battle. In the end, the Spaniard held sway but Hamilton finished only ninth, throwing the championship race wide once again. The final European round took place in Belgium and featured a spectacular one-two finish from Ferrari. Hamilton was now leading on 97 points, two ahead of Alonso and 13 ahead of Räikkönen.

Ferrari arrived at Fuji in Japan as Constructors' World Champion. The FIA had made its final ruling on the espionage case, excluding McLaren from the Constructors' standings and handing it a \$100 million fine. Nothing changed, however, on the driver front and the battle for supremacy continued. Hamilton won in Japan and seemed to have the title in the bag as Alonso retired and Räikkönen was only third. Two races from the end of the season, rookie Hamilton held a 17-point lead with only 20 points up for grabs....

Seven days later in China, it was raining but the track would eventually start to dry off. All the teams donned intermediate tyres as they could be left on even after the rain stopped, potentially allowing the cars to stay out longer and cutting out a pit-stop. Räikkönen was on fire, clocking up one blisteringly fast lap after another until he was in Hamilton's slipstream. The latter was leading the race and was in a position to control his championship lead. But Kimi nipped by the Englishman who then really started pushing in an attempt to get by the Ferrari. However, Hamilton's right rear tyre started showing signs of severe wear and he was called back to the pits. As he entered the pit-lane, however, he slid off into the gravel and ended up retiring. Räikkönen won but was still seven points behind the leader. Alonso was ahead of the Finn, just four points behind Hamilton.

For the first time since 1986, three drivers were in contention for the title going into the final round of the season, although Hamilton only need to race to hold

on. At the start, Massa took the lead in front of Räikkönen. In an attempt to block his team-mate Alonso, the rookie English driver went wide, dropping back to 10th position. A few laps later, the transmission in his McLaren locked in neutral for 30 interminable seconds with only the car's inertia keeping it moving. Hamilton was passed by the entire group before managing to get started again. He clawed his way back up through the pack and finished seventh. In the meantime, however, the Ferraris had swapped positions and the unbelievable happened: Räikkönen was World Champion, making him the ninth driver to win for Ferrari. The Prancing Horse now had 15 Drivers' titles to its credit - and the same number of Constructors' Cups. The tifosi had something to celebrate once again.

2008

Scuderia Ferrari is world champion for the sixteenth time

The 2008 F1 season brought another eagerly-awaited duel between Ferrari and Mercedes. Everyone was waiting with bated breath for a repeat of the battle between Räikkönen and Hamilton, whose presence with McLaren forced Fernando Alonso to return to Renault. Ferrari, on the other hand, confirmed that Felipe Massa would once again be flanking the Finnish World Champion.

Hamilton and Räikkönen took a victory apiece in Australia and Malaysia but Massa had a rotten start to the season, picking up no points at all. The Brazilian, however, made up for lost time in Bahrain and Turkey while Räikkönen won in Spain. Five rounds into the season, the Ferrari drivers were in the top two spots in the standings but then Hamilton triumphed at Monaco. The Canadian Grand Prix proved chaotic as the English McLaren driver failed to notice a red light at the end of the pit lane and collided with Kimi's Ferrari, bringing both their races to an untimely end. The Canadian GP was won by Kubica in the BMW Sauber who also jumped to the top of the standings.

Massa triumphed in France while Hamilton took his home round at Silverstone. The standings had never been closer. The English driver, Massa and Räikkönen were sharing the lead on 48 points while Kubica had 46. McLaren won in Germany while Felipe looked set for victory in Hungary after a brilliant pass of Hamilton. Luck, however, was not on his side and three laps from the finish, his engine failed. Kovalainen took full advantage to deliver the only victory of his career. The Brazilian redeemed himself at Valencia, in the European GP and in Belgium at the end of a lengthy sparring match with Hamilton.

Monza brought the second tumultuous round of the season. Young German driver Sebastian Vettel took a surprising pole on the Saturday in a Toro Rosso powered by a Ferrari engine. Everyone suspected it was a stroke of good luck due to the rain but in the race itself, which was also held in the wet, Sebastian proved himself genuinely talented. For the first and so far only time in history, a non-Ferrari single-seater powered by a Maranello-built engine took victory. It was a fairly colourless showing from Massa and Hamilton, who were now vying virtually neck-and-neck for the title with the Brazilian just a point behind the Englishman.

Singapore brought a serious setback for Felipe. The Brazilian pitted while the Safety Car was out after Nelson Piquet's accident (which later proved deliberate). Unfortunately, he pulled off from the pit box with the fuel hose still attached to his F2008. It was the end of the race for the Brazilian who was leading at the time. In the last round of the season at Interlagos, Felipe was chasing Hamilton who was seven points ahead. This was the same points gap Räikkönen had made up the previous year but it seemed unlikely the miracle would repeat itself two seasons in a row. The Constructors' Championship situation was less worrying as Ferrari held an 11-point lead on McLaren.

At the start, the track was wet but beginning to dry off. Massa took the lead. Behind him things were getting complicated for Hamilton who ended up off the track after an attempted pass and dropped back to seventh. If Felipe won, Lewis would need to finish at least fifth. On lap 43, he made his way up to where he needed to be and Massa's work seemed for nothing. However, late in the race, it started to rain once again, mixing up the positions. All the cars pitted aside from the two Toyotas that took the gamble of staying out on dry tyres.

Three laps from the finish, Massa was leading and Hamilton lying only sixth. Felipe shot under the chequered flag to a huge roar from the Sao Paulo home crowd and, for a few short moments, was technically World Champion. Hamilton, however, had not given up and, helped by the rain, was upping the ante out on the track. In fact, he passed the Toyota of Timo Glock at the last corner on the final lap, to win the title by a single point. Felipe's tears mixed with the driving rain as he beat his hand on his chest. Defeat... But in the minds of the Brazilian crowd which gave him an ovation of the kind they had previously only reserved for the legendary Ayrton Senna. Ferrari consoled itself with the 16th Constructors' title in its history.

2009

Launch of the 458 Italia, the new 8-cylinder Berlinetta

The 458 Italia has been one of the most successful Ferraris of recent years. Presented at the Frankfurt Motor Show in September 2009, it combines style and innovation like few other cars and has also picked up an impressive number of wins in its track versions.

It was clear that this was an unusual car from the faces of journalists when it was unveiled in the presence of Ferrari management. The 8-cylinder beauty from Maranello is a synthesis of technological innovation, creativity, style and passion, in its own way a perfect example of the best of Italy. Indeed the car carries the country's name alongside the number that refers to the unit cylinder capacity.

The car represented a new page in the history of Maranello in every respect, from the power unit, to the handling, from the instrumentation to the human-machine interface. The 458 Italia also benefits from Ferrari's experience in Formula 1 from which it adopts precision and immediacy in response to the driver's commands. Also, the instrument panel was developed on the basis of input from the single-seater, for the first time giving the driver a series of parameters to help optimise performance. Seven-time Formula 1 world champion, Michael Schumacher, also contributed to the design of this car.

Designed by Pininfarina, it has an aerodynamic efficiency that optimises downforce and cuts drag by reducing the air intake front section of the radiator. The 4.5 litre engine is Maranello's first centrally mounted V8 fuel injection engine. It is capable of 570 horsepower and is assisted by an F1 dual-clutch gearbox with seven gears. The 458 Italia accelerates from 0-100 km/h in under 3.4 seconds and has a top speed of 325 km/h, delivering outstanding performance combined with perfect safety thanks to the E-Diff and F1-Trac electronic systems alongside the newly developed ABS.

The 458 Italia was the star of the Frankfurt Motor Show from its very first day and over the following years won a record number of awards among which the Car of the Year by Robb Report, the BBC Top Gear Car of the Year and Supercar of the Year and a similar recognition from the German magazine Auto Motor und Sport. The engine also won awards as "Best Performance Engine" and "Best Engine Above 4-litre" in 2011, 2012 and 2014 as part of the International Engine of the Year.

The 458 of course has also triumphed on track: four versions have been produced. The GT2, then GTE, for the main Endurance competitions, the GT3 for all other

GT championships and the Grand-Am version for races on American soil. These are supplemented by the 458 Challenge, built for the Prancing Horse one-make series but that has also won many competitions against other constructors.

The 458 GTE has triumphed twice in the GTE-Pro class of the 24 Hours of Le Mans with AF Corse and “Gimmi” Bruni, Toni Vilander and Giancarlo Fisichella, but has also notched up many victories in the GTE-Am class, the latest in 2016. It has brought Ferrari four world constructors’ titles. The 458 GT3 has won nearly 500 races on four continents, including the 12 Hours of Bathurst, Australia and the 24 Hours on the legendary track of Spa-Francorchamps, helping to write new pages in the legend of the Prancing Horse in the history of motorsport.

2010

Ferrari World opens to the public, the first theme park dedicated to Ferrari history

Ferrari has always been synonymous with research, innovation and the cutting-edge of the automotive world. However, in recent years the Prancing Horse has applied the same logic to sectors not strictly related to cars. This is certainly true not only for Ferrari-branded products for sale in the Ferrari Store, but also for Ferrari World in Abu Dhabi, the first ever theme park dedicated to a car manufacturer.

The project was first mooted in 2005, when discussions began between Ferrari and Aldar Properties, a company that deals with the development of the Emirate of Abu Dhabi. The first stone was laid on 3 November 2007 and the park was ready to open three years later.

The park is located on the artificial island of Yas Marina, which is also home to a circuit that has hosted the Formula 1 Grand Prix every year since 2010. Indeed, the first F1 race coincided with the official opening of Ferrari World that, together with Ferrari’s top management, also saw the presence of two Scuderia race drivers, Fernando Alonso and Felipe Massa, and Italian Foreign Minister Franco Frattini.

The park, which opened to the public on 4 November 2010, has a large red roof with the Scuderia shield in the middle. The park stretches a total area of 200,000 square metres, 86,000 of which are covered.

While Ferrari World is clearly dedicated to the Prancing Horse, it is also a celebration of Italy and the country’s culture. Indeed, its attractions include “Viaggio in Italia” and “Bell’Italia”, which allow visitors to admire some of the Belpaese’s most iconic beauties during a fascinating tour in miniature. The restaurants offer real Italian food, which hasn’t suffered the distortions that often befall Mediterranean cuisine abroad.

But what attracts most visitors is the Formula Rossa. This is the fastest rollercoaster in the world, with a top speed of over 240 km/h. Riders are given protective goggles, because they travel so fast. Ferrari World has been an immediate and huge success: every day there are long queues of visitors at the gate, while the facility collects awards one after another. The most prestigious came in 2015 when it was named Middle East tourist attraction of the year.

2011

Creation of the FF, the first 4WD Ferrari

Sometimes revolutions are peaceful, but others only need two letters: FF. The FF: the Ferrari Four. Four as in the four-wheel drive that powers it. Four as in the four comfortable seats that enveloped driver and passengers. A four-seater that completely changed the whole Grand Tourer sports car concept. A “revolution” in the GT world.

Never had a Ferrari dared so much. Embodying elegance, beauty and art, the FF did not just offer charm. It was, in fact, designed specifically to tackle the toughest, most complex and ambitious of driving challenges. The kind of challenges that the most uncompromising and discerning drivers could set it, drivers who demand their cars give their all. That is why it didn't pass unnoticed, and was talked about even before its presentation at the 2011 Geneva Motor Show. But anyone who, at least initially, looked at this new model with distrust bordering on incredulity, was soon compelled to change their mind. To anyone who argued that Enzo Ferrari would not have approved of the FF, his son, Piero Ferrari, left no room for doubt: “My father would have adored this car, because it is innovative, revolutionary and is a true four-seater, like the Ferraris he used on a daily basis.”

This clear opinion, with no room for doubt, best describes the first four-wheel drive Ferrari that combined extreme performance with the usability of a genuine GT with a highly innovative design. Innovation was clear in every aspect of the car, beginning with the engine, the first direct-injection V12 coupled with an F1 dual-clutch gearbox with seven gears. It has an output of 660 hp, with an extreme sports performance, evident by the top speed of 335 km/h.

It was the most exclusive GT on the market, the ultimate expression of the “extreme grand tourer”, the most powerful 4-seater in the world. Its exceptional top of the range performance brought out the sporty DNA and driving pleasure typical of Ferrari, in any environment. That performance was maintained on snow, ice, and off-road thanks to the Ferrari-patented 4WD system.

Torque was always supplied to the rear wheels and, thanks to the Power Transfer Unit, part of it was transferred to the front axle in the quantity and time necessary to cope with low-grip surfaces. The FF successfully managed torque moment by moment – and in a variable percentage on each wheel - thanks to the integration of all on-board dynamic vehicle controls through a single control unit.

Designed by Pininfarina, the lines of the FF demonstrated the car's uncompromising balance of sportiness and usability. Its style respected tradition yet pushed innovation to the point of breaking with the past. Style-wise, the FF was sculptural yet streamlined, not exaggerated in terms of shapes and volumes: compact, with subtle overhangs, soft rounded forms, and an imposing muscularity.

The interior of the FF radiated charm: extremely accommodating, its details and finishes expressive of a sophisticated elegance, precious but always discreet. It offered the most space in its segment, with four comfortable seats offering all four travellers equal enjoyment of the journey and use of on board accessories.

2012

Unveiling of the F12berlinetta, a 12-cylinder car with sophisticated aerodynamics

There are cars that enter the hearts of fans, others that move the experts, and then there are those, such as the F12berlinetta, on which everyone agrees. Presented in 2012 at the International Motor Show in Geneva, it was the first of a new generation of Ferrari 12-cylinder cars. It is a car of unparalleled performance, with unique handling, as well as innovative design and aerodynamics.

The F12berlinetta is at the furthest frontier of extreme sports cars with a front-mid-engine, in terms of performance, design and aerodynamics.

Designed by the Ferrari Styling Centre in partnership with Pininfarina, the F12berlinetta strikes a perfect balance between maximum aerodynamic efficiency and the elegant proportions typical of Ferrari's front-engined V12 cars. Designers and engineers worked in tandem to sculpt its surfaces to seamlessly incorporate the car's many innovative aerodynamic solutions by "subtraction", rather than having it overloaded with different appendages such as fins and spoilers.

This intensive work has yielded excellent results, as shown in the record aerodynamic values of the F12berlinetta, with its 123 kilos of downforce at 200 km/h, and DC of 0.299. These results were also obtained through the introduction of a highly innovative solution, the 'Aero Bridge', which – for the first time – uses the bonnet to generate downforce, diverting the flow from the top of the car to the flanks. Aerodynamic efficiency was optimised by the use of the Active Brake Cooling system of guide vanes. Situated on the brake air ducts, they open when the temperature requires it.

The F12berlinetta is a coupé with an aggressive and racy line that, despite its compact external dimensions, provides a level of comfort and roominess. The new interior in Frau leather combines fine details of high craftsmanship with the essential elements of sportsmanship. The central position of the driver, a feature common to all Ferraris, has helped to create a human-machine interface, with all controls clustered around the driver for superb ergonomics and a very exciting driving experience.

In the F12berlinetta, the beating heart of every Ferrari, the engine, stands out as a jewel of refined technology and engineering. The 65° V12, which won the 2012 International Engine of the Year Awards, delivers unprecedented performance for a naturally-aspirated 12-cylinder engine. It has a maximum power of 740 hp, specific power of 118 hp/l and a weight/power ratio of 2.1 kg/hp.

The F12berlinetta is capable of absolutely blistering performance and outstanding driver involvement, courtesy of quicker turn-in and higher entry speeds, along with a drastic reduction in braking distance and less activity at the wheel required of the driver. Its technical, dynamics and design characteristics have allowed this car to snap up international awards, including the "Supercar of the Year 2012" from BBC Top Gear Magazine, the "Design Award" from Auto Bild and the Golden Compass for Design.

2013

Production begins on the LaFerrari, the first hybrid in the history of the Prancing Horse

There is a thin red line uniting and connecting the limited edition supercars created at Maranello since the early 1980s. The path of this red line was cut with the GTO and continued with the brutal F40, F50 technology, and the iconic Enzo.

That line continues with LaFerrari, taking on new colours and shades. Above all, it sketches new horizons in terms of style as much as performance. The LaFerrari is Maranello's most ambitious project, and in many respects, the state-of-the-art of Ferrari mechanics and technology.

For the first time in the company's history, it has equipped a GT with two different types of engine: a traditional 12-cylinder 800 hp, and a 120 Kw electric motor, providing the car with 963 hp. The high torque of the electric motor at low speeds and the optimisation of thermal performance at high speed, produces exceptional and continuous thrust. The batteries are recharged during braking and whenever the heat engine produces excess torque, storing energy that is instantly made available whenever the driver needs it.

The LaFerrari's futuristic aerodynamics are the result of integrated work from the initial planning of the vehicle, involving the Ferrari Styling Centre team and the design and development engineers. This engineering synergy has integrated the active aerodynamics and the hybrid system with the car's other dynamic control systems to ensure record-breaking performance in all conditions.

Indeed, integration with the car controls and dynamic parameters ensures that the active aerodynamics continually adjust to refine downforce and balance through front and rear devices. In this way the LaFerrari combines maximum downforce and minimum drag coefficient in all driving conditions to produce the fastest road car in Maranello's history. Form married with function.

Technology transfer from Formula 1 to production models is one of the historic prerogatives of the Prancing Horse. The LaFerrari is the ultimate synthesis of the know-how gained in Formula 1 and in the creation of road cars, in Maranello's most ambitious attempt to redefine the limits of automotive technology. With the HY-KERS system it is the most powerful and efficient Ferrari ever.

The application of the KERS system, tested on the racetrack and evolved specifically for use on a road car, ensures perfect integration between the V12 and the electric motor, seamlessly combining the advantages of the two propulsion systems.

The design and construction of the chassis was an area of close almost symbiotic collaboration in terms of technology transfer between Formula 1 and road cars. A team of the Scuderia and GT- Technical Department engineers and technicians worked from the early stages of the project with input from Rory Byrne, designer of Prancing Horse single-seaters from 1990 to 2000, yielding 11 world titles in Formula1.

The chassis is made entirely in-house at Maranello, with the same materials, facilities and production processes used by the Scuderia. Just like in Formula 1, it employs aeronautically derived "pre-preg" compounds: using four composites because each area is designed to meet specific functional requirements.

The driving position is also directly derived from F1: with a fixed seat and adjustable steering column and pedals, providing a perfect setup for each driver. The thin red line of Ferrari tradition turns into a strip of asphalt in front of the driver, on which they can enjoy yet another of Maranello's jewels.

2014

Unveiling of the FXX K, the most powerful Ferrari ever produced

The 2014 Ferrari Finali Mondiali got underway in Abu Dhabi on December 2 of that year. This was an absolute first for the event that closes Ferrari's racing season as it had never before been staged outside Europe. That day, the spectators and media milling about in the Middle Eastern heat of the paddock at the Yas Marina Circuit noticed a huge wooden box with several burly-looking gentlemen standing guard around it.

The container concealed a genuine treasure. Inside, in fact, was the Ferrari FXX K, a laboratory car based on Maranello's first hybrid, the LaFerrari, which would be used as part of the new research and development programme. The K of the car's name referred to the KERS (Kinetic Energy Recovery System) used to boost performance on the track. The FXX K was eventually unveiled to the public on the morning of December 3. When the wooden panels surrounding it were removed, the mix of astonishment and admiration on the faces of enthusiasts and journalists said it all.

The FXX K features a slew of technological innovations that guarantees an unprecedented driving experience to the exclusive group of Client-Test Drivers with whom Ferrari conducts its exclusive test programme. Unfettered by homologation rules and other regulatory constraints, the FXX K will never even be used in competition. Its enormous potential can be summed up in a few startlingly significant vital statistics: a total of 1,050 hp of which 860 are delivered by a conventional V12 and 190 hp by an electric motor, producing over 900 Nm maximum torque in all.

The 6,262 cc V12 has new camshafts, mechanical rather than hydraulic valve distribution, specific engine mapping, redesigned intake manifolds with a special treatment to reduce friction and a modified exhaust system with the silencers removed. The HY-KERS system was also evolved for pure performance with the driver controlling the various control logics via the specific 4-position Manettino. The front of the car is dominated by a twin-profile spoiler with larger splitter which has a division in its centre which improves aero balance and generates downforce in line with hugely successful concepts introduced and developed in the GT category of the WEC. Two pairs of turning vanes at the sides together with vertical fins channel air to reduce drag and exploit the underbody as efficiently as possible.

The rear of the car is striking too: the tail is higher and the chord of the spoiler had been extended. A vertical fin and a small wing were also added each side of the tail. These act as guide vanes in the low drag configuration, while in high downforce configuration, they function as endplates to boost the efficiency of the spoiler.

The Ferrari FXX K made its track debut in the hands of the Client-Test Drivers in two test days at Imola on June 4 and 5 2015. However, the first public event it took part in was the Ferrari Racing Days in Budapest at the end of June. The car performed brilliantly, captivating the spectators dotted around the hilly Hungarian circuit. The three FXX Ks fielded that day even managed to steal the show from Sebastian Vettel, who was guest star at the wheel of the Scuderia Ferrari's F1 car at the weekend.

2015

Ferrari is listed on the New York Stock Exchange

The countdown to the day on which Ferrari is to be listed on the New York Stock Exchange was finally over on 21 October 2015, when the bell rang to signify that trading for the day had opened.

Just a year before, Sergio Marchionne, Ferrari's Chairman, had announced his plan to separate the Maranello-based company from Fiat Chrysler Automobiles and turn it into an independent listed company. His plan consisted in placing an initial 10% stake on the Wall Street Stock Exchange, before proceeding with the final separation from the Group at the beginning of 2016.

The value of Ferrari's stocks was the subject of intense debate during the senior leadership team's international road show with potential investors and financial analysts, who had been called upon to assess this process, which, due to the unique nature of the brand and its position on the market, had no clear global terms of reference.

And it was not only numbers that counted in this instance - on the contrary, the loyalty and passion of Ferrari customers was key to convincing investors, from whom demand was growing well beyond the threshold of the shares on offer, serving to stabilise the listing price on the highest value of the range between 48 and 52 dollars. Accordingly, under the very fitting acronym "RACE", Ferrari stocks began their journey on the largest stock exchange in the world.

The stock market debut of the Prancing Horse electrified the trading floor and beyond. A crowd of Ferrari drivers and onlookers gathered around the cars lined up in front of the facade of the NYSE, including the car driven by Sebastien Vettel and the LaFerrari, the latest special limited series model and the ultimate symbol of the ground-breaking design and engineering solutions that characterise the Prancing Horse.

And so the alliance between Italian industry and international finance was celebrated, and the long friendship between the US and Ferrari, which dates back to the mid-50s when the brand began to conquer the streets of America, is consolidated.

The Maranello-based company took its place on Wall Street, making its new mark on United States.

2016

LaFerrari Aperta presented in Paris for the company's 70th birthday

There are cars that history turns into icons. Others are born as such. The LaFerrari Aperta falls into the second category. Maranello created the car to celebrate its 70th anniversary. This is why it is a model like no other. The LaFerrari Aperta is the ultimate technological expression of an open roof car. It is an essential roadster, a two-seater of the sort that immediately colonises the collective imagination.

The LaFerrari Aperta has important roots. It is in fact an offshoot of the LaFerrari, the special limited series Prancing Horse car that redefined the limits of automotive technology.

In creating the LaFerrari Aperta, engineers were faced with major design challenges. Indeed, this car had to provide the same performance as the LaFerrari, but without the roof. What is more, the LaFerrari Aperta needed to provide the same handling and the same monstrous performance as the coupé version: 0-100 km/h in less than 3 seconds, a maximum speed of over 350 km/h. In addition, the customer had to be able to drive the car undisturbed by the aerodynamic flows even at 300 km/h. For this reason, in the months prior to its presentation at the Paris Motor Show, the heads of the chassis and aerodynamics department worked hard with the Styling

Centre to achieve all of the car's dynamic and load objectives, without sacrificing the iconic design of the LaFerrari.

It is easy to see why work was needed on the chassis: without a roof, it was necessary to share the load lines in the lower part of the body. The end result is a negligible increase in weight, while preserving the torsional and flexural rigidity of the LaFerrari.

As with every self-respecting Ferrari roadster, cockpit turbulence is reduced to a minimum. This is possible due to the design of an integrated system, capable of "capturing" the high-speed flow that tends to enter the compartment. The occupants are thus enveloped in quiet up to a top speed of 150 km/h. Although it is an easy bet that the desire to be carried away by the unique excitement of open-air driving, accompanied by the overpowering soundtrack of the first Ferrari hybrid power unit, is likely to gain the upper hand much sooner.

Moreover, the V12 that boasts a maximum output of 800 hp, with the addition of a 120 kW electric motor for a total output of 963 hp, is an exceptional performer that no one can resist. An icon, like the LaFerrari Aperta.

2016

Ferrari launches on the Milan Stock Exchange

"Ferrari: a new goal. And a new starting point." This is the phase that Sergio Marchionne wrote on 4 January 2016 in the Italian Stock Exchange tribute book, marking the debut of the Prancing Horse at Piazza Affari, the home of the Stock Exchange in Milan, in the wake of the brand's momentous entry onto the NYSE. The CEO of the Italian Stock Exchange Raffaele Jerusalemi was in charge of doing the honours, in the presence of Prime Minister Matteo Renzi.

The traditional bell, rung by the company's Chairman Marchionne, Vice-President Piero Ferrari and the President of the FCA John Elkann signaled the start of stock trading, and Palazzo Mezzanotte (the building that is home to the Italian stock exchange) was decorated in red by the banners of the Maranello marque.

The listing on the Milan stock exchange served to open up Ferrari's shareholding structure, increasing the share of freely-traded securities on the market from 10% to 66%. Furthermore, the split from the FCA Group enabled Ferrari to formalise the independence that the brand has always enjoyed within the group.

In his speech at the ceremony to mark the opening of trading, Marchionne emphasised the fact that the brand's entry onto the Italian financial market represented a starting point for Ferrari, enabling it to exploit its potential as fully as possible and acquire a solid platform for future growth opportunities.

Furthermore, Ferrari's Chairman reiterated that "Italian character is one of the fundamental values of Ferrari", thanking John Elkann and Piero Ferrari, the heirs of the men who in 1969, shook hands on an alliance that was founded on mutual respect: Giovanni Agnelli and Enzo Ferrari. Similarly, the Chairman had words of thanks for the city of Milan, where in the 20s, the founder achieved his first ever goals as a racing driver behind the wheel of an Alfa Romeo.

Now, it's up to the company that bears his name to conquer another important challenge.

2017

Ferrari celebrates 70 years since Maranello released the 125 S

It is four o'clock on an afternoon like many others, at Maranello. But Enzo Ferrari knows this will be a special day.

In front of him is a car still without a body, but with a heart. For Ferrari, heart means engine, and when it starts to beat, it does so loudly. It's voice starting off subdued, growing in intensity and power to become a scream that pierces the quiet of the countryside. Almost a cry of defiance; a challenge that Ferrari intends to issue to the most illustrious car manufacturers of the era.

Yet to succeed in his aim, he knows he will have to realise at first-hand the potential of the vehicle whose name has been already chosen: the 125 S.

He grips the steering wheel and signals he is ready to go. He takes a right out of the gate of the factory where until a few hours ago technicians and engineers had been working on the chassis and the engine, and looks out on the straight road to nearby Formigine.

This is how, on 12 March 1947, the history of modern Ferrari began. A history that 70 years later, is coloured with legend and has turned the little factory in Maranello, a small town in the province, into a world famous centre of excellence and the best recognised symbol of Brand Italy. A history that Ferrari has decided to celebrate in various ways.

Through a dedicated logo, whose shape encapsulates the stylistic features of the Prancing Horse cars and its unique passion for detail: a symbol that embodies decades of tradition, but at the same time projects the Ferrari brand into the future.

Through an exclusive car, LaFerrari Aperta, the latest special limited series, a unique model in terms of technology and style.

Through celebrating creative and craft skills, translated into 70 liveries born from the company's experience of custom built production and inspired by the many iconic models of Ferrari history.

And finally, through a world tour that will stop in more than 60 countries to emphasise the global nature of the Prancing Horse. Classic and modern cars will take part in this long series of events held both in Italy and worldwide, to celebrate a timeless myth that has been fed by the same courage and determination for 70 years.