



Media



Press Release

**The Ferrari Magic India Discovery started today from Mumbai**

Mumbai, 25<sup>th</sup> February 2008 – Ferrari is delighted to announce the start of a new adventure, the Magic India Discovery Drive, which got underway from Mumbai today. The tour was flagged off by Mr. Ratan N. Tata, Chairman of the Tata Group, and Mr. John Elkann, Vice Chairman of the Fiat Group. On the occasion, the famous Air India Building, one of the prime landmarks in Mumbai on the shores of the Arabian Sea, was dressed in Ferrari red colour along with the Prancing Horse logo.

At the Press Conference today, the Magic India Discovery logo was unveiled. The logo dons an elephant with Indian motifs, as symbolic of India as of regalness, power and majesty, very much like the Ferrari logo of the Prancing Horse.

The tour returns to Mumbai on May 7<sup>th</sup>, with the official closing ceremony on May 8<sup>th</sup>, having covered a route stretching more than 13,000 kilometres and touching 57 cities over 74 days. The car featured in this tour is the 612 Scaglietti, Ferrari's flagship GT model. Two of these four-seater Prancing Horse berlinettas embark on the voyage, which comes in the wake of the China 15,000 Red Miles tour completed in 2005 and the Panamerican 20,000 tour of 2006, both of which were hugely successful.

The two 612 Scagliettis (one red, the other cream-colour, both sporting a specially designed livery) will feature a few absolutely minimal modifications to allow them to negotiate the more difficult tracts of the tour.

The modifications involve the fitting of an underbody protector made from 4 mm duraluminium rather than plastic and a slightly higher suspension setting to deal with the tougher road surfaces. Otherwise, however, they will be entirely straightforward production cars powered by a 540 hp 65° V12 engine that delivers maximum torque of 60 kgm at 5250 rpm. Both cars will be fitted with a six-speed F1 gearbox and Transaxle transmission.

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The 612 Scaglietti continues Ferrari's long tradition of excellence in the 2+2 segment. This innovative car offers the perfect combination of thoroughbred Ferrari berlinetta performance and exceptional comfort for four occupants. The 612 Scaglietti was the very first all-aluminium 12-cylinder to be built by Ferrari.

The use of aluminium for the chassis and bodywork combined with sophisticated production and assembly technologies have cut overall body weight by a massive 40% and greatly improved torsional rigidity. The 612 Scaglietti's near-perfect weight distribution (46% front and 54% rear) means that it offers the blistering performance of a rear-engined car yet the comfort and roominess of a front-engined model. Its 65° V12 engine represents the pinnacle of Ferrari's engine technology too and punches out 540 hp at 7250 rpm. Although clothed by Pininfarina, the 612 is named in honour of Sergio Scaglietti, the Modenese coachbuilder who, in the early years of Enzo Ferrari's extraordinary adventure, bodied some of the most beautiful cars ever to emerge from Maranello.

### The route and main stages

The Magic India Discovery will run around India, in a Southern direction, along the coast of the Arabian Sea, arriving in Trivandrum on the furthest point in the South of the Indian peninsula; the Tour will drive back up North in the direction of Bangalore and Kolkata (Calcutta), along the Eastern coast. The last stage will follow the river Ganges up to the North and the frontier with Pakistan and then driving in the direction of India's capital, New Delhi, and back to Mumbai, after having crossed the fascinating Rajasthan.

The Magic India Discovery will enjoy the invaluable support of the Tata Group, Tata Motors, Taj Hotels Resorts and Palaces, Tata Consultancy Services, Fiat India Automobiles Pvt. Ltd., Shell, Alcoa, Pirelli, Saima Avandero and OMR.

Assistance and spare parts will be provided by eight support vehicles: five Tata cars, two Fiats and one specially fitted-out Iveco truck.

In addition to the journalists driving the two 612 Scagliettis, photographers and video camera operators, the tour will also be accompanied by a technical assistance and logistics team for its entire duration.

The 612 Scaglietti is Ferrari's top of the range model and in line with its elegant, exclusive image, our guests will be wearing sophisticated colonial-style khakis and, to protect them from the blazing sun of this particularly hot season, a contemporary take by Borsalino on the famous Pith helmet.

The [www.ferrariworld.com](http://www.ferrariworld.com) and [www.media.ferrari.com](http://www.media.ferrari.com) websites will feature constantly updated news and high resolution images of the tour as it unfolds.

### 612 Scaglietti - Technical Specifications

#### Dimensions and Weight

|                |                    |
|----------------|--------------------|
| Overall length | 193.0 in (4902 mm) |
| Overall width  | 77.0 in (1957 mm)  |

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|               |                                 |
|---------------|---------------------------------|
| Height        | 52.9 in (1344 mm)               |
| Wheelbase     | 116.1 in (2950 mm)              |
| Front track   | 66.5 in (1688 mm)               |
| Rear track    | 64.6 in (1641 mm)               |
| Dry weight    | 3911 lb* (1760 kg*)             |
| Fuel capacity | 24 UK gal - 29 US gal (108 lit) |

|       |               |
|-------|---------------|
| Tyres |               |
| Front | 245/40 ZR 19" |
| Rear  | 285/40 ZR 19" |

|        |                             |
|--------|-----------------------------|
| Brakes |                             |
| Front  | 15.0 x 1.4 in (380 x 36 mm) |
| Rear   | 14.2 x 1.3 in (360 x 34 mm) |

|                    |                                     |
|--------------------|-------------------------------------|
| Engine             |                                     |
| Type               | 12V 65°/65° V12                     |
| Bore/stroke        | 3.50 x 3.03 in (89 x 77 mm)         |
| Unit displacement  | 29.2 cu in (479 cm <sup>3</sup> )   |
| Total displacement | 350.8 cu in (5748 cm <sup>3</sup> ) |
| Compression ratio  | 11.2:1                              |
| Maximum power      | 397 kW (540 CV) at 7250 rpm         |
| Maximum torque     | 588 Nm (434 lbft) at 5250 rpm       |

|                     |                    |
|---------------------|--------------------|
| Performance         |                    |
| Maximum speed       | 199 mph (320 km/h) |
| 0-100 km/h/0-62 mph | 4.0 s              |
| 0-400 m             | 12.0 s             |
| 0-1000 m            | 21.65 s            |

|                  |               |
|------------------|---------------|
| Fuel consumption |               |
| Combined         | 20.5 l/100 km |

|              |          |
|--------------|----------|
| C02 emission |          |
| Combined     | 470 g/km |

\* European market version

### Our sponsors

**Shell.** The Shell Group has an extensive network of companies in over 140 countries across the globe. Its activities focus oil, chemical derivatives, , renewable power sources, industrial trading and many other sectors besides. Shell also manages more than 45.000 petrol stations, serving over 25 million customers each and every day. For further information, visit the Shell website at [www.shell.com](http://www.shell.com).

**Tata Group.** The Tata Group is India's best-known industrial group with revenues in 2006-07 of US\$ 29 billion (Rs. 129,994 crores), the equivalent of about 3.2 per cent of the country's GDP. Known for its adherence to business ethics, it is India's most respected private business group. The international revenues of the Group in

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integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model, recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 108,000 of the world's best trained IT consultants in 47 countries. The Company generated consolidated revenues of US \$4.3 billion for fiscal year ended 31 March, 2007 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit [the company site](http://www.tcs.com) at www.tcs.com.

**Fiat India Automobiles Pvt Ltd.** Fiat India Automobiles Private Limited (FIAPL) is a 50-50 Industrial Joint Venture between Fiat Group Automobiles S. p. A., (Fiat) and Tata Motors Limited (Tata) originally incorporated on January 02, 1997. The company employs about 650 employees and is located at Ranjangaon in the Pune District of Maharashtra. The definitive Joint Venture agreement was signed in October 11, 2007. The board of directors of this company comprises of five nominees each from Fiat and Tata.

The state-of-the-art facility at Ranjangaon, which is owned by FIAPL is capable of producing 100,000 cars and 200,000 engines, besides aggregates and components. The company plans to double the production capacity for both car units and engines in the next few years. Currently manufacturing the Palio Stile 1.1 and 1.6 models, premium Fiat cars such as the Grande Punto and Linea are expected to roll out soon in the B and C segment from the facility within 2008. The facility will also manufacture Fiat's successful 1.3 litre Multijet diesel engines and 1.2 & 1.4 litre Fire gasoline engine and the C549 transmission, evolution for the Indian market of the European C510: start of production of all powertrains is foreseen by first quarter 2008. Apart from Fiat cars, the facility will also produce Tata passenger and next generation cars with investment exceeding € 650 Million. The plant is expected to provide direct and indirect employment to more than 4,000 people.

Fiat, which holds a 50% stake in the Company, also owns and controls five internationally renowned brands:- Fiat Automobiles, Alfa Romeo Automobiles, Lancia Automobiles, Abarth and Fiat Professional, the makers of renowned cars such as the Ferrari, Maserati, Alfa Romeo and Lancia besides the Fiat branded cars.

**Pirelli.** In terms of turnover, Pirelli Tyre is the world's fifth largest tyre manufacturer with one of the highest levels of profitability in the entire sector. It is widely acknowledged as one of the reference companies when it comes to cutting-edge, high performance products. In fact Pirelli Tyre enjoys a leadership position both in car and motorbike tyre lines. Pirelli tyres are now synonymous with quality, driving pleasure and exceptional performance. Through the consolidation of its own technological skills, Pirelli has built up solid relationships with the world's most prestigious car and motorbike constructors, resulting in the homologation of its products for use on models produced by every leading car and motorbike manufacturers. Pirelli Tyre is present in 160 countries and boasts 25 facilities across four continents as well as five Research and Development Centres in which it invests 3.7% of its revenues, the highest percentage in the entire tyre industry.

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**Alcoa.** Alcoa is the world's leading producer of primary aluminium, fabricated aluminium and alumina. It is active in all major aspects of the industry. Alcoa supplies its products to the aerospace, automotive, industrial, packaging, building and construction, and commercial transportation sectors, offering its clients access to its broad array of design, planning and production skills. In addition to manufacturing aluminium products and components (including laminated, extruded hard alloy and forged products), Alcoa also sells Alcoa® wheels, fixing systems, precision and lost wax castings, and architectural structures and systems. Alcoa is present in 44 different nations employing workforce of 107,000. It was recently named one of the world's most sustainable companies at the World Economic Forum in Davos, Switzerland. For further information, visit the company site at [www.alcoa.com](http://www.alcoa.com).

**OMR.** The OMR (Officine Meccaniche Rezzatesi) Group is one of the world's leading automotive and industrial vehicle component and systems manufacturers with 11 production facilities in Italy, Brazil, Morocco, China, India and Argentina. Since its foundation in 1919, the OMR Group (which employs a workforce of 2,000) have grown has grown to such an extent, combining technology, innovation and design, that it now leads its sector. OMR and Ferrari began working together in 1978 and together they have worked towards on shared goals, present and future, driven by a team work ethic and a constant thirst for exciting new technologies.

**Saima Avandero.** Saima Avandero is Italy's leading international transportation and integrated logistics company. It is part of the ABX LOGISTICS Group and boasts a wide international network with bases in no less than 35 countries. Saima Avandero is an exceptionally reliable partner to business focused on meeting the needs of its clients. Its strongest point is its skill in planning and delivering "tailor-made" services whose quality is second to none. A consummately professional approach and a wide range of skills in logistical support, organisation and information technologies are the secrets to its success and complement the international transportation and delivery services it offers.

With the support provided by Borsalino, the Italian company founded in 1857, world leader in the production of hats.

Magic India Discovery tour images can be downloaded from the following ftp address: [ftp://press\\_mid:6ftQ6m6@62.152.104.162/mid](ftp://press_mid:6ftQ6m6@62.152.104.162/mid) or from [www.media.ferrari.com](http://www.media.ferrari.com)

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