



1-Day Milan & Como Lake Ferrari Event

Sample programme, 20 people, 10 Ferraris

OUR PHILOSOPHY

Red Travel offers a taste of the very finest in Italian living, combined with an unforgettable Ferrari driving experience. Red Travel events are dedicated to the discovery of our complete Ferrari stable (Ferrari 488 Spider, Ferrari California T, Ferrari 458 Speciale, Ferrari 458 Spider) offering the opportunity to get to know each of the latest models whilst enjoying the exhilaration of driving them personally on some of the most beautiful roads in Italy. Travelling in groups of 10 or more cars and with our skilled staff on hand to assist, our completely personalised tours offer the utmost in pure driving pleasure.

A Ferrari experience can be combined with several options, from cultural programmes (private visits to palaces and museums) to wellness choices (spa treatments) and leisure activities (cooking lessons, wine tasting or team building activities).

We are able to accommodate small parties of 6 people as well as larger groups of up to 100, for one to four day journeys or events. Since each group possesses its own unique characteristics, Red Travel designs tailor-made solutions to completely satisfy specific requirements. Previous participants include such prestigious companies as Siemens, Nokia, Martini & Rossi, JP Morgan, IBM and many others.

A Red Travel event is truly a 'never to be forgotten' experience.

FERRARI EVENT LOCATION: Exclusive Villa just outside Milan provided by Red Travel.





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TOUR OF COMO LAKE BY FERRARI

Morning

- 09.00: Welcome coffee in the beautiful surroundings of the Villa with 10 Ferraris displayed in a private area reserved exclusively for the group.

Full Ferrari briefing

Our English-speaking Red Travel Tour Director, an expert Ferrari driver, will brief the group on how to drive the different Ferrari models. He will present the full Ferrari range; explain the difference between the various models (Ferrari 488 Spider, Ferrari California T, Ferrari 458 Speciale, Ferrari 458 Spider) and the engines (8-cylinder and new 8-cylinder turbo) and most importantly, give guidance on how to handle the F1 paddle-gear shifting behind the steering wheel.

- Before departure, our Tour Director, connected by mobile radio system, will hold a second complete briefing with the guests once settled inside the Ferraris.

Ferrari driving experience

Departure by Ferrari for Como Lake

The group will drive the Ferraris for a full day on the beautiful roads of Como Lake.

Our Tour Director leads the convoy at the wheel of his Alfa Romeo Giulia, guiding the Ferraris along the most exciting hilly and curving roads, carefully selected by Red Travel. A further three support cars (with mechanics) will follow the convoy to ensure safety and to assist the group drivers if necessary. Each team member is connected to the rest of the group and to Red Travel staff by means of a powerful radio system.





Pleasant drive along the panoramic and enchanting roads of the Como Lake. Whilst driving, our guests will be able to enjoy the outstanding scenario offered by the Lake, characterized for a beautiful natural landscape that offers an overwhelming feast for the eyes.

- 11.30: Halt in Cernobbio, an elegant tourist village known worldwide for its villas, for a drink at glamorous Villa d'Este and to allow the switch between drivers and passengers, if they wish to.

Set on the shores of Como Lake, Villa d'Este is located in one of the most important crossroads between Italy and Northern Europe. As Herb Caen stated about the Villa, « the precise location of heaven on earth has never been established but it may very well be right here.»

- 13.30: Arrival in Bellagio, with its many suburbs scattered on the hills overlooking both the southeastern and southwestern branches of Como Lake.



Lunch in Bellagio - Restaurant suggestion: **La Goletta** at Villa Serbelloni.

Chef Ettore Bocchia presents a sequence of art expressions to excite your senses. Eyesight, touch, taste and smell are enchanted by products' freshness and genuineness...an harmonious and balanced way that highlights the Chef passion in the preparation of these dishes...

Afternoon

15.00: Departure and driving back towards Lecco along the scenic roads of Como Lake

Discovery of the picturesque and breathtaking panorama offered by the Lake, enriched by pure driving pleasure on an amazing succession of wonderful sights!

- During the tour will be scheduled a halt in Lecco around 16.00 on the route for a short visit and to allow the switch between driver and passenger and for a break.

Lecco, the famous scenario that inspired "The Betrothed" (I Promessi Sposi) composed by Italian novelist Alessandro Manzoni, lies at the end of the southeastern branch of Como Lake.

- Departure for Milan.
- 18.00: Arrival at the Villa (Milan) and the end of the day's activities.

Guests can drive the Ferraris for up to 200 km during the day 





Highlights & Included Services

- 10 Ferraris (latest models)
- Delivery and pick-up of all cars at the starting/arrival location
- Full Ferrari briefing
- Red Travel staff (8 people) including our private Tour Director with his Alfa Romeo Giulia plus three additional support cars
- 14 powerful radios. Guests are always in contact with Red Travel staff through a mobile radio system
- Full-kasko car insurance for all 14 cars (10 Ferraris plus 4 support cars)
- 14 Telepass devices (Electronic Toll Collection) one for each car, to avoid queuing at motorway toll booths
- Service of parking and cleaning of all cars
- Reserved parking for the cars during lunch and/or visits
- All required inspections

Not included

Airfare, transfers, fuel, starting location and welcome coffee, lunch and drinks, photographic service, everything not expressly shown as "included services".

Red Travel car portfolio, 10 Ferraris among the following models:

- ***Ferrari 488 Spider***
- ***Ferrari California T***
- ***Ferrari 458 Speciale***
- ***Ferrari 458 Spider***



Only the very latest models will be used. The full and definitive list of the Ferraris available will be provided one week before the event.



THE TOP FIVE ADVANTAGES OF RED TRAVEL FERRARI EVENTS

- 1** Red Travel offers the full range of all the latest Ferrari models (Ferrari 488 Spider, Ferrari California T, Ferrari 458 Speciale, Ferrari 458 Spider). During the events, our guests will have the exclusive opportunity to test all top Italian sports-car models on the best roads in Italy.
- 2** The Red Travel Tour Director, an expert sports-car driver, together with his highly skilled staff, offer a thorough introduction as to how to drive the various Ferraris and will answer all the questions on these exceptional cars that the participants may have; Red Travel events are full brand experiences that aim to transmit to our guests, our passion for the Cavallino.
- 3** Red Travel events are based on complex and extremely efficient logistics transferable to any location subject to prior study and approval. All the 'behind the scenes' services are taken care of including: parking, cleaning, refuelling, technical assistance, communication by walkie-talkie. Any problem is managed by our specialised team (including our own mechanics) using support cars to assist the group in all eventualities throughout the day, in order to ensure total safety and maximum driving pleasure during the tours. All cars used during Red Travel events are fully insured and are equipped with GPS anti-theft systems.
- 4** Red Travel itineraries are compiled using our expert knowledge of the roads specifically suited to sports-car driving, providing a unique experience, offering breathtaking panoramas and ensuring maximum confidence.
- 5** Red Travel Ferrari events have also been successfully experienced by prestigious companies such as Nokia, Siemens, Toshiba, LG, Sony-Ericsson, McKinsey, JP Morgan, Fibanc, Alfa-Bank, Siam Commercial Bank, Credit Suisse, FNB, Reckitt-Benckiser, Johnson&Johnson MED, Lufthansa, Danone, Kraft, YPO, Continental, Martini & Rossi, Microsoft, IBM, and many others.

