

Ferrari

Media



FERRARI AUCTION RAISES \$601,000 FOR HAITI RELIEF

Gala event Featuring Auction of North America's First Ferrari 458 Italia Supports Clinton Foundation and CMMB Efforts in Haiti

Los Angeles, March 19, 2010. Ferrari has raised \$601,000 for relief efforts in Haiti by the CMMB (Catholic Medical Mission Board) and the William J. Clinton Foundation. At a gala event held last night, Ferrari, the world's leading luxury brand, auctioned the first Ferrari 458 Italia to arrive in the United States for \$530,000. Party was hosted by Piero Ferrari, Deputy Chairman, Amedeo Felisa, worldwide CEO of the company, and Marco Mattiacci, the newly appointed North America CEO.

Over 500 guests and Ferrari aficionados, including John Mayer, Jeremy Renner, Patrick Dempsey, Aaron Eckhart, Joel McHale, Malin Ackerman, Mollie Simms, Katie Cassidy, had the opportunity to bid on Ferrari Formula One driver Fernando Alonso's original racing suit (which raised \$31,000) and on two experiences as a Scuderia Ferrari team member at the Canadian Gran Prix in Montreal next June (which went for \$20,000 and \$21,000).

In choosing recipients organizations which would deliver the highest caliber of aid to the people of Haiti now and in the long-term, Ferrari focused its ongoing commitment to social responsibility to a cause that close to everybody's hearts and still in need of tremendous support. Both organizations have strong ties to Haiti, the CMMB working in Haiti since 1912 and Bill Clinton having been asked by President Obama to spearhead a U.S. effort there with the Clinton Bush Haiti Fund.

It was announced during the evening's program that the Department of Orthopedics and Hand Surgery of the University of Modena, which has a longtime relationship with Ferrari, will make its knowledge and resources available to help CMMB in Haiti. In particular, Dr. Landi's team of hand and microsurgery specialists, whose studies have been financed by Ferrari, will be an asset in the training and capacity-building for the Haitian medical community, in cooperation with CMMB's extensive healthcare network in the country.

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Grammy Award winner John Mayer donated his time to perform. Director and Ferrari collector Michael Bay was acknowledged for his long-standing friendship with the company.

The auction of the Ferrari 458 Italia was conducted by the Wall Street Journal automotive journalist and Pulitzer Prize-winner Dan Neil.

For further information:

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