

Press Release - March 2006

Italy by Ferrari Events - The Kick of Glamour

Red Travel has established itself as a major player in the MICE industry with unique incentives & events designed for top international companies. Its novel approach combines the very finest of the Italian Lifestyle with thrilling self-drive Ferrari tours. Driving on the most dazzling roads of Lazio, Umbria and Tuscany through the picturesque landscapes of central Italy: that's art & emotions in the *Cavallino's* own country!

Discover the ancient splendour of the Peninsula's great cities as well as the charm of its smaller, hidden gems. Places of universal renown, but also places whose secrets need to be unveiled...

Red Travel's 2006 season highlights new exciting event typologies, all of them perfectly integrating the various possibilities offered by each exclusive location:

- 1-day Ferrari Events
- 3-day Ferrari Events
- 1-day Ferrari & Alfa Romeo Track Racing events

A Ferrari experience is combined with several options, ranging from cultural programmes (visits to museums, galleries, etc.) to wellness (spa treatments, beauty farm, etc.) and leisure activities (fashion, shopping, yachting, golfing, water skiing...).

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

- **Ferrari F 430 F1**
- **Ferrari F 430 F1 Spider**
- **Ferrari 599 GTB Fiorano F1**
- **Ferrari 612 Scaglietti F1**

We are able to manage restricted groups (6 persons) as well as larger ones (up to 60 people), for 1- to 4-day journeys or events. Since each group possesses its own characteristics, *Red Travel* designs tailor-made solutions that fit these specific requirements best.

Top companies like *Siemens*, *Nokia*, *Martini & Rossi* and many others have already successfully participated.

Red Travel has the know-how to provide highly motivational and gratifying experiences for top managers and important customers. *Red Travel* also transmits the emotional kick completing successful meetings, conventions and seminars. Your company could be the next...



Five Star Diamond Award 2005

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

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