



1 day Ferrari Event in Florence

Sample programme, 20 people, 10 Ferraris

OUR PHILOSOPHY

Red Travel offers a taste of the very finest in Italian living, combined with an unforgettable Ferrari driving experience. Red Travel events are dedicated to the discovery of our complete Ferrari stable (Ferrari 599 GTB Fiorano, Ferrari 430 Scuderia, Ferrari F430 Spider and Ferrari California) offering the opportunity to get to know each of the latest models whilst enjoying the exhilaration of driving them personally on some of the most beautiful roads in Italy. Travelling in groups of 10 or more cars and with our skilled staff on hand to assist, our completely personalised tours offer the utmost in pure driving pleasure.

A Ferrari experience can be combined with several options, from cultural programmes (private visits to palaces and museums) to wellness choices (spa treatments) and leisure activities (cooking lessons, wine tasting or team building activities).

We are able to accommodate small parties of 6 people as well as larger groups of up to 100, for one to four day journeys or events. Since each group possesses its own unique characteristics, Red Travel designs tailor-made solutions to completely satisfy specific requirements. Previous participants include such prestigious companies as Siemens, Nokia, Martini & Rossi, JP Morgan, IBM and many others.

A Red Travel event is truly a 'never to be forgotten' experience.



FERRARI EVENT LOCATION: Exclusive Villa or Resort just outside Florence

Suggestion: [Villa La Massa](#) or [Villa Olmi Resort](#)

Villa la Massa Featuring two villas dating back to the days of the Medici (16th century), the Noble Villa (Villa Nobile) and the Old Mill (Vecchio Mulino), plus the more recent Little Villa (Villino), the Villa la Massa, formerly an ancient home of the aristocracy, was transformed into a hotel in 1950.

Villa Olmi Resort A centuries-old country estate, sympathetically restored to provide a splendid and luxurious resort hotel enhanced by the simple charm of its rural backdrop. From 1400 to 1900, a succession of aristocratic families, Peruzzi, Bonguglielmi, Mozzi and Pestellini, created a magnificent agricultural estate with a villa, farm, farmhouse, mill and oratory. The estate was highly efficient and was held in such high esteem that it became famous throughout Europe.



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Morning

- 09.00: Welcome coffee in the beautiful surroundings of the **Villa** with 10 Ferraris displayed in a private area reserved exclusively for the group.

- **Full Ferrari briefing**

Our English speaking Red Travel Tour Director, an expert Ferrari driver, will brief the group on how to drive the different Ferrari models. He will present the full Ferrari range; explain the difference between the various models (Ferrari 599 GTB Fiorano, Ferrari 430 Scuderia, Ferrari F430 Spider and Ferrari California) and the engines (8-cylinder and 12-cylinder) and most importantly, give guidance on how to handle the F1 paddle-gear shifting behind the steering wheel.

- Before departure, our Tour Director, connected by mobile radio system, will hold a second complete briefing with the guests once settled inside the Ferraris.





Ferrari driving experience



Departure by Ferrari for Siena.

The group will drive the Ferraris for a full day on the beautiful roads of the Chianti area. Our Tour Director leads the convoy at the wheel of his Alfa Romeo Brera 3.2, guiding the Ferraris along the most exciting hilly and curving roads, carefully selected by Red Travel. A further three support cars (with mechanics) will follow the convoy to ensure safety and to assist the group drivers if necessary. Each team member is connected to the rest of the group and to Red Travel staff by means of a powerful radio system.

The itinerary for this full Ferrari driving day includes stops in some of the most beautiful locations in the whole of Tuscany, among them Radda, Castellina and Greve, all of them located in the world-renowned Chianti area. Whilst driving, our guests will be able to enjoy outstanding views of the famous Tuscan vineyards on either side of the road. Mediaeval villages and the beautiful natural landscape offer an overwhelming feast for the eyes.



- 11:00: Arrival in Siena, an unspoiled mediaeval city, world-renowned for its Palio, a horse race around the City's seashell-shaped Piazza del Campo. Siena's other historic gems from the Middle Ages include the Town Hall (Palazzo Pubblico) and the Torre dei Mangia (1340), which are similar in height to the Cathedral. Our tour visits the historical centre of Siena including the Piazza del Campo.

Subject to availability, Red Travel is able to request special authorisation which will allow guests to park their Ferraris at the very heart of Siena, right in front of the cathedral.

- After enjoying an aperitif in the Piazza del Campo, the Ferrari driving experience continues along the wonderful roads of the Tuscan countryside to arrive for lunch in Montalcino at the Michelin starred Castello Banfi restaurant (OPTIONAL).



Lunch in Montalcino. Restaurant suggestion: [Castello Banfi](#) (1 Michelin star)

The origins of the fortress can be traced back to the ancient Etruscans, but its deepest historical niche was carved during the Middle Ages. The Renaissance Romanesque structure served as the Republic of Siena's first line of defence. Today Castello Banfi is the crown in a 7,100-acre viti-vinicultural estate. Wines bottled on the estate include: Brunello di Montalcino, Colvecchio Syrah, SummuS...



Afternoon

- After lunch, there is the opportunity to visit the Glass & Wine Museum founded by one of the owners of castle. The museum reflects the alternate periods of darkness and richness of glass making from the 15th century B.C. to the present day.
- A short visit can also be made to the ancient and impressive Balsameria, situated under the north wall of the castle. Resembling a wine cellar in miniature, it is where Banfi's balsamic vinegar and Salsa Balsamica Etrusca is blended and aged in a modified solera system.



15.00: Return to Florence by Ferrari along the magnificent Mille Miglia route

The Ferraris drive towards Florence, along the famous Mille Miglia route offers a breathtakingly picturesque panorama, the enjoyment of which is enhanced by the pure pleasure of driving over an amazing succession of rolling hills and round never-ending curves!

- 16.30: Halt in Radda in Chianti for a coffee and to allow the switch between drivers and passengers.
- 18.00: Arrival at the **Villa** (Florence) and the end of the day's activities.

Each participant will receive a DVD with high-resolution images of the event.

Guests can drive the Ferraris for up to 300 km during the day





Highlights & included services

- 10 Ferraris (latest models)
- Full Ferrari briefing
- Welcome coffee at the briefing
- Red Travel staff (10 people) including our private Tour Director with his Alfa Romeo Brera 3.2 plus three additional support cars
- 14 powerful radios. Guests are always in contact with Red Travel staff through a mobile radio system
- Car insurance for all 14 cars (10 Ferraris plus four support cars)
- Fuel for all 14 cars
- 14 Telepass devices (Electronic Toll Collection) one for each car, to avoid queuing at motorway toll booths
- Parking, cleaning and refuelling of all cars
- Reserved parking for the cars during lunch and/or visits
- All required inspections
- Photographic service; our guests will be offered a souvenir DVD of high-resolution images of the event.

Not included

- Airfare
- Transfers
- Lunch and drinks
- Everything not expressly shown as "included services".

Red Travel full-range car portfolio:

- 1 x **Ferrari California**
- 1 x **Ferrari 430 Scuderia**
- 1 x **Ferrari 599 GTB Fiorano F1**
- 4 x **Ferrari F430 Spider F1**
- 3 x **Ferrari F430 F1**



Only the very latest models will be used. The full and definitive list of the Ferraris available will be provided one week before the event.

During the event, each participant can drive up to three different Ferrari models.

Red Travel Ferrari Events' top ten advantages

- 1** Red Travel offers the full range of all the latest Ferrari models (Ferrari 599 GTB Fiorano, Ferrari 430 Scuderia, Ferrari F430 Spider and Ferrari California), including the limited-edition Ferrari 430 Scuderia, and newly released glamorous Ferrari California. Moreover, Red Travel introduces top Italian brands Lamborghini and Maserati in its car portfolio. During the events, our guests will have the exclusive opportunity to test all top Italian sports-car models on the best roads in Italy.
- 2** The Red Travel Tour Director, an expert Ferrari driver, together with his highly skilled staff, offer a thorough introduction as to how to drive the various Ferraris and will answer all the questions on these exceptional cars that the participants may have; Red Travel incentives/events are full brand experiences that aim to transmit to our guests, our passion for the Cavallino.
- 3** Red Travel incentives/events are based on complex and extremely efficient logistics transferable to any location subject to prior study and approval. All the 'behind the scenes' services are taken care of including: parking, cleaning, refuelling, technical assistance, communication by walkie-talkie. Special authorisation to enter city centres, normally prohibited to motor vehicles, will allow our guests to park their top cars right in the heart of the towns we visit.
- 4** Any problems are managed by our specialised team (including our own mechanics) using four support cars to assist the group in all eventualities throughout the day, in order to ensure total safety and maximum driving pleasure during the tours.
- 5** Red Travel itineraries are compiled using our expert knowledge of the roads specifically suited to sports car driving, providing a unique experience, offering breathtaking panoramas and ensuring maximum confidence.
- 6** All cars used during Red Travel incentives/events are fully insured and are equipped with GPS anti-theft systems.
- 7** Red Travel incentives/events are enhanced by a range of supporting materials, designed in collaboration with an international communications agency: programmes, posters, personalised cards and badges for each participant (name, driving schedule, etc.), gifts etc., branded with the company logo.
- 8** Red Travel incentives/events are covered by a professional photographer throughout; a DVD with high-resolution images is offered to each participant at the end of the incentive/event.
- 9** Red Travel are expert in offering the finest in Italian luxury, backed by our innumerable contacts within the industries' top leisure and hospitality providers.
- 10** Red Travel Ferrari events have been successfully experienced by prestigious companies such as Nokia, Siemens, Toshiba, McKinsey, JP Morgan, Fibanc, Alfa-Bank, Continental, Martini & Rossi, Microsoft, IBM, and many others.