

Ferrari: Luxurious Icon [B1]

Possedere una di queste iconiche auto di lusso e potenza è possibile solo per pochi eletti. E non si tratta solo di una questione di soldi. Sinonimo di fascino e prestazioni sportive, la Ferrari definisce l'eccellenza automobilistica.



In automobile history, few names simultaneously evoke a [commitment](#) to excellence in performance and a refined glamour as much as Ferrari does. Founded in the Italian town of Maranello, Modena, in 1939, this iconic automaker has established itself as a symbol of style and success. Over the years, Ferrari's cars have become more than mere vehicles, they are masterpieces of engineering, artistry and [craftsmanship](#).

UNMISTAKABLE AESTHETICS

[Amongst](#) the most recognisable [traits](#) of a Ferrari is its [shade](#) of red. This [crimsonhue](#) is no arbitrary choice, but a tradition deeply [rooted](#) in the brand's history. [Back in the day](#), Italian racing cars were obliged to be painted red. While this rule was [lifted](#), Ferrari chose to honour this tradition, making 'Ferrari Red' a pillar of the brand's identity. The cavallino rampante — [prancing](#) horse — logo, also an emblematic [feature](#), holds a story of its own.

Inspired by the legendary Italian World War One pilot Count Francesco Baracca, the black [stallion](#) on a golden backdrop [stands for](#) the strength, [grit](#) and speed of the Ferrari cars. Enzo Ferrari, himself an army man, adapted this symbol from Baracca's plane, changing the colour from red to black to fit the brand's logo.

NOT FOR EVERYONE

The process of manufacturing a Ferrari is an exercise in precision and artistry. It takes approximately three weeks to make one, ensuring every detail meets the brand's standards. For those [seeking](#) customisation, patience is a virtue, as personalised models may [take up](#) to five years for delivery. The company's [flagship](#) model, the Ferrari 812 Superfast, has a top speed of over 211 mph and can go from 0 to 60 mph in just 2.9 seconds.

MORE THAN MONEY

Owning a Ferrari, however, isn't just about having the money and the will to spend it: it's an exclusive privilege. [Prospective](#) buyers must meet specific criteria, either a history of prior ownership or a personal recommendation from a reputable Ferrari [dealer](#). Age can also be a factor, with serious consideration typically reserved for those above forty years of age.

Glossary

- **rooted** = radicata
- **prancing** = rampare
- **flagship** = modello, marchio
- **dealer** = concessionario
- **commitment** = dedizione
- **hue** = tonalità
- **take up** = impiegare
- **traits** = tratti
- **stallion** = stallone
- **shade** = gradazione
- **grit** = coraggio
- **crimson** = cremisi
- **Back in the day** = in passato, all'epoca
- **lifted** = abolire
- **feature** = caratteristica
- **stands for** = rappresentare
- **seeking** = cercare
- **craftsmanship** = manifattura
- **Amongst** = tra, fra
- **Prospective** = potenziali