



Press Release 2010

Italia in Ferrari - indulge 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, the Northern Lakes, Sicily and Sardinia. 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 or seven star hotels.

Launched in 2004, Red Travel's unique Italia in Ferrari tours attracted immediate attention, winning in 2005 and again in 2008 **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.

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 car portfolio:

Ferrari 458 Italia • Ferrari California • Ferrari 430 Scuderia • Ferrari 599 GTB Fiorano • Ferrari F430 Spider

And you can also choose Italian luxury brands Lamborghini and Maserati among our top car portfolio.

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.

To be always up-to-date, Red Travel is continuously renovating its website (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.

On Red Travel website you can already find all 2010 programmes for leisure, incentives and corporate travels, 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 and 2008

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

For further information and details, please contact us:

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