

FERRARI POP-UP STORE LAUNCHES IN SHANGHAI TO MARK ASIA DEBUT OF F8 TRIBUTO

Scritto da Administrator

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The world's leading Italian luxury sports car brand #Ferrari launches its experiential pop-up store in Shanghai to host the Asia Premiere of the #f8tributo, the new mid-rear-engined sports car representing the highest expression of the classic two-seater Berlinetta of the Cavallino Rampante.

As an all-new concept in #Ferrari history and following a whirlwind of successes in Beijing, Ningbo and Sanya last year, the latest #Ferrari pop-up store arrives at the high-fashion city landmark – Plaza 66 in Shanghai, from April 14th to 20th to showcase the new #f8tributo, which was revealed at the Geneva Motor Show in early March. This Asia debut is a testament to the confidence of #Ferrari in the Chinese market and long-standing commitment to providing #Ferrari owners and fans in China with the most thrilling driving experiences.

Equipped with the most powerful V8 engine for non-special series model in #Ferrari history, the #f8tributo sets the market benchmark for performance, driving pleasure and ease of handling with an impressive 720 cv and a record specific power output of 185 cv/l, achieving new heights not just for turbos, but for engines across the board.

Designed by the #Ferrari Styling Centre, the #f8tributo features state-of-the-art aerodynamics, integrating innovations and engineering expertise directly from the racetrack. Several design features have been incorporated to enable full exploitation of the powerful V8 engine, such as an improved cooling system to help regulate engine heat with rearward-angled front radiators and dynamic engine air intakes positioned either side of the spoiler instead of the rear flanks. Exceptional handling is also optimised thanks to a new version of the #Ferrari Dynamic Enhancer (FDE+) which can be activated in the manettino's RACE position for the first time, resulting in one of the fastest, most thrilling and communicative supercars ever built. The starting price of the #f8tributo is RMB 2,988,000.

Joining the #f8tributo on display are the 812 Superfast and Portofino. The #Ferrari 812 Superfast is the latest V12 from #Ferrari and the fastest production car the brand has ever released. The #Ferrari Portofino offers an elegant, versatile convertible with a retractable hard top that combines extraordinary performance with superb style. It is the perfect combination of luxury, versatility and on-board comfort.

The pop-up store also showcases a Tailor-made #Ferrari GTC4Lusso T, the sporty and

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versatile V8-engined four-seater car that is ideal for everyday driving as well as weekend getaways. #Ferrari Tailor-made is the exclusive #Ferrari #service for customers who wish to customise each element of their car for a perfect fit, creating a unique, one-of-a-kind car that reflects their personality and taste. Dedicated to this special occasion, the tailored #Ferrari GTC4Lusso T is coated in Grigio Coburn, setting out its tri-colour Italian racing stripe. The interior features a classical crimson-black decor, with crimson leather seats in the front, and black leather in the rear, giving a full embodiment to Ferrari's DNA – innovation, elegance, racing, heritage, sportsmanship and passion.

Reflecting on the Asia Premiere of the #f8tributo, Mr. Enrico Galliera, Chief Marketing and Commercial Officer of #Ferrari S.p.A., commented: "With the V8 winning 'Best Engine' in the International Engine of the Year awards for three consecutive years, and title of 'Best of the Best' of the last two decades, the #f8tributo sets a new benchmark for performance driving and delivers unparalleled levels of exhilaration to our #Ferrari owners and fans in China. We are truly excited about the Asia premiere of this new V8 sports car here. It comes as a strong testament to our long-term commitment to bringing the pinnacle of Italian #excellence to China through extraordinary products, unique experiences and tailor-made services."