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Ferraris parade across the Golden Gate bridge



After the Empire State Building in New York City was lit up in red for one night in 2004 to celebrate the 50th anniversary of Ferrari's arrival in North America, the United States is once more honouring the Prancing Horse.

On Wednesday, August 17, while around 100 new and vintage Ferraris participating in Ferrari North America's Challenge Rally cruised by San Francisco, the city's Mayor, the Hon. Gavin Newsom, officially proclaimed this day "Ferrari Day".

Coming from the Napa Valley wine region, at 12:15 p.m. almost one hundred of the most beautiful and exclusive Ferraris present in the United States reached San Francisco parading across the world-wide famous Golden Gate Bridge at the tip of the Bay of Angels on their way to the conclusion of the three-day Ferrari Challenge Rally - the event for owners and collectors that Ferrari North America organises every year in the most beautiful areas of the United States and Canada.

"The tie between California and Ferrari is a special one, not only because this State is historically Ferrari's largest market in the United States," says

Maurizio Parlato, President and CEO of Ferrari North America, "but also because of the presence, among California drivers, of some of the noblest names in the history of Scuderia Ferrari - from Dan Gurney to Richie Ginther to the 1961 Formula One World Champion Phil Hill, whom Ferrari will honour on Saturday at a gala event in Pebble Beach."

In the prestigious setting of the Pebble Beach golf course, last weekend Ferrari presented its newest FXX model to a selected audience of American collectors and clients.

Text/Photos: Ferrari

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