

AUTOMOTIVE

Ferrari reveals plans for electric car

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Ferrari's electric car would take on Tesla. Image credit: Ferrari

By STAFF REPORTS

As consumers increasingly seek out alternatives to gasoline-powered cars, Italian automaker Ferrari is entering the electric vehicle game.

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The supercar brand is embracing changes in the auto industry with plans for its first battery-powered car. While many marques in the auto world have already embraced electric vehicles, supercar manufacturers were some of the last holdouts, but earlier adopters are putting pressure on them to move in a greener direction.

Embracing electric

Per [Bloomberg](#), Ferrari's CEO Sergio Marchionne said at the North American International Auto Show in Detroit that his company's electric car would be the first battery-powered supercar.

The brand's announcement comes as electric automaker Tesla gears up to launch its \$200,000 Roadster. Due to its high price point and design, Tesla's car is set to be a competitor for brands such as Ferrari ([see story](#)).

Part of Ferrari's appeal is the rumble of its engines, and enthusiasts might not be ready to embrace a quieter drive.



Ferrari's LaFerrari. Image credit: RM Sotheby's

While this would be Ferrari's first foray into an all-electric model, the automaker has already created a hybrid LaFerrari model that combines a V12 engine and an electric motor.

In addition to its electric car ambitions, Ferrari is gearing up to launch its first sport utility vehicle, which it expects to release in 2019 or 2020. While Mr. Marchionne had previously mentioned the brand's plans to "probably" enter this space, his statements at the Detroit show make Ferrari's ambitions more concrete ([see story](#)).

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