



## 1-Day Florence & Tuscany Ferrari Event

*Sample programme, 80 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 SAN GIMIGNANO

### **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.

- Transfer to the Villa selected by Red Travel as the start location of the Ferrari Experience (for the guests driving in the morning) or meeting with your guide for a private walking tour of Florence (for the guests driving in the afternoon).
- 08:30: 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 4 groups, named MODENA, MONZA, MARANELLO and FIORANO of 20 people each. While the MODENA and MONZA groups drive the Ferraris during the morning, MARANELLO and FIORANO and guests will enjoy a private guided visit of Florence.

- 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 San Gimignano, visit of San Gimignano and transfer by shuttle to Florence in the morning
- Lunch at the villa
- Visit of Florence in the afternoon

**GROUP MONZA:**

- Transfer by shuttle to San Gimignano, visit of San Gimignano and drive by Ferrari to Florence in the morning
- Lunch at the villa
- Visit of Florence in the afternoon

**GROUP MARANELLO:**

- Visit of Florence in the morning
- Lunch at the villa
- Drive by Ferrari to San Gimignano, visit of San Gimignano and transfer by shuttle to Florence in the afternoon

**GROUP FIORANO:**

- Visit of Florence in the morning
- Lunch at the villa
- Transfer by shuttle to San Gimignano, visit of San Gimignano and drive by Ferrari to Florence in the afternoon

**Ferrari driving experience**

09.00: Departure by 10 Ferraris for San Gimignano (MODENA group)

The groups will drive the Ferraris for a full day on the beautiful roads of the Chianti area.

After the departure from Florence, MODENA group will drive the Ferraris on the beautiful roads of Tuscany, in the direction of San Gimignano. MONZA group will instead be transferred directly to San Gimignano by shuttle bus.



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.

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.

Halts on route will allow driver and passenger to switch at the wheel of the Ferrari, if they wish to.

- 10:00: Arrival in San Gimignano by shuttle bus for MONZA group.

San Gimignano rises on a hill (334m high) dominating the Elsa Valley with its more than 7 medieval towers. Once the seat of a small Etruscan village of the Hellenistic period (200-300 BC) nowadays it's part of Unesco Heritage.

Time at disposal for MONZA group to visit San Gimignano.

- 10:45: Arrival in San Gimignano by Ferrari for MODENA group.

Time at disposal for MODENA group to visit San Gimignano.

#### 11:15: Departure by 10 Ferraris for Florence (MONZA group)

After the departure from San Gimignano, MONZA group will drive the Ferraris on the beautiful roads of Tuscany, in the direction of Florence. MODENA group will instead be transferred directly to Florence by shuttle bus.

- Arrival for both groups (MODENA and MONZA) in Florence and meet with the other participants.



13:00: Lunch at the gourmet restaurant of the **Villa**.





### **Afternoon**

- As in the morning, while the MARANELLO and FIORANO groups drive the Ferraris during the afternoon, MODENA and MONZA guests will enjoy a private guided visit of Florence.

#### **14.00: Full Ferrari briefing for MARANELLO and FIORANO group**

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

#### **14.30: Departure by 10 Ferraris for San Gimignano (MARANELLO group)**

After the departure from Florence, MARANELLO group will drive the Ferraris on the beautiful roads of Tuscany, in the direction of San Gimignano. FIORANO group will instead be transferred directly to San Gimignano by shuttle bus.

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!

- 15.30: Arrival in San Gimignano by shuttle bus for FIORANO group.

Time at disposal for FIORANO group to visit San Gimignano.

- 16.00: Arrival in San Gimignano by Ferrari for MARANELLO group.

Time at disposal for MARANELLO group to visit San Gimignano.

#### **16.15: Departure by 10 Ferraris for Florence (FIORANO group)**

After the departure from San Gimignano, FIORANO group will drive the Ferraris on the beautiful roads of Tuscany, in the direction of Florence. MARANELLO group will instead be transferred directly to Florence by shuttle bus.

- 18.00: Arrival for both groups (MARANELLO and FIORANO) in Florence at the Villa.

**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.

