

Press release



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Nürburgring 2009: Partnership with Zender Exklusiv-Auto for Ferrari showroom

As from June 2009, all Ferraristi will have a new home: in Zender Exklusiv-Auto's Ferrari showroom at the Nürburgring, dream cars will be exhibited, exclusive accessories offered and driving courses arranged.

The Nürburgring has always been a place of pilgrimage for fans of the legendary Italian sports cars. When the Nürburgring 2009 project is launched next June, it will become a second home for them, too. The partnership agreement for a showroom on the new boulevard was signed today in the Nürburgring's pit lane.

In this retail outlet measuring some 235 square metres, a variety of Ferrari models will be presented, potential customers advised and existing customers given after-sales support. Original and licensed Ferrari products as well as customer events will be offered there.

"The extraordinary fascination of Ferrari will find expression in all the high-quality products that will be available in the Ferrari store right next to the Nürburgring.. At the same time, the store will be the basis for Ferrari-driving experiences on the Ring," says Hans-Albert Zender, owner of Zender Exklusiv-Auto and proprietor of the new Ferrari store, while explaining the concept.

"We are delighted to see our brand being presented in a historically so significant, yet at the same time so modern location. Both brands combine passion, history and myth – all guarantee emotional experiences. The showroom directly adjacent to this race track will be something really special for all enthusiasts, fans and drivers," explains a pleased Thomas Kiesele, head of marketing and sales at Ferrari Deutschland GmbH.

"It fills us with pride that the Ferrari brand, as an icon of motor racing, is going to use our boulevard as a platform for itself. This is the location for a showroom, developed in cooperation with Zender, that will be a real magnet for all visitors to the Ring, including of course our joint fans of Ferrari and the Ring whom we refer to affectionately as our 'Little Red Riding Hoods'. At the same time, the interlinking of after-sales support, presentation and communication is exactly what we have been planning on the boulevard. Ferrari is putting that into practice with high professionalism in cooperation with Zender," explains Dr Walter Kafitz, Chief Executive Officer of Nürburgring GmbH.

Press contact:

DEDERICHS REINECKE & PARTNER, Agentur für Öffentlichkeitsarbeit, Schulterblatt 58, 20357 Hamburg,
Contact person: André Schmidt, Mobile: +49 (0)172 4053 539, Tel.: +49 (0)40 2091 98 220, Fax: +49 (0)40 2091 98 229, Email: andre.schmidt@dr-p.de

The new Ferrari showroom will be located in a central position on the new boulevard. Here, parallel to the race track, an elegant promenade ideal for strolling and featuring showrooms of leading car manufacturers and accessories brands, catering outlets and merchandising will come into being by June 2009. An indoor arena, a welcome centre and the WARSTEINER Event Center will offer year-round event options and additional service and offerings for existing and new target groups.

But this year too, Ferrari will already be a big attraction at the Nürburgring. The tenth Ferrari Racing Days, to be held from 3 to 5 October, again promise to be an event of true cult status packed with sporting, innovative and social highlights. This is where dream cars meet burning passion. It's where racing drivers, collectors and admirers from all over Europe gather to enjoy and celebrate the brand. Also present will be Michael Schumacher and, in a German premiere, the latest Ferrari GT model, the Ferrari California.

More information about the Nürburgring 2009 project can be found at www.nuerburgring.de.