

**Why an OFFICIAL *FERRARI* MAGAZINE ?**

In response to Ferrari clients' desire to have an official Prancing Horse publication to consult and collect and to make the aforementioned feel an even closer part of the Maranello company family.

Three 180-page issues of this large format quality magazine will be published each year plus a fourth that will replace the classic Yearbook and contain 280 pages. Each issue will develop a specific theme which will encourage readers to collect the magazine.

The editor in chief is Antonio Ghini who spent 15 years as part of the team Luca di Montezemolo created to turn Ferrari's fortunes around, while the Editor is celebrated journalist Jason Barlow. They will be joined by a graphics and editorial team provided by Condé Nast, an internationally renowned Lifestyle magazine specialist. Each issue will cover models, current and past, events and races, with special focus on Formula 1, as well as other issues linked to the Ferrari world or the lifestyle of Ferrari owners. The image featured on the reverse of this document will indicate the main themes covered in the first issue.

**The target readership of THE OFFICIAL *FERRARI* MAGAZINE**

The Magazine will be sent out directly by Ferrari to individuals ordering Ferraris. This will be done both during the pre-delivery waiting period and the first year of actual ownership. Any Ferraristi who wish to continue to receive it or are not part of this group can purchase a subscription using the method outlined here.

Having received numerous requests for the magazine from enthusiasts who don't own a Ferrari, Ferrari has decided to open up subscriptions to non-owners whilst still keeping circulation numbers limited. We apologise in advance to individuals who have requested a subscription but do not fall within the quota. Naturally, they will have their money refunded in full.

**THE OFFICIAL *FERRARI* MAGAZINE: the perfect gift opportunity**

Subscriptions can also be gifted to third parties. In such cases, delivery of the magazine will be preceded by a letter from Ferrari itself announcing the gift and the name of the person or company that has paid for the subscription.

The attached third party order form must include the name of the third party on line number 3 while line number 1 will feature the name of the subscriber.

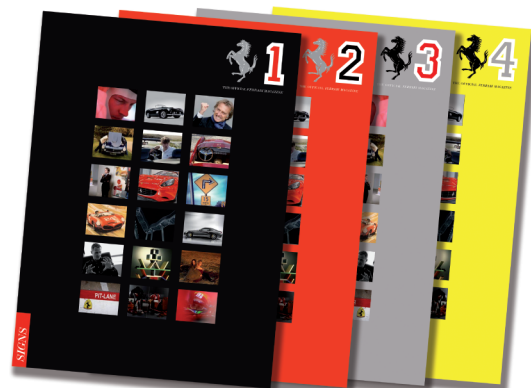
**For further information**

A dedicated contact centre has been set up with different numbers for the second language apart from English. Because of the worldwide coverage the magazine will have and if, because of different international time zones, the call centre is closed when the number is called, the caller need only leave his/her name and phone number and they will be contacted as soon as possible.

The other method of contacting us will be by email and once again there will be different addresses for the second language. Nonetheless, requests can be made in other languages as Ferrari will translate these and answer them.

**CONTACT CENTRE REFERENCE:**

English	+39 02 642.3895
Italiano / English	+39 02 642.3386
Deutsch / English	+49 30 330.99822
Español / English	+34 91 678.8975
Français / English	+33 32 030.0318



## SUBSCRIPTION:

### 3 ISSUES PER YEAR OF 180 PAGES PLUS A YEARBOOK SPECIAL ISSUE OF 280 PAGES.

☐ **YES** Send me a one year subscription (3 issues of 180 pages plus a Yearbook special issue of 280 pages) at the total cost of 250.00 Euros.  
(Annual subscriptions begins with the first available issue).

NAME <sup>(1)</sup> \_\_\_\_\_ SURNAME \_\_\_\_\_

ADDRESS <sup>(2)</sup> \_\_\_\_\_

ZIP CODE \_\_\_\_\_ COUNTRY/STATE \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

METHOD OF PAYMENT Please debit my ☐ AMEX ☐ DINERS ☐ VISA ☐ MASTERCARD

CARD NUMBER \_\_\_\_\_ EXPIRY DATE \_\_\_\_\_ CVV \_\_\_\_\_

SIGNATURE OF CARDHOLDER \_\_\_\_\_ DATE \_\_\_\_\_

OR MONEY ORDER ☐ FOR: IMD SRL / BANK: UNICREDIT BANCA / IBAN: IT85 1020 0801 6080 0004 1305 807

In case of subscription as a gift:

FIRST NAME <sup>(3)</sup> \_\_\_\_\_ SURNAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

ZIP CODE \_\_\_\_\_ COUNTRY/STATE \_\_\_\_\_



THE OFFICIAL FERRARI MAGAZINE

<sup>(1)</sup> Please, fill the form using CAPITAL LETTERS only.

<sup>(2)</sup> Because the magazine is a large format publication, we would advise you to choose an address to which post is delivered directly rather than to a mailbox.

This form may also be faxed directly to the following numbers:

ITA: +39026428809  
ENG: +39026428809  
DEU: +493033099823  
ESP: +34916774608  
FRA: +33320570760