Ferrari's 60th Anniversary: Miami is first U.S. stop on marathon round the world relay

by Bend_Weekly_News_Sources

The marathon relay celebrating Ferrari's 60th anniversary arrived in the United States this morning. Sixty Ferrari owners gathered at The Collection, Ferrari's authorized dealership in Miami, and drove from the dealership to the Homestead - Miami Speedway where the season opener for the 14th annual Ferrari Challenge was taking place. At the speedway the owners celebrated 60 years of Ferrari passion with a ceremonial parade lap around the track cheered on by thousands of spectators.

The relay involves over 10,000 Ferrari owners and their cars of all ages. They act as symbolic "bearers" of a specially commissioned relay baton adorned with 60 badges of symbolizing the most extraordinary events in the Marque's 60-year history.

Toscan Bennett, of Ferrari North America, Inc. (right) and Ken Gorin, owner of THE COLLECTION in Coral Gables, showcase Ferrari's symbolic baton for the U.S. kick-off of a global relay event marking the brand's 60th anniversary. The uniquely designed baton will travel more than 14,000 miles, across four continents, during the 20-day relay event -- more than 10,000 Ferrari owners globally will partake in the festivities. (PRNewsFoto/Ferrari North America)

The relay started in Abu Dhabi and made its way across the Middle East to China, Japan, Australia and South Africa before arriving in the United States. Next the relay will move to Brazil and Mexico before returning to North America where it will make stops in San Francisco, Los Angeles, Toronto, Montreal before its last U.S. stop going from New York to Washington D.C. Then the relay will move to all main European countries before arriving at the Ferrari factory in Maranello, Italy on June 23rd?

The Relay Baton

The relay baton was designed and created to symbolize Ferrari's history and is topped by a dazzling platinum and diamond Prancing Horse made by Damiani. It also features 60 enamel symbols designed by the Intesta e D'Adda, Lorenzini, Vigorelli and BBDO advertising agencies, and the creative talents Allessando Migliorini of Area Creativa, Marco Morosini, Enzo Naso of the eponymous studio and Wolfgang Seidl of Seidldesign.

60 Unique Ferraris

As part of its 60th anniversary celebrations, Ferrari will build a series of 60 truly unique cars. These will be based on the 612 Scaglietti, the Prancing Horse's range-topping Granturismo which combines handcrafted trim, state-of-the-art accessories and meticulous attention to detail.

The cars will be offered with a two-tone livery in a combination of classic Ferrari colors as used on some of the Prancing Horse's most memorable models. The interior appointments will feature sophisticated color combinations and a stunning new-generation electrochromic glass roof, itself a major innovation. The degree of opacity of the roof, in fact, can be adjusted to suit the occupant's requirements. To underline the exclusivity of this series of one-offs, each example will also boast an enameled symbol set on the central tunnel representing one of the 60 historic events chosen to celebrate the Marque's anniversary. The result is a true collector's car aimed at Ferrari's most dedicated clients.

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