

AUTOMOTIVE

Ferrari celebrates personalization with museum showcase

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The vehicles on display include the Ferrari 812 Competizione Tailor Made, the Ferrari 166 MM, the Ferrari Monza SP1 and the Ferrari Daytona SP3 Carbon Look. Image credit: Ferrari

By LUXURY DAILY NEWS SERVICE

Italian automaker **Ferrari** is putting craftsmanship at the heart of a new space.

Inaugurated this week, the new “Ferrari One of a Kind” exhibition in Modena, Italy, celebrates personalization. Featuring one-of-a-kind vehicles that reflect the tastes of their owners, the showcase will run through Feb. 17, 2025 at Museo Enzo Ferrari.

Bespoke on wheels

The museum slot puts Ferrari’s customization capabilities, available at centers in Maranello, Italy, New York and Shanghai, in the limelight.

The exhibition is open from 9:30 a.m. to 7:00 p.m.

Among the touchpoints, visitors can find a wall filled with color swatches, material samples and other elements of the exclusive bespoke offering. These are all part of the work being done at the brand’s styling centers, and now, fans can engage with them in a new format.



From a wall of customization to personalized cars, the displays bring to life Ferrari’s signature program. Image credit: Ferrari

There is also an interactive spot where guests can bring these items together. Using an automobile configurator, they can dream up and design their own Ferrari.

Additionally, there are private one-off cars on location, built in varying years and commissioned by international clients. Dispersed around the room, those viewing them can walk completely around the set-ups, fully visualizing their unique exteriors and liveries.

The vehicles on display include the Ferrari 812 Competizione Tailor Made, the Ferrari 166 MM, the Ferrari Monza SP1 and the Ferrari Daytona SP3 Carbon Look, among others. This will change because in order to incorporate as many one-of-a-kind cars as possible, the roster will be updated throughout the rest of the year.

The personalization program was a key piece of the company's recent record financial performance ([see story](#)). Bringing in \$6.4 billion in revenue in 2023, this was a 17.2 percent year-over-year increase.

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