

# CLASSIC DRIVER

## Ferrari Store Opens in London



**Kimi Räikkönen cut the ribbon on the UK's first Ferrari Store, in the heart of London's West End. He was joined not only by a throng of journalists, but also by a stunning display of classic and new Ferraris in an adjacent street.**

The Regent Street store is the latest in the 25-strong network of luxury retail outlets selling Ferrari-branded merchandise, and automobilia direct from the Scuderia; items such as ex-F1 pistons, conrods or even complete engines and bodywork parts.



The stores are run for Ferrari by the **Percassi Group** and it was **Antonio Percassi** who joined **Räikkönen** and **Ferrari Senior Vice President, Direzione Commerciale & Brand, Dany Bahar**, to officially open the London store.

The **Regent Street** emporium comprises 530 square metres of retail space over two floors. As is traditional, the Ferrari Formula 1 driver then signed the counter. He was joined at the event by many leading British Ferrari collectors – who had supplied the superb line-up in **Conduit St** – as well as triple **World Champion**, **Sir Jackie Stewart**, and **Pink Floyd** drummer, **Nick Mason**.



**‘JYS’**, it should be remembered, was never a Grand Prix driver for the Scuderia but was an infrequent member of the **Maranello Concessionaires** sports car team and clinched the **1967 World Championship of Makes** for Ferrari with his second overall at Brands Hatch driving a works-entered **P4 spider** – the chassis that will be auctioned at Maranello on 17 May.

The **Ferrari Store London** is located at **193-197 Regent Street, London W1**.

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*Photos: Ferrari / Classic Driver*





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