



## 1-Day Florence & Tuscany Ferrari Event

*Sample programme, 40 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 488 Spider, Ferrari Portofino, Ferrari California T) 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: [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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## FERRARI EXPERIENCE ON THE CHIANTIGIANA ROAD TO SIENA

### **Morning**

Birthplace of the Renaissance, Florence is a jewel in Italy's crown with architectural treasures literally around every corner. The capital of Tuscany plays host to some of the world's most beautiful museums and galleries housing works of art by da Vinci, Michelangelo, Giotto and Botticelli. The city of Lorenzo the Magnificent, Dante and Brunelleschi is truly full of magic.

- Private transfer to the Villa selected by Red Travel as the start location of the Ferrari Experience.
- 09.00: Upon arrival at the Villa, guests will be served a welcome coffee in the beautiful surroundings of the Villa, whilst enjoying a stunning Ferrari display 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 488 Spider, Ferrari Portofino, Ferrari California T) and the engines (new 8-cylinder turbo) 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 MODENA and MONZA, of 20 people each. While the MODENA group is driving the Ferraris, MONZA guests will be transferred by shuttle bus to Siena.

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







**GROUP MODENA:**

- Drive by Ferrari to the Chianti area, halt for a coffee, and drive by Ferrari to Siena in the morning
- Lunch with MONZA group in Piazza del Campo, Siena's main square, and visit of Siena
- Transfer by shuttle to Florence in the afternoon

**GROUP MONZA:**

- Transfer by shuttle to Siena and visit of the town in the morning
- Lunch with MODENA group in Piazza del Campo, Siena's main square
- Drive by Ferrari to the Chianti area, halt for a coffee, and drive by Ferrari to Florence in the afternoon

**Ferrari driving experience**

**09.30: Departure by 10 Ferraris towards Siena (MODENA group)**

After the departure from Florence, MODENA group will drive the Ferraris for a full day on the beautiful roads of Tuscany, in the direction Siena. MONZA group will instead be transferred directly to Siena.

Our Tour Director leads the convoy at the wheel of his Alfa Romeo Giulia, 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 Ferrari driving day includes several stop to let driver and passenger switch at the wheel of the Ferrari, if they wish to. 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 for MONZA group by shuttle bus.

Siena is 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.

Time at disposal for MONZA group to visit Siena.

12.30: Arrival in Siena for MODENA group by Ferrari



Lunch in Siena - Restaurant suggestion: **Al Mangia**, located in Piazza del Campo, Siena's main square.

### **Afternoon**

- After lunch, time at disposal for MODENA group to visit the town.

15.00: Return to Florence by 10 Ferraris for MONZA group, along the magnificent Mille Miglia route

The Ferraris drive towards Florence, along the famous Mille Miglia route that 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 en route for MONZA group for a coffee and to allow the switch between drivers and passengers.
- 16.30: Transfer by shuttle bus to Florence for MODENA group.
- 18.00: Arrival at the Villa for both groups and the end of the day's activities.

**Guests can drive the Ferraris for up to 100 km during the day**





## Highlights & Included Services

- 10 Ferraris (latest models)
- Delivery and pick-up of all cars at the starting/arrival location
- Full Ferrari briefing
- Welcome coffee at the briefing
- Red Travel staff (8 people) including our private Tour Director with his Alfa Romeo Giulia plus three additional support cars
- 14 powerful radios. Guests are always in contact with Red Travel staff through a mobile radio system
- Full-kasko car insurance for all 14 cars (10 Ferraris plus 4 support 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; a master DVD with high-resolution images will be provided after the event

### *Not included*

Airfare, transfers, fuel, lunch and drinks, everything not expressly shown as “included services”.

***Red Travel car portfolio, 10 Ferraris among the following models:***

- ***Ferrari 488 Spider***
- ***Ferrari Portofino***
- ***Ferrari California T***



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.





## THE TOP FIVE ADVANTAGES OF RED TRAVEL FERRARI EVENTS

- 1** Red Travel offers the full range of all the latest Ferrari models (Ferrari 488 Spider, Ferrari Portfino, Ferrari California T). 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 sports-car 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 events are full brand experiences that aim to transmit to our guests, our passion for the Cavallino.
- 3** Red Travel 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. Any problem is managed by our specialised team (including our own mechanics) using 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. All cars used during Red Travel events are fully insured and are equipped with GPS anti-theft systems.
- 4** 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.
- 5** Red Travel Ferrari events have also been successfully experienced by prestigious companies such as Nokia, Siemens, Toshiba, LG, Sony-Ericsson, McKinsey, JP Morgan, Fibanc, Alfa-Bank, Siam Commercial Bank, Credit Suisse, FNB, Reckitt-Benckiser, Johnson&Johnson MED, Lufthansa, Danone, Kraft, YPO, Continental, Martini & Rossi, Microsoft, IBM, and many others.

