



Press Release, March 2008

## **Top managers look best in red... Ferraris that is!** *Glamour and thrills on Red Travel incentive tours*

If your boss asks you to make sure that your passport is valid and tells you to put not only your most elegant suit in your suitcase, but also your most stylish casual wear... If, upon arrival at Rome airport, a chauffeur driven limousine is waiting to whisk you to an exclusive yacht club... If, after a relaxing aperitif overlooking the sea, you discover that the latest Ferrari models are waiting for you and that in the days to come, on the spectacular hilly roads of Tuscany, you'll be the one in the driver's seat of an Italian automotive legend...

Well, then you will realise that you are one of a select group of highly privileged people who have been awarded the unique experience of a Red Travel Incentive Tour!





## *Which Ferrari model will become your favourite?*

Throughout your vacation, you will enjoy the unforgettable thrill of personally driving all the latest model Ferraris; the 612 Scaglietti; the 599 GTB Fiorano F1, the most powerful road car ever built in Maranello; the 430 F1 Spider and the 430 F1 Scuderia, a limited edition, for which even those fortunate enough to buy, have to endure more than a two year waiting list!

And all this is enjoyed against the backdrop of the stunning Tuscan countryside, where the rolling hills and twisting roads provide a stimulating challenge to drivers.



## *A truly unique experience!*

'Italia in Ferrari' is an experience that makes eyes widen in delight and the heart beat faster, a personal indulgence; tell us where you would like to go and what it would give you most pleasure to see and do and we will tailor your Incentive Tour to your exact requirements.

This is a once-in-a-lifetime opportunity to drive all of these exciting cars, alternating motoring times with the relaxation of your dreams; indulgent stays in fabulous luxury hotels, dining in Michelin three star restaurants, and the best of everything that Italian cities offer in terms of art and culture, shopping, wine and cuisine.

## *The ultimate incentive award*

Featuring truly glamorous itineraries, Red Travel tours are absolute 'gems' specifically conceived to reward top international management or the most valued clients of prestigious companies; a demanding target group used to giving (and receiving!) only the best.

Red Travel have successfully organised all manner of incentive and team building events, conferences and meetings in Italy for the VIP clients, top managers and directors of many well known international companies including Nokia, Toshiba, Lufthansa, Martini & Rossi and most recently, IBM, McKinsey, JP Morgan, Siemens and Troika Dialog.



For a preview of the tailor-made Incentive Tours that Red Travel has created during the past few years, as well as suggestions for many other possibilities for your incentive award, visit the relevant section on the Red Travel website ([www.red-travel.com](http://www.red-travel.com)).

*"Our philosophy", explains Andrea Levy, founder and Director of Red Travel, "is to create tours that are exclusive and unique – totally unforgettable experiences that would be hard to repeat. We collaborate with major Italian destination management companies to select the very best hotels and resorts and to organise leisure activities that perfectly complement the Ferrari driving experience.*

*It has proved a winning formula; Red Travel tours, thanks to the originality of a concept that unites art, culture and the thrill of driving a Ferrari, have already been chosen by many major international companies".*

Andrea Levy concludes *"From the photo gallery section of our website [www.red-travel.com](http://www.red-travel.com) it is possible to view and download an album of exceptional, high-resolution photographs that capture the most memorable moments of our incentive tours".*



**Red Travel**<sup>®</sup>  
ITALIA IN FERRARI

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