

Press Release - March 2006

## Italy by Ferrari - The Way to Travel

*Red Travel* has established itself as a major player in the distinctive travel industry with unique experiences designed for a selected international clientele. Its novel approach combines the very finest of the Italian Lifestyle (hotels, gastronomy, fashion, shopping) with thrilling self-drive Ferrari tours. Driving on the most dazzling roads of Lazio, Umbria and Tuscany through the picturesque landscapes of central Italy: that's art & emotions in the *Cavallino's* own country!

Discover the ancient splendour of the Peninsula's great cities as well as the charm of its smaller, hidden gems. Places of universal renown, but also places whose secrets need to be unveiled.

*Red Travel* has enriched its 2006 offer with a range of brand new journeys:

### **Ferrari Rome & Tuscany Experience**

- 1 day (Rome-Val d'Orcia-Rome)
- 2 days (Rome-Siena-Rome)
- 3 days (Rome-Florence- Rome)
- 4 days (Rome-Florence- Rome)

### **Ferrari Red Style Tour**

- 8 days (Rome-Florence- Rome)
- 5 days (Italian spot of your choice & Tuscany by Ferrari)
- 5 days (European city of your choice & Tuscany by Ferrari)

Among the numerous magnificent Italian spots: Milan, Venice, Lake Como, Lake Garda, Torino & the Piedmont region, Portofino & the Liguria coast, the Emerald coast & Sardinia, Napoli & the Amalfi coast, Taormina & Sicily.

Luxurious stays in Paris, London, Barcelona or the French Riviera (Cannes & Monte-Carlo) are other tempting possibilities.

All tours may be tailored to your requirements, possibly including yachting, golfing, transfers by private jet as well as visits to most exclusive locations (wine estates, castles, etc.). Luxury, glamour and a long red emotion!

During each tour our guests are part of a real Ferrari team, having the possibility to personally drive the latest Ferraris from our exceptional cars portfolio:

- **Ferrari F 430 F1 Spider**
- **Ferrari 599 GTB Fiorano F1**
- **Ferrari 612 Scaglietti F1**

The competent and discreet *Red Travel*-staff provides essential support for the various aspects of your tour.

- The *Tour Director* leads the way in his *Alfa Romeo Spider*, leaving you free to enjoy the drive while he plans the best itinerary. He's a Ferrari expert and will let you into the *Cavallino's* soul.
- Your luggage will be in the safekeeping of the *Security Manager* and his VIP shuttle; you'll find it awaiting you in your hotel room.
- The *Art & Leisure Director* is available to help you get the most out of your stay, wherever you are.



### **Five Star Diamond Award 2005**

***"One of the most innovative and glamorous travel experiences worldwide".***

For further information and details, please contact us:

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