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458 'China Special Edition': Prancing horse meets dragon-horse

Lead

Ferrari is celebrating its 20th year in China with this, the 458 Italia 'China Special Edition'. Painted in exclusive 'Marco Polo Red', it's limited to 20 examples and sports various extra features of interest to the Chinese market.

The most obvious of these are the gold wheels and a dragon 'tattoo' lying inside the central black stripe that runs from the prancing horse badge on the nose to the rear spoiler. According to Ferrari, the inspiration for the livery is derived from a traditional Chinese idiom that means 'the vigour and spirit of the legendary dragon-horse'.

The theme continues inside, with gold stitching in the headrests, a dashboard plaque and a starter button inscribed with the simplified Chinese characters for 'start'. Just 20 examples of the car will be made, and they'll only be sold in China.

Ferrari has built a strong presence in China, starting in 1992 with the 348 TS and – unsurprisingly – flourishing in recent years. Proving the company's commitment to the market, it's also marking the anniversary by inaugurating the first-ever permanent exhibition of the marque to be held outside Maranello. A 900-square-metre stand at the Shanghai World Expo Park's Italia Center will showcase some of the most prized exhibits from the company's official museum in Maranello.





Photos: Ferrari

Gallery

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