



Join Ferrari in New York City over Columbus Day Weekend



Commemorate Ferrari's 70th Anniversary by visiting an iconic collection of Ferrari vehicles in Manhattan.

Ferrari will unveil a public exhibition in New York City over Columbus Day weekend, October 7 and 8, to celebrate its 70th anniversary with fans, clients and collectors alike. Iconic classics will be on display, as well as notable examples of contemporary models. Fans will also have the opportunity to engage in the event via www.ferrari70nyc.com [2] where 70 quintessential Ferrari experiences will be available to lucky winners.

On October 7-8th, participate in a unique digital experience to win exclusive Ferrari prizes. Visit iconic Ferrari vehicles on display at unique landmark New York locations and delve into each model's story. Post your experience to social media. The more you post, the better your chance of winning. Check-in at each location to unlock special limited edition gifts and get a chance to win one of 70 top prizes. Sign up for updates at www.ferrari70NYC.com/Locations [3]:



THROUGH THE DECADES - Rockefeller Plaza

Rockefeller Plaza will host an open-air exhibition displaying one extraordinary car per decade, as well as the limited edition LaFerrari Aperta.

(30 Rockefeller Plaza between 49th -50th Streets and 5th-6th Avenues)

MOTORSPORT AND PERFORMANCE - Hublot Flagship Store

Store-front exhibition on Fifth Avenue of iconic racing cars, past and present.

(Hublot, 743 Fifth Avenue at 57th Street)

FERRARI TODAY - Ferrari New York Showroom

Front-engine V12s in the spotlight. 10am-5pm in the Showroom.

(410 Park Avenue at 55th Street)

ICONIC FERRARI - RM Sotheby's

Supercars and priceless models across the decades. 10am-5pm in the 10th floor gallery. (Sotheby's, 1334 York Avenue at 71st Street)

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Links

[1] <http://iitaly.org/files/ferrari-70th-anniversary-join-us-in-nyc>

[2] <http://www.ferrari70nyc.com>

[3] <http://www.ferrari70NYC.comLocations>