

AUTOMOTIVE

Ferrari memorializes 70 years with fan-driven initiatives

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Image courtesy of Ferrari

By BRIELLE JAEKEL

Italian automaker Ferrari is celebrating the anniversary of the first time its engine started with a special limited-edition, an interactive digital port, a reenactment and a string of events.

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To celebrate 70 years since the first Ferrari vehicle started its engine, the automaker is launching a series of events throughout the world and online interactive initiatives to celebrate with fans. The LaFerrari Aperta limited-edition will be the icon of the 70th anniversary for Ferrari, taking the stage during various events to celebrate throughout the year.

"Patent images, which were filed by Ferrari on 5 August 2016 and made public on 20 February 2017, show a familiar LaFerrari shape but with some futuristic styling elements such as thin headlights, a revised front-end and larger air intakes," said Doug Revolta at [Autocar](#).

Driving legacy

An interactive online hub launched on March 12 to coincide with the first day Enzo Ferrari started the engine of his first vehicle design, seven decades ago. The Web site features a series of interactive features to allow fans to celebrate the anniversary with the brand.



Historic Ferrari photos

The Ferrari Legacy Web site shows off the new LaFerrari Aperta upon opening the page. Users can view of a video that shows off the interior and exterior of the vehicle, or click and drag the image around for a 360-degree view.

Clicking "explore the legacy" will bring users to an interactive timeline. Fans can view the entire timeline of Ferrari's history, or answer a series of questions to have a timeline catered to them and their experience with Ferrari growing up.

Ferrari has listed a series of events on its calendar on the Legacy Web site to celebrate with fans in person, all over the world.

For instance, on March 25 in Thailand a convoy of 70 Ferraris will leave from Cavallino Motors showroom and drive to Ayutthaya Historical Park. A special gala dinner will be served along with performances and the unveiling of the special edition LaFerrari Aperta.

Other events similar to this will take place in different countries throughout the year until September.



Historic Ferrari photo

A video has also been created as a reenactment of the first 12-cylinder featuring the iconic Cavallino Rampante symbol, driving through the factory gates on Via Abetone Inferiore. The video is a symbolic representation of the passing of the Ferrari legacy baton over to the LaFerrari Aperta.

Ferrari history

Ferrari recently worked with auctioneer RM Sotheby's to aid victims of the recent earthquakes in its native Italy.

The supercar brand created a one-of-a-kind LaFerrari specifically for a charity auction, giving prospective owners one last chance to purchase the limited-run model. This United States auction drew heavy interest from collectors worldwide, which may increase the benefit to the cause ([see more](#)).

Eyewear group Luxottica also recently ramped up its collaboration with Italian automaker Ferrari.

Ferrari has inked a multi-year licensing agreement for a co-branded collection of eyewear featuring its marque alongside Luxottica label Ray-Ban. Eyewear is a growing category, thanks to its entry-level luxury price points that enable consumers to buy into a brand and make a statement in a more affordable way ([see more](#)).

The latest limited edition will be a bring in a big milestone for the brand.

"The name on the patent application is Flavio Manzoni, head of Ferrari design and architect of the 488 and the original LaFerrari," Mr. Revolta said. "The new car is likely to sit alongside the special edition models already revealed to honour this landmark year for the Italian car maker."

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