

AUTOMOTIVE

Ferrari's 70th year ends with record-breaking museum attendance

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Ferrari Museum's "Michael 50" exhibit. Image credit: Ferrari

By STAFF REPORTS

Italian automaker Ferrari is celebrating the growth of its Museums division, exhibiting its solidification as a fan favorite brand.

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Ferrari Museums has set a new record for itself, attracting more than 540,000 visitors throughout 2018 at its various locations. The Ferrari Museum in Maranello alone saw more than 370,000 visitors last year.

Fans of Ferrari

The museums' growth has led Ferrari to believe it is a popular tourist or visitor destination in Italy.

To keep guests coming in its doors, Ferrari has celebrated a multitude of exhibits at its museums, including two at the Maranello location that are still running today.

A collection of founder Enzo Ferrari's favorite four-seaters are showcased in the "Driven by Enzo" exhibit. "Passion and Legend" celebrates the history of the company, which just surpassed its 70th year, as well as Mr. Ferrari's story.



Historic picture of Enzo Ferrari. Image credit: Ferrari

Ferrari's latest exhibit in the location, "Michael 50" opened Jan. 3 and honors race driver Michael Schumacher's 50th birthday. The exhibit will remain open until March 31.

The MEF, also located in Modena, saw a jump of 11 percent in traffic compared to 2017, with more than 175,000 guests.

Ferrari highlighted its relationship with women through a special exhibit at this location, featuring favorite cars of legendary female drivers, named "Il Rosso & Il Rosa."

The museums also introduced a single ticket program, which allowed guests to visit both locations with only one purchased ticket.

Like many other luxury automakers, Ferrari sees its vehicles as a work of art, a fact showcased in its museums.

The automaker also demonstrated this belief as it celebrated its 70th anniversary, putting 10 iconic models on the auction block in October of 2017.

In partnership with auction house Sotheby's, Ferrari hand-selected 10 models that showcase 70 years of history, development and success seen by the automaker ([see story](#)).

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