

AUTOMOTIVE

# Ferrari forges racing partnership with HP

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*The integration of new technologies will be showcased as part of Ferrari's participation in the Miami Grand Prix next month. Image credit: Ferrari*

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By LUXURY DAILY NEWS SERVICE

Italian automaker Ferrari is enhancing its racing capabilities with its latest collaboration.

Partnering with California-based IT company HP, the manufacturer's Formula One racing team Scuderia Ferrari will soon see the integration of new technologies across its vehicles and operational centers. Announced this week, the multiyear agreement will officially kick off next month with the group rebranding: the team's official name is now "Scuderia Ferrari HP."

"Our founder passed on to us his continuous will to progress," said Benedetto Vigna, CEO of **Ferrari**, in a statement.

"From this stems our drive to innovate on the road and on the track, as well as our commitment to a sustainable future, from carbon neutrality to the education of the younger generation," Mr. Vigna said. "In HP we have found the same values, which make it an ideal partner.

"We look forward to starting our collaboration and facing new opportunities and challenges together."

## **On-track excellence**

The Miami Grand Prix is planned to take place from May 3 to 5, with Ferrari debuting its new moniker across all of its competitive divisions.

Aside from the F1 racers, the Scuderia Ferrari Esports team and the Scuderia Ferrari Driver Academy will also add HP to their names.

In partnership with the technology company, the automaker will extend its existing educational programs. Adaptive computers, conferencing technology, printing capabilities and other devices will soon reach its F1 vehicles and off-track facilities.

It all starts in the garage, where we dare to dream and achieve. Today, [@HP](#) and [@ScuderiaFerrari](#) announce their historic title partnership. We are thrilled to embark on a journey to empower people through technology and innovation and create meaningful connections worldwide. [pic.twitter.com/XoEfQLoNwb](https://pic.twitter.com/XoEfQLoNwb)

HP (@HP) April 24, 2024

At the Florida Grand Prix event, Ferrari will debut brand-new Scuderia Ferrari HP livery, designed specifically to represent the coastal cityscape the races will take place in.

“With technology, performance and exceptional craftsmanship fueling the future, the partnership between HP and Ferrari is a natural fit,” said Enrique Lores, CEO of HP Inc, in a statement.

“Both brands are built on rich histories that have endured the test of time,” Mr. Lores said. “Through this unique collaboration, we also have an opportunity to reach new audiences, drive business growth, and create lasting impact for our shared clients and communities.

“Together we will leverage the global stage of racing to accelerate sustainable innovation.”

Other luxury automakers such as German automaker Porsche have taken similar steps as of late ([see story](#)).

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