

AUTOMOTIVE

Italian luxury automakers pledge support to flooding relief efforts

May 18, 2023



Porsche and Ferrari have pledged support for the affected area and the international racing leader's decision to postpone. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

Italian automakers Porsche and Ferrari have commented on the ongoing flooding in Northern Italy that has taken nine people's lives.

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The iconic luxury car brands were set to participate in the Emilia-Romagna Gran Prix, the opener of Formula 1's Porsche Mobil 1 Supercup, from May 19 through May 21 in Imola before heavy rains necessitated evacuation. Porsche and Ferrari have pledged support for the affected area and the international racing leader's decision to postpone.

"The safety of fans, teams and all personnel has absolute priority," said Oliver Schwab, project manager of Porsche Mobil 1 Supercup, in a statement.

"In the current situation, going ahead with the Emilia-Romagna Grand Prix would also have tied up resources of the police and rescue services that are urgently needed elsewhere," Mr. Schwab said. "Our thoughts are with the people and the communities in the region."

Race against time

While Porsche has offered emotional support for those affected, Ferrari has donated one million euros to the Emilia-Romagna Region's Agency for Territorial Safety and Civil Protection.

Our thoughts and sympathies are with the people of Emilia-Romagna and Marche as they deal with the destruction caused by the heavy rain and flooding currently affecting the area.

Scuderia Ferrari (@ScuderiaFerrari) May 17, 2023

The action comes in stark contrast to other luxury automakers' silence on the situation. The donation will be used to support environmental recovery projects once the flooding has subsided.

"In times of difficulty, Ferrari has always stood by its community," said Benedetto Vigna, CEO of Ferrari, in a statement.

"We wanted to provide a concrete and immediate response to the most urgent needs of the population of Emilia-Romagna, which has been tried by a serious environmental disaster."

unfortunately, our town of Faenza has once again experienced significant rainfall and subsequent flooding

if anyone wishes to help those affected, you can do so by following the instructions below pic.twitter.com/rdXt4lQVHZ

Scuderia AlphaTauri (@AlphaTauriF1) [May 17, 2023](#)

Ferrari is based out of Maranello, Italy, which is in the same northern region affected by the flooding.

According to *Reuters*, this is the second time the Emilia-Romagna region has been hit by a torrential downpour in May, with the first occurrence at the beginning of the month and causing the deaths of two people.

The harsh rains come after months of intense drought in the area, which worsened the land's ability to overcome and absorb the immense precipitation, putting the entire region at risk for future devastation.

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