

AUTOMOTIVE

Ferrari takes competitive spirit to an unlikely racetrack

April 18, 2017



Rendering of the Scuderia Ferrari Watches go-kart track on the Norwegian Joy

By STAFF REPORTS

Italian automaker Ferrari is hitting the high seas, but not with a branded vessel common with its competitors.

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Scuderia Ferrari Watches, the automaker's watch division named after its racing team, has partnered with Norwegian Cruise Line on the hospitality brand's first purpose-built ship customized for the Chinese cruise market. According to a 2015 Agility Research & Strategy report, consumers showed the most inclination toward going on a cruise in the next 12 months, with 68 percent of Chinese saying it was likely ([see story](#)).

Racing around the ship

Scuderia Ferrari Watches has teamed with Norwegian Cruise Line to provide onboard entertainment and activities on the newly built Norwegian Joy.

Norwegian Joy and Ferrari have collaborated on a two-level competitive racetrack found on the cruise ship's uppermost deck. Guests can enjoy a race around the track in branded Ferrari electric go-karts.

Up to ten drivers at a time will have the opportunity to race one another and have their photo taken at the finish line. Guests of Norwegian Joy's The Haven Level and Concierge Level Cabins, the top tiers of accommodations on the ship, will enjoy a set number of complimentary rides as part of the amenities package.

This onboard experience marks the first time Ferrari Watches has partnered on a branded go-kart track, but the concept melds well with the automaker's passion and competitive spirit.

Scuderia Ferrari Watches will be available for purchase in a retail shop located adjacent to the go-kart racetrack.

Ferrari also operates the Ferrari Land theme park in Barcelona where there are an assortment of rides and games with a focus on cars. The park opened in 2016 ([see story](#)).



Computer rendering of the Norwegian Joy, a purpose-built cruise liner for the Chinese market

The soon-to-be-unveiled Norwegian Joy cruise ship is the first purpose-built cruise ship intended for the Chinese market. With accommodations for 3,850 passengers the ship was designed to deliver a "First Class at Sea" experience for Chinese guests.

Norwegian Joy will home port in Shanghai and Tianjin, following an christening ceremony on June 27. The event will be lead by her "godfather" Wang Leehom, known in Asia as the "king of Chinese pop."

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