

# Ferrari

# Media



## 'FERRARI 599 CHINA' auctioned in Beijing for 1.2 million euro

**November 3, 2009, BEIJING**— The unique Ferrari 599 China was won tonight by an anonymous client from Shanghai at the final price of about 1.2 million euro (including taxes). The auction was the climax of the Gala dinner organized by Ferrari at the Red Gate Gallery in Beijing. Lu Hao, the first Chinese artist to work with Ferrari, created this special model decorated with Song Dynasty Ge Kiln pottery patterns. The proceeds from this auction will fund outstanding students and young teachers of Tsinghua University's Department of Automotive Engineering to study at Italy's Politecnico di Milano University and internship at Ferrari's headquarters.

The gala dinner was attended by Ferrari owners and collectors, joined by Ferrari Asia Pacific CEO Mr. Marco Mattiacci, contemporary artist Lu Hao, professors of China's leading Tsinghua University Cen Zhangzhi and delegate of Politecnico di Milano University Bruno Pizzigoni. A few Ferrari objects, in particular a helmet and a model car signed by Michael Schumacher, who this morning personally unveiled the car to the international media, were also auctioned together with a racing overall worn by F1 driver, Giancarlo Fisichella. The innovative appearance of this unique model, blending classic Chinese elements with Ferrari distinctive features, aroused immediately great interest among the guests.

This follows the spirit of Ferrari founder, Enzo Ferrari, carried on by Chairman Luca di Montezemolo, in investing in young talents and research. Ferrari was involved before in goodwill activities with Chinese associations, dedicated to youth.