Ferrari Raises $7 Million for NIAF’s Earthquake Relief Fund

Kayla Pantano (December 06, 2016)

Ferrari’s one-of-a-kind LaFerrari sold at RM Sotheby’s Florida Charity Sale to benefit the reconstruction of Central Italy in the aftermath of the earthquakes.

Italian sports car manufacturer Ferrari S.p.A. [2] donated a one-of-a-kind 949hp LaFerrari to RM Sotheby's [3], which sold for $7 Million at their Florida Charity Sale during the Ferrari Finali Mondiali [4] weekend at the Daytona International Speedway [5].

Ferrari created the car as a gift to its home country to aid reconstruction in the aftermath of the August 24 and October 26 earthquakes. All of the proceeds will benefit the National Italian American Foundation [6]’s (NIAF) relief fund [7].

RM Sotheby's graciously contributed their expertise in order to raise the highest amount possible for such a significant cause. In fact, the price achieved represents a record for the most valuable 21st-century automobile ever sold in a public auction.

"The earthquakes which have struck Central Italy this year devastated the lives of thousands of people, and the money raised by the sale of this LaFerrari could not be put to a better use," says Rob Myers [8], CEO and Chairman of RM Sotheby's.

This featured coupé is a carbon-fiber hybrid, and is the 500th of its kind – the last car in the limited-edition line, originally limited to 499 cars. The LaFerrari boasts a unique livery with a distinctly Italian theme: a red exterior with a white dream line on the hood and rear windshield. Power still comes from the 6.3-liter V12 engine, coupled with an electric motor, which is good for 949 hp and 663 lb-ft of torque. Top speed is 218 mph.

"Words cannot describe the appreciation we at NIAF feel for the generosity of our friends at Ferrari S.p.A. A gift of this size is simply unprecedented in our community, and we are honored by the confidence Ferrari has shown in us and our Relief platform," NIAF President and COO John M. Viola [9] shares.

"The Italian American Relief Fund was created so that we could give the Italian American community a place to come together and support shared efforts to do the most possible good for Italy in her times of need. Needless to say, Ferrari's contribution towards this goal will make an incredible difference for a great many people in real need."

NIAF is currently working with Ferrari S.p.A., local officials in Italy, the Embassy of Italy, and the U.S. Department of State to identify which project this money will fund.

For information on the Italian American Relief Fund and to donate, click here [10].

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