

## Il Fascino Ferrari

A monument to Italy's driving force

Few men, women or brand names have come to define a century. For seven decades and counting, the Italian powerhouse founded by Enzo Ferrari in 1947 hasn't only set the standard for high-performance engineering, but **made an indelible red mark on popular culture, enthraling fans and collectors across the globe.**

More than just a car manufacturer, Ferrari is synonymous with beauty, excellence, and unmatched desirability. The *Cavallino Rampante* stands proud as the **driving force in high-performance granturismo**, the conqueror of impossible challenges.

A project conceived **in close collaboration with Ferrari**, this stylish edition features **exclusive content from the Ferrari Archives and private collections** around the world. It brings together **many unseen photographs, sketches, and original documents** related to famed Ferrari drivers like Ascari, Fangio, Hawthorn, Phil Hill, Surtees, Lauda, Scheckter, and Schumacher, revealing the stories behind Ferrari's victories, its key protagonists, and its legacy. There's also a comprehensive, never-before-seen appendix cataloging every victory since 1947.

From thrilling triumphs on the racetrack to the meticulous craftsmanship behind every model, this volume captures the essence of what makes Ferrari the most coveted name in automotive history, a brand that continues to push the limits of possibility. Whether you're a collector, an enthusiast, or simply a lover of unparalleled design and performance, this is the ultimate tribute to Ferrari's enduring legacy.

Features:

### The author

**Giuseppe (Pino) Allievi** is a prolific journalist, one of Formula 1's and the automotive world's best known correspondents. A veteran sports reporter and columnist, who has travelled the world and appeared in the most prestigious European, American and Asian publications, he has also written scripts for television, film and podcasts. He has authored and edited several books, including two important monographs on *Ferrari* and the *America's Cup* for TASCHEN.



**XL**

**Ferrari**

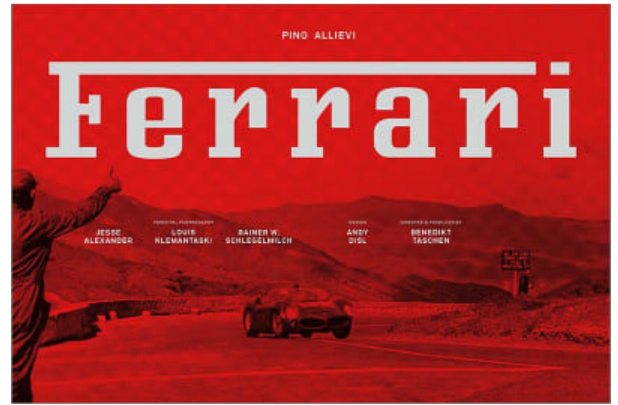
Pino Allievi

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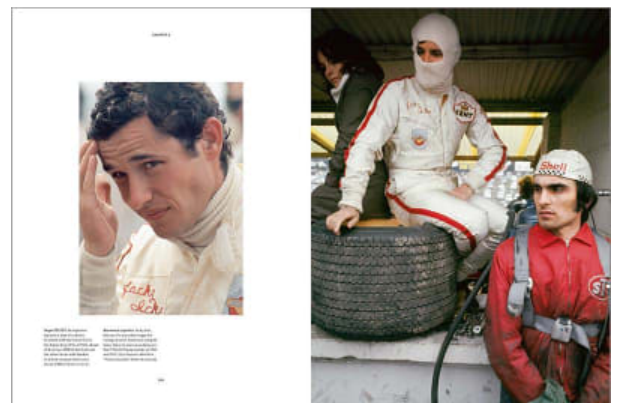
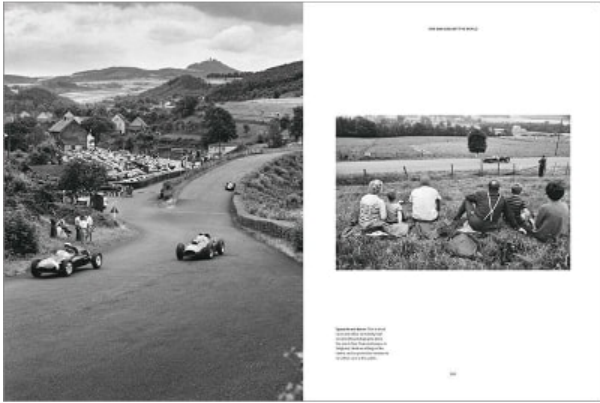
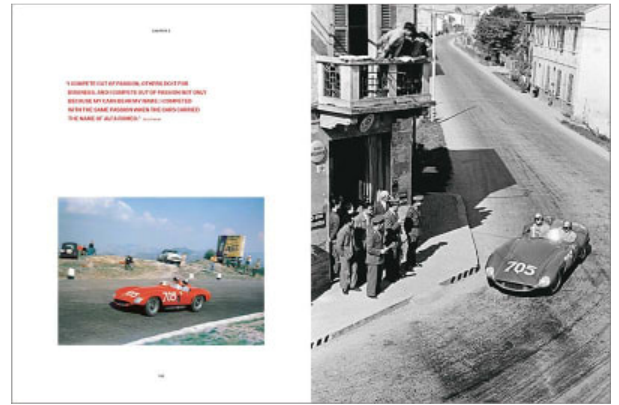
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