

AUTOMOTIVE

Ferrari Roma auction to support children's education

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Musician Adam Levine and supermodel Behati Prinsloo announced an upcoming Ferrari auction. Image courtesy of Ferrari

By LUXURY DAILY NEWS SERVICE

Italian automaker Ferrari is supporting educational programs with the help of a power couple.

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Ferrari is partnering with Maroon 5's Adam Levine and supermodel Behati Prinsloo to announce the upcoming auction of a new Ferrari Roma to benefit Save the Children. Charitable efforts are top of mind for many luxury brands during the ongoing coronavirus pandemic.

"We're delighted to open the next chapter of Ferrari's ongoing collaboration with Save the Children and now we want to support their critical educational work here in the United States," said Matteo Torre, president of Ferrari North America, in a statement. "We believe that during this crisis, it is our responsibility to help those who often don't have a voice and to address their challenges to ensure that children continue to learn and grow."

Charitable auction

The automaker announced the Ferrari Roma auction in a virtual kickoff event with Mr. Torre and the celebrity couple. After discussing the importance of supporting charities during these difficult times, Mr. Levine and Ms. Prinsloo took the white Ferrari Roma for a spin.

The sports car will be auctioned at this year's Save the Children virtual gala.



The sale of the Ferrari Roma will benefit Save the Children. Image credit: Ferrari

"Kids are so vulnerable with everything going on in the world today, and the incredible work of Save the Children to shield them is vital more now than ever," Ms. Prinsloo said in a statement.

During the pandemic, Save the Children has been providing books, educational materials and other learning supplies amid school closures and a shift to widespread virtual learning.

Previously, Ferrari auctioned a LaFerrari Aperta, which generated more than \$10 million to benefit Save the Children. The charity lot was part of Ferrari's 70th anniversary auction with Sotheby's in 2017 ([see story](#)). In addition to Ferrari, the organization has support from other luxury brands including a longtime relationship with Roman jeweler Bulgari ([see story](#)).

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