

FOR IMMEDIATE RELEASE

Ferrari Beverly Hills to Showcase New
Ferrari FF Bespoke for Neiman Marcus at Rodeo Drive Concours
d'Elegance on Sunday, June 17



May 29, 2012 – Beverly Hills, California. On Sunday, June 17, car lovers from across Southern California will have the opportunity to view the only *Ferrari FF Bespoke for Neiman Marcus* not in private hands. The car, one of only ten customized for Neiman Marcus and featured in their famed Christmas catalogue, made headlines last Christmas when all ten were pre-ordered within 50 minutes of being offered for sale.

Giacomo Mattioli, owner of Ferrari Maserati Beverly Hills, thought it was a perfect place to showcase this rare piece of automotive art and performance stating, “it is a great pleasure to share this very special Ferrari with the public at the *Rodeo Drive Concours d’Elegance*. Ferrari and Neiman Marcus are two iconic brands that have a long history in Beverly Hills. I can’t think of a more appropriate place to showcase this special edition Ferrari than on Rodeo Drive!”

The FF, short for “Ferrari Four,” seats four adults comfortably and for the first time in Ferrari history, incorporates a patented four-wheel drive system. Under the hood lies a 651 hp, V-12 engine capable of reaching 60mph in 3.7 seconds, and a top speed of 208 mph, making it the world’s fastest four seat GT in history. The Pininfarina designed FF incorporates a unique rear design that creates over 16 cubic feet of luggage space for the six custom suitcases that match the saddle colored, diamond stitched leather interior.

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Also on view at the Ferrari display will be the ultimate Rodeo Drive GT - the eight cylinder, 490 hp Ferrari California. A stunning blend of refinement and power, the California offers drivers the ideal flexibility between convertible and coupe. "The California model name honors the passion Californians have for high performance, hard top convertibles that can take on both Mulholland Drive and Rodeo Drive with ease. And our latest Ferrari California stays true to that ideal," says Ferrari Maserati Beverly Hills owner, Giacomo Mattioli.

The Ferrari Beverly Hills display will be located on the 400 block of Rodeo Drive (adjacent to the Brooks Brothers store) from 10am to 4pm on Sunday, June 17, 2012.

About the Rodeo Concours d'Elegance - An annual Father's Day tradition, the Rodeo Drive Concours d'Elegance is an exclusive display of luxury automobiles set against the backdrop of world class Rodeo Drive boutiques. Celebrating the unique relationship between the automotive, fashion and entertainment industries, the spectacular car show is free and open to the public. (www.rodeodrive-bh.com).

About Ferrari Maserati Beverly Hills - Recognized as one of the top-performing Factory Authorized dealerships in North America, Ferrari Maserati Beverly Hills is owned and operated by Giacomo Mattioli. Ferrari Maserati Beverly Hills has been recognized by Ferrari SpA for achieving 100% customer satisfaction continuously for the past ten years and is a recipient of the Maserati Dealer of Excellence award. The Factory Authorized facility specializes in new Ferraris and Maseratis, Ferrari Classiche Certified restoration and maintenances services, racing preparation for Ferrari Challenge, Endurance GT Racing and track events. The showroom is located at 9372 Wilshire Blvd in Beverly Hills (www.ferraribeverlyhills.com)

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