



## 1 Day Ferrari Event in Milan & Maranello

*Sample programme, 40 people, 10 Ferraris*

### OUR EVENTS/INCENTIVES 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 F430 F1, Ferrari F430 Spider F1, Ferrari 430 Scuderia F1, Ferrari 599 GTB Fiorano F1, Ferrari 612 Scaglietti F1) 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 Milan.**

#### **Red Travel full-range car portfolio:**

- 3 x **Ferrari F430 F1**
- 4 x **Ferrari F430 Spider F1**
- 1 x **Ferrari 430 Scuderia F1**
- 1 x **Ferrari 599 GTB Fiorano F1**
- 1 x **Ferrari 612 Scaglietti F1**



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### **Morning**

h. 09.00: Welcome coffee in the beautiful surroundings of the location chosen as the starting point of the Ferrari Experience, 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 F430 F1, Ferrari F430 Spider F1, Ferrari 430 Scuderia F1, Ferrari 599 GTB Fiorano F1, Ferrari 612 Scaglietti F1) 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.

To better handle the group, the guests will be split in 2 groups, named IMOLA and MONZA, of 20 people each. While the IMOLA group is driving the Ferraris, MONZA guests will be transferred by shuttle.





### **GROUP IMOLA:**

#### *Morning*

- Driving personally the Ferraris to Maranello (Route: Milan, Piacenza, Parma, Modena, Maranello)
- Visit of the Ferrari Store in Maranello
- Lunch with MONZA group at "Il Cavallino" restaurant, in front of the factory

#### *Afternoon*

- Visit of the Ferrari Gallery/Museum in Maranello
- Transfer by shuttle to Milan

### **GROUP MONZA:**

#### *Morning*

- Transfer by shuttle to Maranello
- Visit of the Ferrari Store in Maranello
- Lunch with IMOLA group at "Il Cavallino" restaurant, in front of the factory

#### *Afternoon*

- Visit of the Ferrari Gallery/Museum in Maranello
- Driving personally the Ferraris to Milan (Route: Maranello, Modena, Parma, Piacenza, Milan)

Before the departure by Ferrari, our Tour Director will hold a second complete briefing in the nearness of the cars with the guests on board.

- The Ferrari driving experience



**h. 09:30: Departure by Ferrari for Maranello.**

In the morning IMOLA group will drive the Ferraris for a first approach to the Prancing Horse on the beautiful roads of the Pianura Padana. While IMOLA group drives the Ferraris, MONZA group will be transferred by shuttle.





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.

- On route: halt to allow swap between drivers and passengers at the wheel of the latest born in Maranello.
- h. 12.30: Arrival in Maranello, and visit to the Ferrari Store.



Lunch in Maranello. Restaurant suggestion: *Il Cavallino* (OPTION), located in front of the Ferrari factory.

### **Afternoon**

- After lunch, visits to the Ferrari Gallery / Museum, the Ferrari store, and the roundtrip of the Maranello complex. The guests will have the opportunity to visit the whole Ferrari complex in Maranello during a sightseeing tour by shuttle. The circuit includes the Fiorano test track, the factory, the wind gallery...



Departure by Ferrari for Milan following the highway.

MONZA Group will be driving the 10 Ferraris, while IMOLA guests are transferred by shuttle.

- h. 18.00: Arrival in Milan 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 400 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:**

- 3 x **Ferrari F430 F1**
- 4 x **Ferrari F430 Spider F1**
- 1 x **Ferrari 430 Scuderia F1**
- 1 x **Ferrari 599 GTB Fiorano F1**
- 1 x **Ferrari 612 Scaglietti 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.*

## The top ten advantages of Red Travel Ferrari events

- 1** Red Travel provides the full range of all the latest Ferrari models (Ferrari F430 F1, Ferrari F430 Spider F1, Ferrari 599 GTB Fiorano F1, Ferrari 612 Scaglietti F1), including the limited edition Ferrari 430 Scuderia F1, just released in 2008. During the events, our guests will have the exclusive opportunity to test all Ferrari models in the best roads of Italy.
- 2** Red Travel Tour Director, an expert Ferrari driver, together with his highly skilled staff, offers a competent introduction on how to drive the various Ferraris and answers all the questions on those exceptional cars; Red Travel incentives/events are full brand experiences that aim at transmitting you our passion for the Cavallino.
- 3** Red Travel incentives/events are based on complex and extremely efficient logistics transferable to any location previously studied and approved, as well as almost invisible to the guest: parking, cleaning, refilling, technical assistance, communication by walkie-talkie. Special authorization to enter city centres, normally interdicted to cars, will allow our guests to park their top cars right in the heart of the towns we visit.
- 4** The logistical problems are managed by a specialised team that uses 4 assistance cars for assisting you in all possible situations, all day long, in order to guarantee total safety and maximum driving pleasure during the tours. First assistance will be granted by our mechanics.
- 5** Red Travel incentives/events are served by the perfect knowledge of the itineraries and the roads specifically adapted to sports-car-driving, providing unique emotions, offering breathtaking panoramas and ensuring maximum security.
- 6** All cars used during Red Travel incentives/events have insurances and are equipped with GPS anti-theft system.
- 7** Red Travel incentives/events are enhanced by the use of communication tools designed in collaboration with an international communication agency: programmes, posters, personalised cards + 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 from beginning to end; a DVD with high-resolution pictures is offered to each participant at the end of the incentive/event.
- 9** Red Travel provides a full expertise on the Italian luxury area, backed by innumerable contacts with the industries' top brands.
- 10** Red Travel Ferrari events have been successfully experienced by top companies such as Nokia, Siemens, Toshiba, McKinsey, JP Morgan, Continental, Martini & Rossi, IBM, and many others.