

AUTOMOTIVE

## Ferrari celebrates founder's birthday with film tribute

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*Enzo Ferrari unveiled his first racing vehicle 75 years ago. Image credit: Ferrari*

By NORA HOWE

Italian automaker Ferrari is exploring the impact its founder had on the automotive industry in celebration of his 124th birthday.

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Seventy-five years ago, Ferrari was founded on self-confidence, the desire to innovate and the need to question everything without compromise. Today, the brand honors these values as it examines its own heritage and history through the story of Enzo Ferrari.

### History of Ferrari

In celebrating Mr. Ferrari's birthday on Feb. 18, the brand released an inspiring minute-long film paying tribute to his vision that still carries the company to this day.

In 1947, Mr. Ferrari opened the doors of his Maranello factory to reveal his first official Ferrari vehicle: the V12 powered 125 S. At only its second outing on May 20, 1947, the vehicle won the Rome Grand Prix.

*Enzo Ferrari revealed his first V12 powered 125 S Ferrari in 1947*

Driven by Franco Cortese, the 125 S completed 40 laps of the Terme di Caracalla circuit, covering 137.6 kilometers at an average of 88.5 km/hr. However, nine days earlier the car suffered a pump failure at the Piacenza Circuit and did not finish the race an opportunity for Mr. Ferrari to adjust.

"The best Ferrari ever built is the next one," Mr. Ferrari famously said, underscoring his unwavering determination to innovate. The repairs made to the faulty 125 S did the job in Rome the following week.

The campaign includes archived images and video footage of Mr. Ferrari throughout his life. A powerful soundtrack carries energy throughout the film.

"It is because of what [Enzo] created his victories and defeats, his desire for both performance and beauty, his limitless passion and eternal self-belief that we are what we are today, and will forever be," says the narrator.



*Enzo Ferrari was 49 when he unveiled the 125S. Image credit: Ferrari*

The film is further supported by an Instagram and Twitter campaign using quotes and moments that launched the founder's journey 75 years ago.

"You can't describe a passion, you can only live it."

Today, on the birthday of our founder Enzo Ferrari, we begin a journey through our 75 years together with his words. We're starting with the quote that shaped our vision of passion. [#Ferrari](#) [#RememberingEnzo](#) [#Ferrari75](#) [pic.twitter.com/ks8FcwBFSN](https://pic.twitter.com/ks8FcwBFSN)

Ferrari (@Ferrari) [February 18, 2022](#)

*The automaker is using Enzo Ferrari's own words as inspiration*

Honoring heritage

The history of a company is a major differentiator between mass-market and luxury brands, and automakers often strategically highlight their origins to foster meaningful relationships with their consumers.

In August 2021, British automaker McLaren looked back at its racing history to promote its new Ultimate Series Elva roadster, the brand's first open-cockpit road vehicle.

Positioned as the "customer version" of the innovative Group 7 McLaren race cars, the Elva embodies the pioneering design and engineering principles that are integral to the automaker's road cars. The heritage behind the roadster was celebrated in a film highlighting McLaren's storied past, which inspired the open cockpit Elva ([see story](#)).

Similar to Ferrari, British automaker Rolls-Royce celebrated its cofounder's 144th birthday with a pilgrimage of historical sites around London.

The marque visited different locations associated with the motoring pioneer's life and career, capturing images of the brand's Ghost model at each stop. Some of the stops included Mayfair, Piccadilly and the Royal Automobile Club ([see story](#)).