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Ferrari honors Facebook fans with victory lap video

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Ferrari celebrates its Facebook fans

By STAFF REPORTS

Italian automaker Ferrari is celebrating 15 million Facebook fans with a social video offering enthusiasts a virtual ride in a LaFerrari.

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The celebratory lap is driven by Ferrari's head of development test driver, Raffaele De Simone, and the video's perspective is from the passenger's Google Glass camera. Consumers may feel appreciated by Ferrari's gesture, which may increase engagement.

Speedy celebration

Ferrari reached the 15 million fan benchmark in the evening and immediately posted a video. The video is named "15 Million fans on Facebook. This lap is for all of you."

The two-minute short film starts with a message on the bottom of the screen warning viewers that the video is recorded with Google Glass. The wearer of the glasses is looking at the Ferrari Facebook page and a message appears on the screen with Mr. De Simone asking him for a favor.

Next, the person with the glasses starts walking to a bright red LaFerrari and gets in the passenger side with Mr. De Simone driving. The car approaches Pista di Fiorano, a private

racetrack used to test Ferrari's vehicles, and the passenger is buckled into the seat.



LaFerrari is used in video

The engine roars as Mr. De Simone accelerates around the track for the victory lap. The screen shows the gear, speed, break pressure and heart attack risk of the passenger.

This perspective offers the viewer an unedited view of sitting in the front seat of a race car. With 963 horse power, and reaching about 127 mph, the video presents a one-of-a-kind glimpse into what it's like to ride a track in a sports car.

Embedded Video: [//www.youtube.com/embed/DCDmGm_yLCQ](https://www.youtube.com/embed/DCDmGm_yLCQ)

Social video to celebrate fans

Other brands have similarly celebrated Facebook fan achievements. For example, German automaker Mercedes-Benz USA thanked its 9 million Facebook fans by releasing a video featuring its CLS-class vehicle and painting with light special effects ([see story](#)).

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