



Press Release, March 2008

The colour of glamour is red... Ferrari red! *Experience the thrill of driving your Ferrari on the best roads of Italy with Red Travel*

Jaded travel palate? Tired of the same old boring holidays? Then step this way and into your personal Ferrari for a sensational self-drive tour of Lazio, Umbria, Tuscany and the Northern Lakes. Feel the adrenaline rush through your body as your foot dips on the accelerator, the rev counter twitches, and you anticipate luxurious pit-stops at Michelin starred restaurants and five star hotels.

Discover the secrets of Brunello di Montalcino as guests of the oldest wine producer in Tuscany. Travel the panoramic back roads that wind through Siena's breathtaking countryside. Enjoy an aperitif on the balcony of an historic private palazzo in the very heart of Florence.

Take your pick of the latest Ferrari models

Drive a Ferrari 430 Spider F1 today, a 612 Scaglietti F1 tomorrow, and a 599 GTB Fiorano F1 the day after, with the exceptional privilege of motoring right into the historic centres of the most beautiful cities in Italy. And, if you are a true car aficionado, you might like to choose the brand-new, limited edition Ferrari 430 Scuderia F1, the latest masterpiece born in Maranello.

All this and more, is offered to discerning holidaymakers by Red Travel, a tour operator specialising in ultra luxurious tours with unique programmes.





The ultimate indulgence!

Designed for an elite clientele and born of the passion for excellence that is synonymous with the affirmation 'made in Italy', Red Travel tours feature truly glamorous itineraries; unforgettable experiences, set against the backdrop of the stunning Tuscan countryside, where the rolling hills and twisting roads provide a stimulating challenge to drivers.

As a gift for a loved one whose passion for Ferraris is as yet unrequited; as a special trip for family or friends, 'Italia in Ferrari' is the ultimate treat - one that makes eyes widen with delight and the heart beat faster.

An unforgettable experience

"Our philosophy", explains Andrea Levy, founder and Director of Red Travel, "is to create tours that are exclusive and unique – totally unforgettable experiences that would be hard to repeat. Indeed, how else could you enjoy the luxury of personally driving all of the latest Ferrari models in such a short space of time?"

We offer this unique opportunity to our clients (both private and business) as part of a dream vacation combining relaxing stays in fabulous luxury hotels, dining in Michelin three star restaurants and the best of everything that Italian cities offer in terms of art and culture, wine and cuisine. Not to mention personalised shopping trips to haute couture boutiques coordinated by Red Travel's Tour Director! You only have to ask and Red Travel will make it happen for you. 'Italia in Ferrari' is a personal indulgence; tell us where you would like to go and what you would most like to see and do, we will tailor your holiday to your exact requirements."



Commencing in 2008 and thanks to a partnership with the most prestigious 5-star luxury hotels in Italy, the latest extension to Red Travel's service is to offer the opportunity to experience the thrill of a One Day Ferrari Tour, arranged directly by the concierge of your own hotel.

For Red Travel's many foreign clients, the most requested itinerary explores Tuscany, whose gentle hills and spectacular landscape make for one of the most evocative driving experiences imaginable. But other elegant destinations are also very popular, such as the lakes of Northern Italy, Umbria, and an exciting new route along the Emerald Coast.

"It is of course possible to create customised itineraries throughout Italy, based on our client's specific preferences and interests" Andrea Levy continues, "because each of our clients is unique and special - just like our tours!"

Red Travel[®]
ITALIA IN FERRARI

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