



PRESS RELEASE 2014

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 and the Northern Lakes district.

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, being consequently awarded by The American Academy of Hospitality Sciences as the "The most innovative and glamorous travel experience worldwide".

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 Speciale • Ferrari 458 Spider • Ferrari 458 Italia
Ferrari California • Ferrari F12 Berlinetta • Ferrari FF***

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 2014 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

Red Travel has just introduced in its activities' portfolio a new Incentive opportunity, a fun team-building activity, Ferrari "Time Speed Distance" Competition, for your best providers or clients to challenge in complete safety! Contact us for further information.

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.