



Press Release 2008

## Italia in Ferrari - indulgence yourself

Jaded tourism palate? Hungover from boring holidaymaking? Then step this way and into your personal **Ferrari** for a sumptuous self-drive tour of Lazio, Umbria, Tuscany and the northern Lakes. Now feel the adrenaline roar through your body as your toe dips on the accelerator, the rev counter twitches, and you prepare for pit-stops at Michelin star restaurants and five star hotels.

Launched in 2004, Red Travel's unique Italia in Ferrari tours attracted immediate attention, winning the **2005 Five Star Diamond Award** from *The American Academy of Hospitality Sciences*. "The most innovative and glamorous travel experience worldwide" was how the *Academy* described the personalised approach that Red Travel offers its clients.

This is a concept that would have been familiar to aristocratic visitors in centuries past on their grand tour of Italy. And you will be able to see the many works of art and architectural gems that inspired them to return to their own country with grand designs in the classical tradition. As with the grand tour of old, you'll have an experienced and very knowledgeable guide to those treasures, as well as to the best in shopping - whether along the up-market piazzas or down the little-known lanes of Pisa, Siena and Assisi.

The tour manager leads the way in an *Alfa Romeo*. After a familiarisation briefing the tour begins. Bring as much luggage as you like. It will be transported separately and waiting for you in your hotel room each evening when you arrive. Simply leave your Ferrari outside the hotel entrance.

It will be ready the next morning, cleaned and refuelled. Tours usually last from two to eight days but, once again, Red Travel gives clients the option to extend that in order to take in additional locations.

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

**Ferrari 430 Scuderia F1 • Ferrari F430 Spider F1 • Ferrari 599 GTB Fiorano F1 • Ferrari 612 Scaglietti F1**

And all this comes against the back-drop of stunning countryside, where the rolling hills and twisting roads provide a stimulating challenge to drivers.

As a gift for a loved-one whose love for Ferraris is as yet unrequited; as a trip for family or friends; or as a business incentive, Italia in Ferrari is a prospect that makes eyes widen and the heart beat faster.

For the new 2008 tourist season, Red Travel has come up with a brand-new website ([www.red-travel.com](http://www.red-travel.com)), where you can find useful info for your tours and incentives, as well as meet splendid shots of Ferraris in the complete Ferrari Photogallery.

Red Travel has further on enriched its 2008 programme for leisure, incentive and corporate travel, offering forthwith different brand new Ferrari-tours, including:

- Tailor-made incentives & corporate events
- Departures from Florence, Rome, and Milan, both for Individuals Tours and Incentives & Corporate Events

Italia in Ferrari is a private indulgence, tell us where you would like to go and what it will please you to see and do, we will tailor your holiday on your requests.



**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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