**Brand Name: Ferrari**

* **Founding Year:** 1939
* **Founder:** Enzo Ferrari (1898–1988)
* **Headquarters:** Maranello, Italy
* **Specialization:** Luxury sports cars
* **Key Attributes:**
* **Exclusivity:** Ferrari symbolizes exclusivity and prestige.
* **Innovation:** Known for cutting-edge engineering and design.
* **Performance:** Renowned for high-performance sports cars.
* **Italian Heritage:** Proudly represents Italian craftsmanship.
* **Historical Roots:**
* Enzo Ferrari formed the Scuderia Ferrari racing team in 1929.
* The company officially adopted the name "Ferrari" in 1945.
* Production of road cars began in 1947[**2**](https://www.ferrari.com/).
* **Current Range:**
* Ferrari offers a diverse lineup, including supercars, grand tourers, and an SUV.
* Notable models include the 296 GTB, SF90 Stradale, and Portofino[**1**](https://bing.com/search?q=ferrari+car+brand).
* **Legacy:**
* Ferrari's legacy extends from racing success to iconic road cars.
* It became a public company in 1960 and has maintained its allure worldwide[**3**](https://en.wikipedia.org/wiki/History_of_Ferrari).
* **Design and Craftsmanship:**
* Italian design excellence is at the heart of every Ferrari.
* Craftsmanship and engineering precision define their cars.