



A FERRARI AS UNIQUE AS YOU ARE

by Corrie Pelc

Ever get frustrated with the interior and exterior offerings of car manufacturers -- why can't I get those color seats with that color carpeting? Or ever wish you could get funky with different materials for the dashboard and other interior components that's not just plastic looking or fake wood trim?

Well, if a Ferrari is in your budget, this may be your lucky day. Early last year, Ferrari launched its Tailor Made program, which allows customers to literally build the Ferrari of their dreams that matches their personality and unique taste. Clients can put their personal stamp on every aspect of their car, from colors to materials to accessories.

The program is a throw-back to the 1950s and 1960s when Ferrari purchasers could select every color and fabric used in their car. Customers can choose from three different collections.

The Classic collection focuses on a modern yet classic look, using materials such as vintage leather and velvet, plus chroming and stitching details. An example of the Classica style is the 375 MM "Rossellini" that had been built for Ingrid Bergman, featuring luxurious materials like leathers, cashmere and teak.

The Scuderia collection is all about Ferrari's racing history, and here customers can choose carbon fiber trim, matte metals and technical fabrics to add to their car. Or perhaps you'd like a car modeled after Nicki Lauda's world championship-winning Ferrari 312 T?

And the Inedita collection focuses on experimentation. For example, imagine a Ferrari completely trimmed in denim, or matte or two-tone exterior coloring using carbon fiber and Kevlar.

Images Courtesy of Ferrari

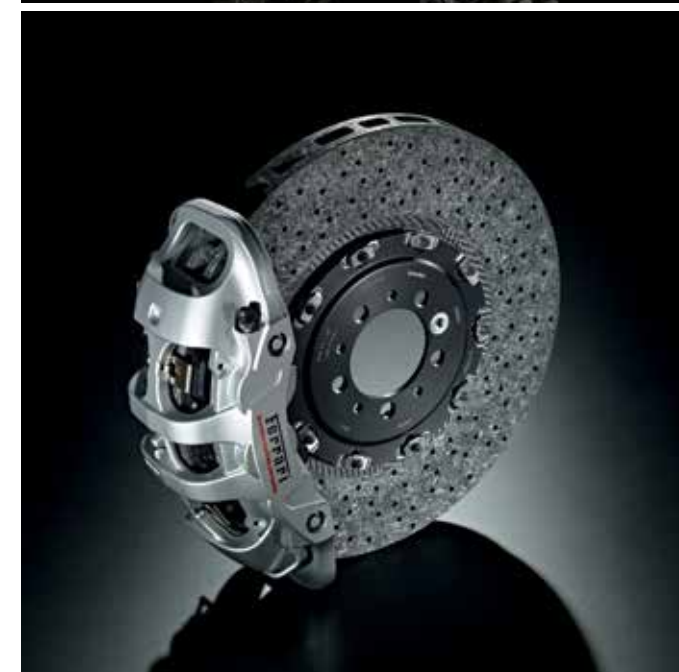


Images Courtesy of Ferrari

Through the customization process, clients are guided in their selections by a professional Ferrari designer who helps ensure that not only are all the pieces going to look good together, but also that the car stays agreeable with the Ferrari brand. According to Ferrari, clients of the Tailor Made program even have the chance to go to Maranello, Italy to see their possible selections up close and experience how they feel and look in person. Customers can even suggest other fabrics and materials that Ferrari has yet to add to their line-up.



Then once the buyer is satisfied with the choices they have made for their new Ferrari, they can track the entire process as the experts get to work building the car. If the buyer desires, he or she can even pick up their car in Maranello once it's done.



For more information about Ferrari's Tailor Made program visit <http://tailormade.ferrari.com/tailormade>.