

## AUTOMOTIVE

# Ferrari introduces new dealership design

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*The company celebrated the opening with a ribbon-cutting ceremony; guests of honor included Ferrari's chief marketing and commercial officer, Enrico Galliera. Image credit: Ferrari*

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Italian automaker **Ferrari** is pushing a new visual language in its showrooms.

The company debuted its first dealership designed under a new global retail identity, influenced by three core principles: uniqueness, belonging and digital integration. Located at Via Pinciana 65 in central Rome, the space is operated by official Ferrari dealer Samocar.

## Community-centered spaces

The new showroom blends digital and physical elements to serve as a “360-degree meeting point” for prospective and returning clients while emphasizing the brand’s Italian heritage.

Following the company’s three pillars, visitors can rediscover Ferrari’s values of “performance, innovation, design and craftsmanship” through dedicated spaces that highlight the brand’s heritage and history. In addition, pioneering technology allows guests to personalize vehicles to their specifications with the aid of showroom staff.

The dealership’s design embraces Italian touchpoints, from the Piazza to the arch at the entryway. The Piazza’s circular gathering space at the heart of the flagship mimics the town squares found throughout Italy, while the portico-inspired archway mirrors local architecture and will be a defining feature of all forthcoming dealerships.

The modern space also reflects the automaker’s sleek vehicles with dynamic shapes and a refined color palette.



*The new showroom's central Piazza is a gathering space for the automaker's community. Image credit: Ferrari*

The company celebrated the dealership's reopening last month with a ribbon ceremony attended by press representatives and Ferrari's chief marketing and commercial officer, Enrico Galliera, as well as Samocar dealer principal Giovanni Malago.

The new dealership operates from Monday to Friday from 9 a.m. to 1 p.m. and 3 p.m. to 7 p.m., and on Saturday from 9 a.m. and 1 p.m. The showroom is closed on Sunday.

In March, the automaker announced price increases for vehicles sold in the U.S. in response to the increased import tariffs ([see story](#)).

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