

AUTOMOTIVE

Ferrari celebrates 70th anniversary with a special Concours

August 24, 2017



70 years of Ferrari is celebrating with this year's Salon Privé.

By BRIELLE JAEKEL

Italian automaker Ferrari is continuing to celebrate its birthday with a tribute featuring some of its most important models during the Salon Privé in the United Kingdom.

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Salon Privé's inaugural Concours Masters will be showcasing a timeline of 70 of the most influential models in Ferrari's lifetime to celebrate its seventieth birthday. A series of Ferrari historians and enthusiasts will act as the judge panel for the special concours.

"It's taken over 12 years to nurture relationships with the world's top Ferrari collectors to get to this point; a dedicated Ferrari Concours attracting a global audience, not to mention the first-ever Concours Masters," said Andrew Bagley managing director and Concours chairman at Salon Privé.

Ferrari Concours

For the first time in the United Kingdom, an event will host two consecutive Concours competitions.

A series of 70 Ferraris have been entered and selected to appear in the Concours Masters Tribute to 70 Years of Ferrari." The competition will include entries that range in type such as successful early models and past Formula One racers as well as rare prototypes.

The event will include a special parade as well.



Salon Priv celebrates Ferrari's seventieth birthday

Multiple awards will be handed out throughout the Concours such as People's Choice, Owners' Choice and Ladies' Choice, totaling 25 titles.

While the latest Ferrari LaFerrari Aperta, which was built to celebrate the anniversary, will be showcased at the event, other such as the oldest surviving United Kingdom-based model will also be present.

Many of the Ferraris shown have interesting back stories and are significantly unique. For instance, a 1962 Ferrari 250 GT SWB Berlinetta will be on display for the first time in 40 years after a buyer found the vehicle in 2013 and hired DK Engineering to restore it to its former glory.

While the Concours will be very similar to the mainstay Salon Priv, the Ferrari celebration will be judged very differently. While most Concours will be judged with extreme scrutiny, the Ferrari competition will be more subjective.



Salon Priv celebrates Ferrari's seventieth birthday

Judges include Head Judge Derek Bell MBE, Coldplay member Guy Berryman and supermodel Yasmin Le Bon as well as Ferrari historians Keith Bluemel, Tony Willis and Marcel Massini.

Happy birthday Ferrari

Ferrari has also been 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.

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 ([see more](#)).

Salon Priv is also bringing together important luxury and rare vehicles from history to compete at its Chubb Insurance Concours d'Elgance event.

A restored Lamborghini, two Fifties- and Sixties-era Italian racecars and one of the oldest running Rolls-Royces are among the many elite automobiles that will be competing at Blenheim Palace, Britain. On Aug. 31 automobile lovers will see a variety of rare vehicles judged by professionals as part of the longest running concours in the United

Kingdom ([see more](#)).

"Through this new platform, we look forward to delivering the same exceptional service, consistent portfolio, and extraordinary experiences that our customers have come to know and trust," Mr. Marotta said.

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