

AUTOMOTIVE

## Ferrari gets roomy with new luxury four-seater

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*An image of Ferrari's newly debuted Purosangue. Image credit: Ferrari*

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By LUXURY DAILY NEWS SERVICE

Italian automaker **Ferrari** is turning its gaze to affluent families with a four-seater model.

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Growth in U.S. households over the last decade is at the lowest rate ever recorded, per the **Pew Research Center**. Despite a lack of household growth, SUV's still accounted for 53.5 percent of passenger car sales in 2020.

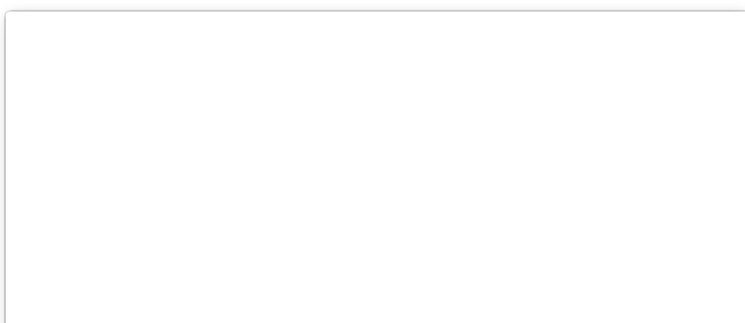
"Please don't call it an SUV, because it isn't," said Benedetto Vigna, the CEO of Ferrari, in a statement, as reported by **Bloomberg**.

"It's a Ferrari."

A family-sized Ferrari

Because SUV's account for such a large margin of the U.S. automotive market, Ferrari pivoting towards larger capacity cars is likely a nod to consumer needs. The Italian automaker spared no expense with the Purosangue, including details like suicide doors, 10 air bags, a carbon-fiber roof with integrated soundproofing, four heated electric seats, massaging front seats and a Burmester audio system.

The Purosangue, which translates to "thoroughbred" in Italian, is the first four-door, four-seater car in the brand's 75-year history. The SUV sports a V12 engine and has the motor power to go from zero to 60 miles per hour in a mere 3.3 seconds.



[View this post on Instagram](#)

A post shared by Ferrari (@ferrari)

### *An image of the Ferrari Purosangue*

Only time will tell if the historic release from Ferrari will be as popular as its competitor Lamborghini's Urus model. The Ferrari Purosangue has already generated a significant amount of social media buzz, with a dedicated Instagram page amassing nearly 14,000 followers in a matter of days.

Ferrari has not solely diversified by expanding its automobile options, the luxury supercar maker also staged its first runway show at Milan Fashion Week after dropping a debut collection in June ([see story](#)).

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