Ferrari Commemorates 70 Years of Innovation

Alex Catti (March 13, 2017)

Ferrari has been an iconic name in the world of motoring for 70 years. The company is now taking some time to celebrate its accomplishments over the past seven decades.

On March 12, 1947 the first Ferrari left the Ferrari factory in Maranello, Italy. It was called the 125 S [2], and it was the first car to wear the Ferrari badge. It would go on to compete in its first face on May 11, 1947 at the Piacenza Circuit. Unfortunately, the car lost that day due to a problem with its fuel pump. Hope, however, was not lost, as driver Franco Cortese would take the car to victory nine days later at the Rome Grand Prix.

The 125 S had a 12 cylinder engine, which output 90cv–a measly number compared to today's standards. For the occasion of their 70th anniversary, Ferrari created the LaFerrari Aperta [3]. This car is the limited-edition convertible version of the LaFerrari [4] supercar. It features a roaring 6,262cc V12 engine outputting 800cv. The gasoline motor is coupled to an electric motor that boots total power output to 963cv, propelling the car from 0-200 KM/H (124 mile/h) in under 7 seconds

with a top speed of over 350 KM/H (186 mile/h).

On March 12, 2017, Ferrari kicked-off a series of events honoring its 70th anniversary. The company released a video [5] of a 125 S driving through the factory's gates–a reenactment of the car's first test drive. The video later highlights the company's latest masterpiece, the LaFerrari Aperta, which demonstrates how far the automaker has come over the last seven decades. Over the next few months, Ferrari will host events in over 60 countries. The LaFerrari Aperta along with a reconstruction of the original 125 S will be present at these traveling events. The celebrations will culminate the weekend of September 9th in Maranello, Italy [6].

If you're interested in learning more about Ferrari's history and the LaFerrari Aperta, please be sure to visit the company's 70th anniversary website [7].

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