

EVENTS/CAUSES

Ferrari pays homage to Sicilian racing heritage with weekend event

May 6, 2016



Ferrari Tribute to Targa Florio 2016

By STAFF REPORTS

Italian automaker Ferrari is hosting a tribute to the 100th Targa Florio with a caravan of more than 50 cars through Sicily.

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The Targa Florio Classic is a race limited to prestigious sporting and historic vehicles, and Ferrari has participated in the past with its LaFerrari, F12dtf and California T models. Ferrari's caravan from May 5-8 will travel from and back to Palermo, honoring Italian motorsports heritage.

Retracing routes

The Ferrari Tribute to Targa Florio was organized by the Automobile Club d'Italia. After an opening ceremony in Palermo on May 5, the drivers set off on May 6.

Participants will pass through Parco delle Madonie and travel to the Valley of the Temples in Agrigento over three days. They will be tested on the streets that make up the Circuito delle Madonie within the race.

The trip was open to all Ferrari owners, who simply had to register as a two-person team and pay a fee of about \$4,600 for room and board and race services.



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For those who could not make it, or for enthusiasts without their own Ferrari, consumers will be able to relive the

experience through Ferrari's newly redesigned magazine. The online publication will include a special article on May 9.

This event is another way for Ferrari to connect with enthusiasts. Recently, the automaker has been speaking to fans through new digital channels.

Ferrari is finding a new way to stay in consumers' lives with the launch of the Ferrari Magazine mobile application.

TOFM, The Official Ferrari Magazine, launched in the app store on May 1 and largely comprises articles exploring the relationship that various artists have with their Ferrari vehicles. A mobile application will help enthusiasts and prospects to interact with the brand more thoroughly in their leisure time ([see story](#)).

Also, Ferrari tapped into its fanbase's passion with the launch of an interactive content platform.

SocialSF All Access, created by the racing team in a partnership with Santa Monica's RED Interactive Agency, provides racing enthusiast with a gamified platform to access and share exclusive content. The loyalty of Ferrari racing fans and gamification elements will ensure that the brand's message extends into wider circles on social media ([see story](#)).

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