



Press Release, October 2008

FERRARI & LAMBORGHINI ON TRACK: The Ultimate Driving Experience

Red Travel, tour operator specialised in the organisation of top car events, in association with ASC, managers of the Automotive Safety Centre of Vairano and the *GuidaSicura* (Safety Driving) Driving School of *Quattroruote*, are pleased to present *The Ultimate Driving Experience*, a completely new Incentive product aimed specifically at top flight companies - a unique full day event based at the ASC track at Vairano, just south of Milan.

The Vairano track is used by prestigious Italian auto magazine *Quattroruote* to test all the latest Ferrari and Lamborghini models belonging to the *Quattro Secondi* (Four Seconds) club; those sports cars capable of accelerating from 0 to 100 Km/h in less than 4 seconds!

Following theoretical and practical training from the highly qualified instructors of the ASC *GuidaSicura* Driving School of *Quattroruote*, guests will be able to personally drive such fantastic models as the Ferrari 430 Scuderia, the Ferrari 599 GTB Fiorano F1 and the Lamborghini Gallardo LP 560-4 E-Gear, all provided by Red Travel. The ASC experts will be on hand throughout the day to offer advice and guidance.

This exclusive driving experience is targeted at company groups and is flexible from a minimum of 16 to a maximum of 48 people. It is designed to enable participants to learn how to handle high-performance sports cars from the top Italian manufacturers, in complete safety.



The Ultimate Driving Experience, exclusive Incentive programme for leading companies, has been created as the perfect, powerful retention tool for major clients as well as a worthy reward or team building event for valued personnel.

This experience can also be offered with the following alternatives:

- Ferraris only
- Ferraris and Lamborghinis
- Top of the range Ferraris, Lamborghinis, Porsches, and KTM X-Bow

At the end of the day, all participants will be presented with an attendance certificate as a souvenir of a truly memorable occasion.

Several circuits will be used during the driving experience:

- Handling: a 3-km circuit with various radius curves used for handling and stability tests
- Piazzale GuidaSicura: an area of 17,000 SM that can be completely soaked, to simulate low-grip road conditions
- Performance straight: a 2-km straight, used to test a range of vehicle performances such as acceleration, braking, top speed, aerodynamics. This straight, unique in Europe, is approved by the FIA for Formula 1 tests.



The Vairano complex includes a Congress Centre, based in restored 18th-century buildings, which can host up to 200 people in fully equipped classrooms for incentive programmes, team builders and conventions.

During 2009, there will be 8 weekends from May to October available for companies to enjoy this exciting programme.

As a highly experienced tour operator, Red Travel can also provide other deluxe services such as hotel and restaurant reservations in prestigious locations, transfers to and from the Vairano track, the hotels, airports, etc.

Red Travel

Red Travel has been organising incentive travel and unique company events since 2004; designed specifically to reward the international top management or most valued clients of leading companies.

Red Travel events are based on the twin concepts of uniqueness and exclusivity and are characterised by their use of prestigious Italian cars.

Leading companies such as Nokia, Siemens, Martini & Rossi, Lufthansa, Jp Morgan, Toshiba, Credit Suisse, Microsoft, etc. have already chosen Red Travel events and incentives.

ASC

In operation since 1996, ASC manages the Automotive Safety Centre of Vairano and the *GuidaSicura* (*Safety Driving*) Driving School of *Quattroruote* (cars, trucks, off-roaders), with the aim of promoting a road safety culture by means of training, information, awareness, research and development.

As well as incentive and team building activities, *GuidaSicura Quattroruote* offers courses chosen by medium to large companies to train their employees in work safety and health in the workplace regulations.

ASC has subscribed to the European Road Safety Charter.



Highlights & included services

- Exclusive driving experience on the ASC Vairano track, with the latest models from the top Italian sports cars manufacturers
 - Expert ASC track instructors at the group's disposal for a whole day
 - Driving briefing before practice
 - Fuel and insurance for all vehicles used during the event
 - 2 x Red Travel personnel
- Upon request: Photographic/video service (a high-resolution DVD will be given to each participant at the end of the event as a souvenir of the track experience)

Dates available during 2009:

- Saturday 23rd May
- Saturday 20th June
- Saturday 27th June
- Saturday 4th July
- Saturday 25th July
- Saturday 19th September
- Saturday 26th September
- Saturday 17th October
- Sunday 24th May
- Sunday 21st June
- Sunday 28th June
- Sunday 5th July
- Sunday 26th July
- Sunday 20th September
- Sunday 27th September
- Sunday 18th October

Red Travel car portfolio

- **Ferrari 430 Scuderia**
- **Ferrari 599 GTB Fiorano F1**
- **Lamborghini Gallardo LP 560-4 E-Gear**



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