



FERRARI ATELIER OPENS



The interior of the Ferrari Atelier where your dreams are crafted into reality.

In a [previous issue](#), Ferrari e-News announced plans for the Ferrari Atelier, the flagship of the new Personalization Program dedicated to the 612 Scaglietti. These plans have evolved and warrant an update. In May, the staff of the Sales and Product Marketing Department started welcoming customers to this intimate location beside the Ferrari Showroom in Maranello. Here customers can create a unique 612 Scaglietti by choosing from a wide range of one-to-one design elements and special equipment.



Just one of the millions of combinations of interior design available at the Atelier.

From its opening date, Ferrari Atelier has satisfied an exclusive clientele with high expectations. Each customer experiences a highly personalized experience that focuses on the new owner's individual tastes.

As an added touch of personalization and care, your local Authorized Ferrari Dealer is primed to make travel and hotel arrangements and accompany you to Italy to help you select the design alternatives that will give you the inimitable driving experience you want.



The Atelier offers a luxurious setting, attentive staff, first class accommodations and a most creative experience.

This experience, known as the One-to-One program, incorporates hotel and transportation, a factory tour, Atelier program elements and lunch at Cavallino or Montana. Several Atelier customers have combined the Personalization Program with a business trip or vacation to Italy.

Customers wishing to participate in the program should contact their local [Authorized Ferrari Dealer](#) and make their request at least a month in advance of the expected travel date. Once an automobile is designed to the complete delight of the customer, an Atelier-specified order takes approximately eight months to fulfill and deliver the finished 612 Scaglietti.



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