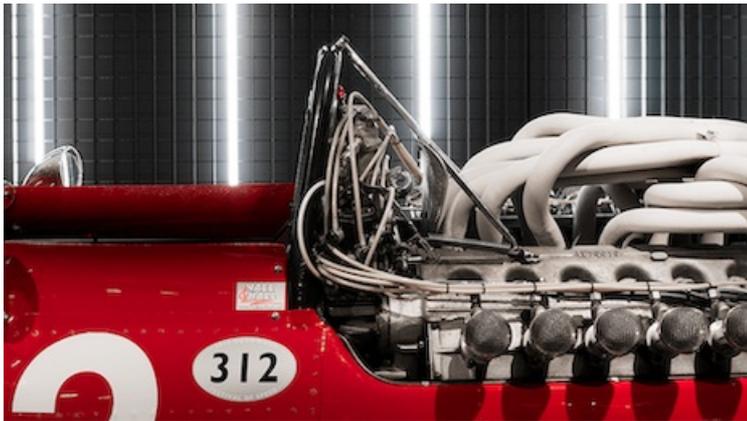


AUTOMOTIVE

## Ferrari celebrates 75 years of Italian craftsmanship

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*Ferrari unveiled its first branded vehicle in 1947. Image credit: Ferrari*

By NORA HOWE

Italian automaker Ferrari is looking back on its history of technological innovation and creative design as it celebrates 75 years since the debut of its first vehicle: the V12-powered Ferrari 125S.

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Although founded in 1939 by Enzo Ferrari out of the racing arm of Alfa Romeo, the company built its first vehicle in 1940 and debuted its first branded car in 1947 in Maranello. Since then, Ferrari has built off its owner's strive for excellence while continuously looking to lead the automotive industry.

### 75 years of Ferrari

In celebrating this anniversary, the brand ran a short film across its social channels that examines its rich history and the values that drive the company today.

"When the first Ferrari left the gates of Maranello in 1947, it was more than a new car it was a statement of intent," a narrator says in the film. "The beginning of a culture of excellence built on craftsmanship, dedication, tradition and innovation."

Archived footage of the Ferrari 125S driving along dirt roads is met with an intense musical soundtrack to garner excitement and thrill.

### *Ferrari is celebrating 75 years of luxury automaking*

At only its second outing on May 20, 1947, the 125S won the Rome Grand Prix, however, that was not met without challenge.

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 ([see story](#)).

"A heritage built with passion to be lovingly maintained in its authentic pristine perfection; a lineage which is constantly reinventing and evolving," the film narrator says.

"Today, just as 75 years ago, every Ferrari that leaves our factory is more than a new car, but with an innate potential to live on forever."

In addition to the campaign, Ferrari celebrates 75 years of the brand with the opening of a new exhibition, Ferrari Classiche, at the Enzo Ferrari Museum in Modena. The exhibition takes visitors through the maintenance and restoration carried out in Ferrari Classiche's workshop.

Within the exhibit, there is a section focused on the historical archive, a preserved collection of the assembly sheets of every Ferrari produced since 1947. Additionally, 15 officially certified cars are on display, including some restored by the department itself.



*The Enzo Ferrari Museum invites visitors into the world, and history, of the automaker. Image credit: Ferrari*

The exhibition is now open to the public until February 17, 2023.

Above and beyond

While it certainly honors its innovation in automotive endeavors, over the course of its lifetime, Ferrari has lent its creative and technical abilities to reach beyond one sector.

In June 2021, the automaker moved from the race track to the runway with the launch of its first in-house fashion collection, indicating a major step in its strategy to expand the brand beyond the automotive sector.

Produced by creative director and former Giorgio Armani designer Rocco Iannone, the collection debuted on a V12 assembly line catwalk at the Ferrari production plant in Maranello. Items from the collection were released for purchase in six drops throughout the year, both online and in select Ferrari stores ([see story](#)).

A few months later, the company announced a long-term, multi-year collaboration with renowned designers Sir Jony Ive and Marc Newson of the creative collective LoveFrom. Projects to come from the partnership will combine Ferrari's passion for performance with LoveFrom's experience and creativity ([see story](#)).