

COMMERCE

Ferrari moves further toward independence from Fiat Chrysler

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Ferrari Speciale 458

By STAFF REPORTS

After launching an initial public offering in New York this fall, Italian automaker Ferrari has filed an application to trade in Milan as well.

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Announced on Nov. 23, this move is part of Ferrari's planned separation from its parent company Fiat Chrysler, which will make the automaker an independent entity. While this Italian listing does not represent any new shares being traded, having a dual listing may increase the liquidity of its stock, making it easier for investors to buy and sell.

Going public

Ferrari began trading on the New York Stock Exchange in October. At that time, according to the [Wall Street Journal](#), Fiat Chrysler listed a 10 percent stake in Ferrari.

Fiat Chrysler is planning to distribute the rest of its holding in the company which amounts to an 80 percent stake to its shareholders. This would make the majority of Ferrari publicly traded.



Ferrari driving experience for Moda Operandi

Ferrari's public offering in many ways says more for the luxury industry in general than the automotive world, due to the automaker's positioning. Because of this, Ferrari's experience on the stock market has been closely followed by a number of other luxury brands as an example of what to expect if they list themselves.

The term luxury is overused these days, particularly in the automotive sector, according to the chairman of Chrysler Fiat at the Financial Times' Business of Luxury Summit June 9.

While some throw around the descriptor when referring to leather seats or other commonly seen features, luxury is not a label or a brand. Instead it is a mix of history, emotion-stirring stories and a quality that cannot be copied ([see story](#)).

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