

INTERNET

Ferrari previews 488 Spider through immersive digital feature

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Ferrari 488 Spider

By STAFF REPORTS

Fiat Chrysler's Ferrari is giving consumers a digital sneak peek of its new 488 Spider before its official debut at the Frankfurt International Motor Show in September.

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To pique consumer interest, the brand created an exclusive digital premiere for its online audience which lets them see what it would be like behind the wheel of what Ferrari says is the most powerful retractable hard top vehicle it has ever created. Giving away a bit of information without revealing everything can help raise consumer excitement around a model release.

First look

The Ferrari 488 Spider features the retractable hard top roof originated by the brand. This both reduces the weight of the car and is designed to make the driver's seating area more comfortable.

A turbo-charged V8 engine, aluminum architecture and aerodynamic innovations are designed to make the car more nimble, fast and reactive, with a 9 percent speedier response than the previous Spider model.

Ferrari made its digital premiere live on July 28, and shared a link to its social channels.

When consumers access the microsite, they are presented with a “start engine” button, which when pressed plays a video. This film highlights the “distinctive soundtrack” of the car’s engine.

The ambient noises of nature are first interrupted just by the sound of the car, and then the video begins panning rapidly, as the camera angle points to the trees, giving the viewer a taste of the outdoor driving experience available in the convertible.

Any time the vantage point changes from a passenger’s perspective, the car is mostly shown in close-up, catching just a tire or piece of the side. Only at the very end is the car shown from the outside in entirety, and this is a fleeting view as the car zooms over the camera’s lens.



Screenshot of Ferrari's microsite

Limiting the visuals connected with this premiere will help Ferrari keep consumers curious for the next few months.

After the initial video, consumers can delve into the car’s development by watching short videos of Ferrari employees.

The microsite can be viewed [here](#).

Other auto brands are teasing anticipated unveilings at the Frankfurt show.

British automaker Jaguar gave consumers a brief look at its upcoming F-Pace model through a partnership with the Tour de France.

Set to debut officially at the Frankfurt Motor Show in September, the F-Pace briefly came out in public on July 4 in front of crowds in Utrecht, Netherlands to support Team Sky during the first stage of the race. While this appearance gave some hints as to the model’s design, the special covering created for the event may have helped to keep details under wraps until the big reveal ([see story](#)).

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