

# FERRARI

# 70 YEARS



DENNIS ADLER

*In the 1960s and '70s, a generation of Americans was growing up with contempt for authority, government, and possessions. Little did they know of Ferraris, winding mountain roads, and the sound of a V12 echoing in the air.*

In the early 1960s, Ferrari introduced one spectacular road car after another. In the wake of the 410 Superamerica came the 250 GTB Lusso, Spyder California, and 500 Superfast, models that would leave enthusiasts muttering to themselves and glorify forever the history of the sports car. The pages of *Road & Track*, *Open Car Graphic*, and *Motor Trend*, among others, were continually paying homage to Ferrari with reviews that left enthusiasts at readers yearning for one of the make's cars in their garages. Few, however, had the means to fulfill that dream. By the 1960s, a Ferrari was one of the most expensive automobiles in the world and, in some instances, one of the most luxurious.

Luxury is not a word one would immediately associate with Ferrari sports cars of the 1950s, but by the 1960s Enzo Ferrari had come to realize his cars would have to meet the needs and demands of a much diversified clientele. In 1964 luxury became a word that one

The stylish 250 GT Cabriolet Series I introduced in 1967, was a dramatic departure from traditional sports car styling of the period. The design, by Pininfarina, featured an aggressive front-end appearance, accented by headlights fared into the fenders and covered by Perspex, as had been done on 250-GT race cars, an air intake consuming nearly a third of the hood area, and bold chromed vertical bumpers. In keeping with the grille and fared into the shape of the fenders.





The 250 GT Cabriolet interior was a push for a Ferrari, with leather-upholstered seating, console, door and kick panels, and a dashboard finished in a glare-resistant, matte black, onyx texture.



could indeed attribute to a Ferrari. That was the year Ferrari introduced the 500 Superfast.

It had been briefly preceded by the 400 Superamerica, a sports car afforded an extra measure of interior luxury and comfort, and thus distinguished from more traditional race-bred road cars. The luxury Gran Turismo premise had its beginnings with the 410 Superamerica, but refining the ride and interior, and combining the very best attri-

butes of a road car and a race car in one did not reach maturity until the Superfast was unveiled.

Aside from pure race cars, every Ferrari road car of the 1950s was luxurious for its time. There was, however, what many customers perceived to be a compromise in Maranello's road-going Spiders and Berlinettas, which were tied more closely to the company's racing heritage than to the luxury and comfort one found, for example,



in early postwar Alfa Romeo road cars. This was a point Luigi Chinetti continually brought to Enzo's attention, a bone of contention that seemed to have both men at odds throughout the 1960s.

By the latter half of the 1950s, a persistent demand was arising for a car with more luggage space and more luxurious appointments than Maranello's purebreds had to offer. Bespoke coachwork from Italy's leading ateliers had from time to time risen to the occasion with exquisite two- and four-place creations, but in general a Ferrari was not a luxury car.

The move to lasso styling, luxurious in an American context as Ferrari saw it, didn't happen until the Pininfarina 250 GT 2+2 arrived in 1961. By the end of 1965, more than 950 had been delivered. For Ferrari, such sales for a single model were phenomenal. For Enzo Ferrari, it was almost an epiphany.



The engine in the 250 GT Cabriolet Series II was a Colombo-designed sixty-degree V12 with a bore x stroke of 73 x 66.8 millimeters (2.870 x 2.316 inches) displacing 2,963 cubic centimeters (180 cubic inches). The valve operation was by a single overhead camshaft on each bank with roller followers and rocker arms to in-line valves. With three twin-choke Weber carburetors and a compression ratio of 8.5:1, output from this engine was 240 horsepower at 7,000 revolutions per minute.



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## FERRARI 70 YEARS

By Dennis Adler

**For 70 years, Ferrari has produced automotive works of art to fire the imaginations of car lovers worldwide.**

A stellar combination of beauty, performance, racing success, exclusivity and Italian flair have combined to make Ferrari the world's most iconic carmaker. All these traits coalesce in the form of Ferrari's road cars. From the 125S in 1947, to the versatile 340 in the 1950s, to the stunning 250s and 275s of the 1960s, to the Daytona, to the shocking F40, to the modern era's outrageous hypercars the Enzo and LaFerrari, no other sports car manufacturer has so consistently set the bar for style and performance. It's a near unbroken 70-year run of hits.

*Ferrari 70 Years* lifts the hood on Ferrari's sports car history beginning in 1947, but also touches on Enzo Ferrari's early career with Alfa-Romeo before he launched his iconic company.

Author Dennis Adler offers Ferrari owners and fans an engaging and comprehensive history of Maranello's extensive sports car range. Adler's detailed text is accompanied by his gorgeous photography and supplemented by fascinating images from Ferrari's historic archive. There is simply no better way to celebrate Ferrari's fantastic history.

### Key Points:

- Beautifully illustrated history detailing Ferrari's 70 years of sports car production.
- Includes photography from Ferrari's historic archive.
- The most up to date Ferrari production-car history in the market.

### Author Information

Award-winning author, photographer, and historian **Dennis Adler** is one of America's most published automotive authors and historians. He has appeared on *Good Morning America*, *The Today Show*, and *CBS Sunday Morning*. The author of dozens of books on collectible automobiles and historic firearms, as well as a former magazine editor, Adler has had more than 5000 articles and photographs published during his long career.

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