

CLASSIC DRIVER

Just what is Ferrari planning for its 70th birthday party in Maranello?

Lead

One of the most talked-about and celebrated events of the year is just a week away — the 70th anniversary of the revered red marque, Ferrari. While speculation has run wild throughout the car world, the Ferrari camp has remained extremely tight-lipped about the anniversary celebrations...

What we know



Very little has been confirmed, but what we do know is that the celebrations will commence on Saturday, 9 September, with ‘activities’, including the arrival of cars participating in the anniversary tours and rallies, starting around 14:30 (CEST). A short two hours later, the lead up to the big event will begin. In association with Ferrari, RM Sotheby’s will be hosting a Prancing Horse-only sale. With the stage supposedly set on Ferrari’s famous testing track, the Fiorano Circuit, as opposed to the Formula 1 Technical Building it was set in for its Leggenda e Passione sale in 2007, 41 cars — all accompanied by the Ferrari Classiche ‘Red Book’ — and 12 memorabilia lots will ‘cross the block’. Although, many rumours have been circulating that there may be a few surprises that will kick the whole thing off.

The most speculated about aspect of the whole event will be after the sale. When dinner is done, and the ‘show’ starts and the DJ hits the stage — will there be fireworks, a performance, a new reveal? Only those few invited to the exclusive event will know. The following day, a concorso d’elganza will take place, with only the best of the best examples in attendance. The judges are sure to have a difficult time choosing the ‘Best of Show’ from the impressive field of Prancing Horses bound to be there.

Photos: Ferrari and Rémi Dargegen for Classic Driver © 2017

Gallery





Source URL: <https://www.classicdriver.com/en/article/cars/just-what-ferrari-planning-its-70th-birthday-party-maranello>
© Classic Driver. All rights reserved.