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## MARANELLO, THE FERRARI MECCA

*"It is my opinion that there are innate gifts that are a peculiarity of certain regions and that, transferred into industry, these propensities may at times acquire an exceptional importance... In Modena, where I was born and set up my own works, there is a species of psychosis for racing cars." - Enzo Ferrari*

Included in the **Emilia-Romagna** region, **Maranello** lies approximately 16 km south of **Modena** and 140 km north west of [Florence](#); best known for being the **home of world famous Ferrari S.p.A.** and the Scuderia Ferrari Formula 1 racing team, the town also houses the [Official Ferrari Museum](#) which attracts over 240.000 visitors each year. Besides the **largest collection of Ferraris**, the Galleria also boasts publications, films, huge screens and interactive tools such as the **opportunity to turn into a Formula 1 driver on board of a semi-professional simulator**. The exhibition area is spread over 6 halls and includes the official Ferrari store, two professional driving simulators, a café, a photo point

and a temporary exhibition space. In addition to all the awesome things mentioned above, the Museum gives you the opportunity to take **an exclusive guided tour inside the Fiorano test-track proving grounds and the Ferrari factory.**

### **Enzo Ferrari and the Red Cars myth**

*"Everyone dreams of driving a Ferrari, it was my intent from the start." - Enzo Ferrari*

The founding father of the **Scuderia Ferrari Grand Prix motor racing team** and the **Ferrari automobile brand** was born in Modena in 1898 and decided to become a racing driver at the age of 10, after going to the races in Bologna. In 1919, he started working for a small car manufacturer and took part as a racing driver in the first post-war competition.

One year later, Ferrari earned a job at **Alfa Romeo** and began racing in higher profile events as a **full factory driver**. Alfa gave him the opportunity to take part in more prestigious competitions; however, **his interest in the technical dimension of cars made him supposedly reject the offer**. Enzo retired from racing in 1929 but continued to assist in designing race car machinery. He was also able to start the **Scuderia Ferrari** as the racing team for Alfa; however, the company won few victories and he was soon reduced to Director of Sports under Alfa's engineering executive.

Ferrari submitted his resignation in 1937-38 and established its own firm – **Auto Avio Costruzioni** – which supplied parts to other racing teams; during World War II - as an unfortunate consequence of being forced to supply **Mussolini's fascist government** with goods - the factory was bombed by the Allies and relocated from Modena to Maranello.

**Today's Ferrari S.p.A** was founded in 1947 and won the first Grand Prix with **José Froilán González** at **Silverstone, UK** in 1951; the first F1 Championship came in the 1952-53 season, however, the greatest victories were enjoyed at **Le Mans** and in **Formula One** in the 1950s and 1960s. Due to economic reasons, the company's fortunes declined and 50% of it was sold to **Fiat** between 1965 and 1969. Enzo Ferrari stood down as president two years later, but remained deeply involved until his death in 1988.

### **Did you know that...**

In 1923, Enzo Ferrari won a race at the Circuit of Sivocci in **Ravenna** and was being given by **Francesco Baracca's mother** the **Prancing Horse badge** that decorated the fuselage of her son's SPAD S.XIII fighter aircraft. This unmistakable icon would have to wait until 1932 to be displayed on a racing car.

**"Ferrari"** – a touching movie based on the book by **Enzo Biagi** - was released in 2003 and depicts Enzo Ferrari's rise from a successful racing driver to one of the most famous businessmen of all time.

If you are visiting Florence and you feel like going on a [group tour to the Ferrari Museum](#), contact [www.ciaoflorence.it](http://www.ciaoflorence.it) for details. The **Maranello full day tour** also includes a visit to a famous "acetaia"

(where the best traditional **balsamic vinegar** is produced), a delicious lunch in a typical restaurant and a visit to a **cheese farm** (where the best *Parmigiano Reggiano* is produced).