

AUTOMOTIVE

Ferrari raises \$750k for Save the Children by auctioning new Roma

November 19, 2020



Musician Adam Levine and supermodel Behati Prinsloo partnered with Ferrari to raise \$750,000 for Save the Children. Image courtesy of Ferrari

By LUXURY DAILY NEWS SERVICE

Italian automaker **Ferrari** has raised \$750,000 for Save the Children's educational programs through the auction of a new Ferrari Roma in a bid to keep charitable events at the forefront of its agenda.

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The full auctions results will be announced on Nov. 19 during a Save the Children virtual gala titled "Kid Strong Together." Ferrari partnered with Maroon 5's Adam Levine and his wife, supermodel Behati Prinsloo, to put together the event, which supports an array of educational programs in the United States.

"This has been a time when supporting children, and looking to the future have been focal points for many of us," said Matteo Torre, president of Ferrari North America, in a statement. "Investing in that future through this contribution to Save the Children is timely and fitting and offers one of the first Ferrari Romas to arrive in the market."

Longtime partners

Ferrari elected Save the Children as its charity of choice in part for its work in the U.S. offering books and educational materials amid school closures and the shift to digital learning during the pandemic. Since March, Save the Children has reached out to more than 700,000 children in rural communities across the country.

The automaker announced the Ferrari Roma auction in a virtual kickoff event with Mr. Torre and Mr Levine and his wife earlier this year ([see story](#)).



The Ferrari Roma emphasizes pleasure over performance. Image credit: Ferrari

"Providing kids with the education they deserve is the path to personal growth and opportunity, and advancing that cause is meaningful to us both," Mr. Levine said in a statement.

Originally introduced in the late fall of 2019, the Ferrari Roma is intended to be more of an "everyday" sports car compared to some of the automaker's more powerful performance vehicles. Modeled on the grand touring Ferraris of the 1960s, when Italians lived "La Dolce Vita," the Ferrari Roma features the company's V8 Turbo engine and retails for \$222,620 and up.

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](#)).

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