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CHRIS MCNEEL PHOTO



FCA president **Paul Gilpatrick** (left) attends the unveiling of G-P's 375 MM watch and talks with G-P chairman Gino Macaluso (center) and G-P N.A. president Ron Jackson about the relationship between G-P watches and Ferrari.

A Girard-Perregaux Tribute to the



Girard-Perregaux Ferrari 375 Mille Miglia

SINCE 1994 and the “Tribute to Ferrari” watch, Girard-Perregaux has produced a number of limited edition watches paying tribute to Ferrari models, such as the 156 F1 (a tribute to Phil Hill), 250 Testa Rossa, 250 Tour de France, 275 Le Mans, F310B, F50 and 360 GT. G-P watches have also recognized events, such as Ferrari’s 1999 constructors’ championship and the 2000-winning F1 season. Other unique examples include the F1 047, created out of the same aluminum used in the 047 V-10 engines, and the SF Foudroyante, a split-second, *rattrapante* chronograph paying tribute to the 70th anniversary of Scuderia Ferrari.

The latest watch to draw its inspiration and design from Ferrari is the 375 MM. In 1954, Pinin Farina received an unusual order from film director Roberto Rossellini for a very special car that had to be as stunning and unique as the woman for whom it was intended – Oscar winning actress and wife Ingrid Bergman. Rossellini adored fast cars and speed and raced them, including the Mille Miglia. Thus, it was Pinin Farina’s 375 Mille Miglia, s/n 0456 AM, that inspired the latest G-P watch celebrating Ferrari. The 375 MM watch is an exceptional chronograph whose elegant lines mimic those of the legendary car that inspired them. This brand new movement is a single-button, column-wheel chronograph in either rose or white gold bearing an engraved profile of the legendary “Ingrid Bergman” 375 MM (0456 AM) on the case-back. The superb timepiece will be produced in a limited series of only 375 worldwide.

Normally major timepiece introductions occur in Basel or Geneva, Switzerland, but G-P chose New York City and the beautiful TriBeCa Grand Hotel in the hip Tribeca (Triangle Below Canal) area for the unveiling. The G-P sponsored Scuderia Ferrari of Washington Ferrari 360 GT that won the GT class in the Grand American Road Racing Association Rolex Sports Car Series was displayed on the sidewalk outside the hotel, gathering much attention on the busy triangle street corner.

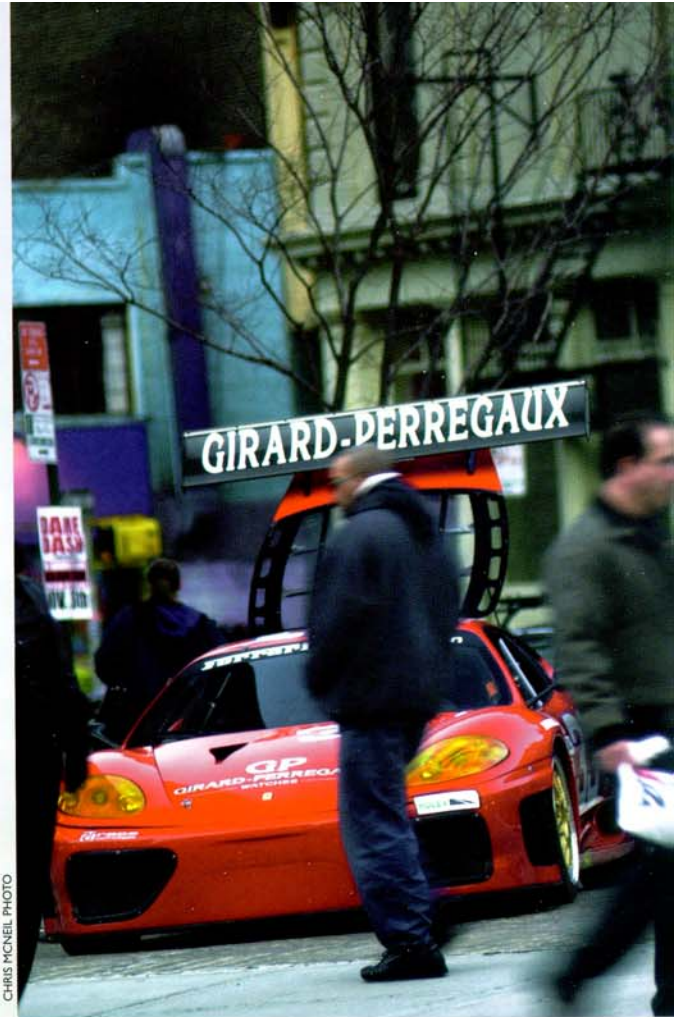
Guests and the press from all over the world attended the event to see and hear G-P’s charming owner and chairman, Dr. Luigi (Gino) Macaluso, introduce the 375 MM watch. By coincidence (or maybe not), Ferrari North America’s dealer meeting was taking place at the same venue, so many FNA representatives were there, including new President Maurizio Parlato and Challenge manager Maria Homan, dealers Guisepppe Risi, Allie Ash and Bill Story and SFoW director of communications Dave Seibert. Some Ferrari race drivers attended, such as 1961 F1 champion Phil Hill and wife Alma, SFoW Ferrari 360

Ferrari 375 Mille Miglia

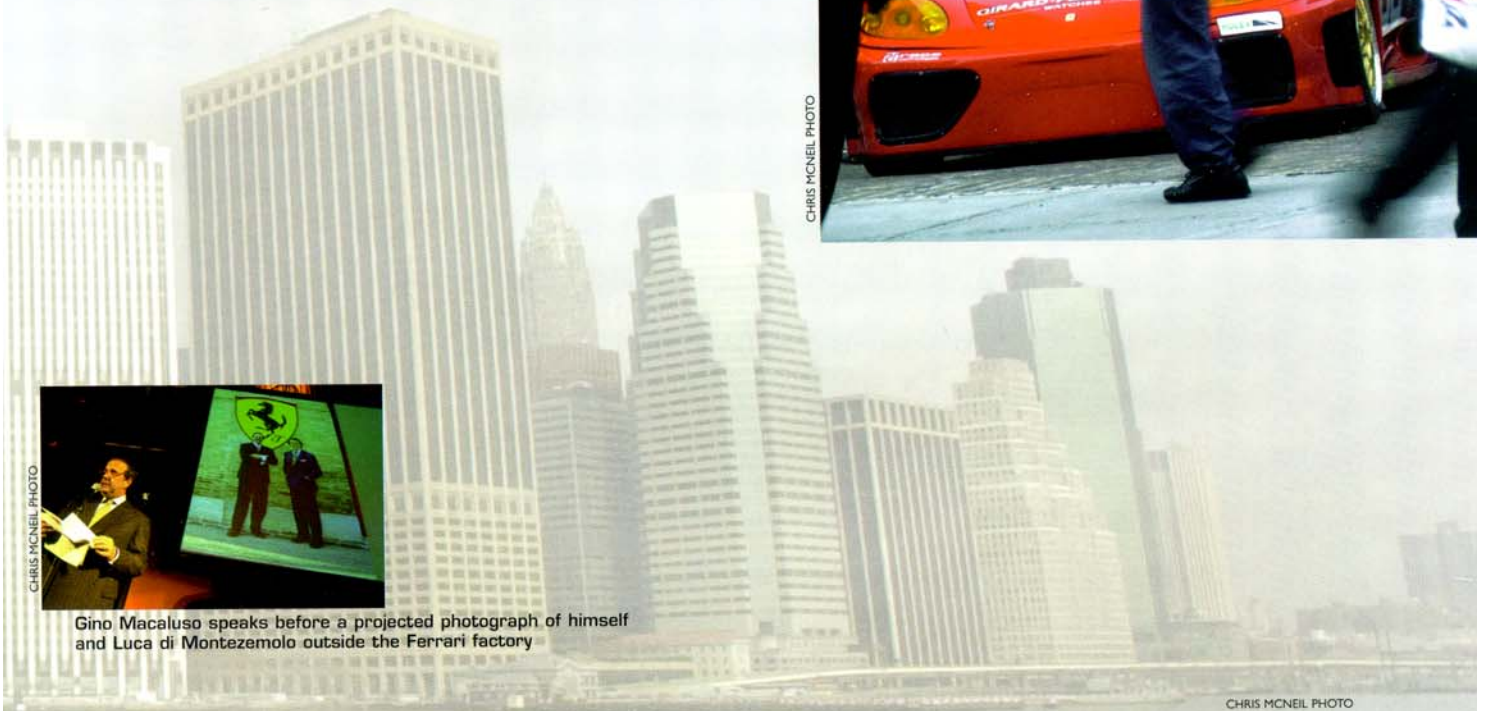


PININ FARINA PHOTO

Ferrari 375 Mille Miglia, s/n 0456 AM



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CHRIS MCNEIL PHOTO

Gino Macaluso speaks before a projected photograph of himself and Luca di Montezemolo outside the Ferrari factory

GT co-driver Cort Wagner and former 333 SP driver Jay Cochran. The launch party in the evening was a stellar affair with a thorough presentation by Dr. Macaluso and G-P N.A. president Ronald Jackson, culminating in the unveiling of the 375 MM chronograph.

I was afforded a unique opportunity to talk with Dr. Macaluso (GM) and Ronald Jackson (RJ), taking advantage of the availability of the three presidents (G-P, G-P N.A. and the FCA) to discuss the relationships between G-P, Ferrari and the FCA.

AN INTERVIEW WITH THREE PRESIDENTS

Ferrari has worked with various watch manufacturers in the past to "brand" its watches, but the nine-year old relationship with the 211-year old G-P is most impressive and appears to be stronger than ever. To what do you attribute this relationship?

GM: We have a very stable relationship with Ferrari. Luca di Montezemolo is one of my best friends, and Jean Todt and I raced together when we were young. Piero Ferrari makes it easy to work with them and produce co-branded watches. I have a

great respect for Luca and his tenure with Ferrari. An agreement was signed the first day we met. This was much more than a business relationship but is a love affair with Ferrari.

Certainly the Ferrari 375 MM is a particularly awesome car but what inspired you to choose the 375 MM among other Ferraris for the tribute with the new chronograph?

GM: It is a little known fact that during a chat between Luca di Montezemolo and Piero Ferrari the question came up: "What is your favorite car?" The suggestions were the 250 GTO, 250 Tour de France and the 375 MM. Roberto Rossellini asked Farina for a gift for Ingrid Bergman. Why the interest in shape? I fell in love with the shape, the volume for the winglets, the lightness of the color, the oval side scallops, etc. It was decided then and there that this was the car for the watch. As far as the case, it was to be rectangular and integrated to the wrist. There is a true intellectual relationship between the watch design and Farina's design of the 375 MM.

There seems to be a strong crossover between collectors of Ferraris and race cars and mechanical watch enthusiasts. To what do you attribute this crossover?

GM: I believe it has to do with the micro-technology and the sophisticated technology. Such as with racing and F1, people are crazy over the magic of the cars and it ties over to the mechanical devices, such as quality timepieces. They are both emotional objects, relating to the best speed and time.

With the largest Ferrari club in the world located in the U.S., a large part of the world market share of G-P's Ferrari watches must be sold here. To what do you attribute your success in the U.S.?

RJ: When we met in 1994, I became aware of the Ferrari market and was introduced to the world of Ferrari. This founded a long-standing relationship with the FCA and an understanding of the U.S. market and the branding of our product here. We've been a consistent supporter of the FCA, and we enjoy the connection with the people and the club and want to continue being part of the active membership.



360 GT – The Future King of

Jeff Allison describes the 360 GT, the first factory-built GT racer from Ferrari since the 365 GTB/4 that raced two decades ago. Like the Daytona, the 360 GT evolved from the 360 Modena street car.

Following the win of the team and drivers' N-GT class titles in the 2001 FIA GT championship by the 360 Challenge-based, Michelotto-built JMB Competition cars, Ferrari received many requests to provide factory-built cars to compete in international racing. On February 2, 2002, Ferrari announced it would produce the 360 GT – the first factory-built GT racer since the 365 GTB/4 (Daytona) raced 20 years ago. The 360 GT would be produced in two separate versions – one to conform to the N-GT class rules of the FIA GT championship and the other to comply with the Automobile Club de l'Ouest (ACO) rules for Le Mans and the American Le Mans Series. The 360 GT evolves from the basic 360 Modena road car to the 360 Modena Challenge car to the Michelotto-made 360 N-GTs to the factory-built 360 GT. Ferrari's

Corsa Clienti department designed, developed, tested and now builds the car with a stop at Michelotto for final preparation before being sold through the regular Ferrari dealer network. Price is approximately \$400,000, and production is projected at about 30 cars in the next three years.

The engine is the same five valve per cylinder, four camshaft, 90 degree, 3.6-liter V-8 of the street 360 Modena. Changes to the engine include higher lift camshafts and new pistons to accommodate re-shaped combustion chambers, raising the compression ratio to 13.1:1 from the basic 11:1, and free-flow exhausts. The weight of rotating masses, such as the crankshaft and flywheel, was reduced to improve engine response and pickup out of corners. The power of the 360 GT is rated at 430 hp at 8,500 rpm compared to the street cars 395 hp, despite 30.8 mm diameter restrictors

You seem to have an uncanny ability to “lead” the market with fresh and new designs. I can think of many recent elements, such as Tourneau case shapes, unusual dial colors, carbon fiber dials and high quality straps, which have led to other manufacturers following suit. How much involvement do you have in the design or visionary aspect of the pieces?

GM: I’m very involved with all aspects of the timepieces from the vision, design and production of the products. It is very important to me to concentrate on the details of the end product.

You must be pleased with the recent culmination of a storybook season with your sponsorship of the SFoW 360 GT in the GT class in the Grand-Am. Do you intend to continue your sponsorship in 2003?

RJ: Our involvement covers 2003 in a multi-year program, including 360 GT watches. Yes, we’re on for 2003 and looking forward to another great year.

How do you see the involvement in gentleman racing with the Ferrari Challenge and professional series racing tying into your marketing strategies?

RJ: The product has provided the perfect opportunity to speak with people who have an appreciation of the product and racing allows us to be involved with true enthusiasts.

Do your ties with Ferrari afford you insights into design and material selection?

RJ: From a manufacturer’s perspective, you must understand Gino and the things that are important to him, such as music, opera and clothing. Like a musician who has hundreds of songs but can’t get them on paper fast enough, Gino has many facets. Every product relates to something about him and his art reflects these different facets and diversity. The company is projecting Gino’s art.



CHRIS MCNEIL PHOTO

Ron Jackson, FNA president Marizio Parlato, Phil Hill and Tony Maurizio

GT Racing?

in the intake system. Special attention to the mapping of the Bosch electronic engine management system reduces fuel consumption – something that was key to winning the 2001 N-GT titles. Other items that improve performance are variable length intake runners, fly-by-wire throttle linkage and a dry sump oil system. Power is transmitted to the FIA GT N-GT version via the electrohydraulic F1-style paddle shifting system with six speeds with improved electronics enabling 150 millisecond gear changes. The ACO version uses a manual, H-pattern shifter.

The chassis uses the basic 360 Modena aluminum space frame, which is lightened wherever possible. Aerodynamics are improved by the one-piece carbon fiber underbody combined with a stepped diffuser at the front and a single, full-width diffuser at the rear. Surprisingly, the standard 360 Modena shape was retained as wind tunnel tests proved its efficiency as developed for street use. Carbon fiber body panels replace the original aluminum panels, except for the roof and

rear flanks. Curb weight is 2,359 lbs (about 220 lbs lighter than a Challenge car) meaning ballast is used to bring the car up to the 2,425 lb minimum weight.

The front track is wider by three inches and the front and rear suspensions have adjustable shock absorbers and sturdier and adjustable anti-roll bars front and back. Very large, cross-drilled, vented Brembo brakes provide extremely efficient stopping power and the front to rear brake bias can be adjusted from the cockpit.

The 360 GT is quicker and nimbler than its 360 street and Challenge siblings because of its reduced weight, improved aerodynamics and mechanical and electronic tweaks to the engine and transmission. Top speed is 180 mph, and 0-60 mph takes about 3.5 seconds.

In 2002, the racing division of Ferrari of Washington, the Scuderia FoW, raced in the Rolex Sports Car Series of the Grand-American Road Racing Association. The team began the season with just two podium finishes using its Michelotto-built 360 in the first four

aces. However, less than a week after receiving the first 360 GT made available to customers, the team won at Watkins Glen and then swept to four consecutive GT class wins. The five race-winning streak was broken at the last race of the Grand-Am season at Daytona International Raceway at the Dark Dog Finale on November 10, 2002. However, the five class wins garnered the SFoW the team and the driver championships in the GT class – a tribute to the Scuderia FoW team, its drivers and crew and the straight-out-of-the-box 360 GT.

A natural synergy exists between Ferrari and Girard-Perregaux, who sponsored the SFoW effort. The Swiss watchmaker produced a commemorative watch for the F360 GT (see PH # 145) to add to its previous limited edition time pieces linked to Ferrari, including the 250 TR, 250 TdF, Phil Hill’s 156 F1, F333 SP, F50 and now a watch recognizing the 375 MM. Exciting things are being born out of the relationship between Ferrari and Girard-Perregaux.

the world

In the Rolex Sports Car Series of the **Grand American Road Racing Series**, the Girard-Perregaux Scuderia Ferrari of Washington 360 GT, driven by Bill Auberlen and Cort Wagner, swept to five class wins in a row and the team and Auberlen and Wagner shared the drivers' championship. Auberlen was nominated for the American Auto Racing Writers and Broadcasters Association's 2002 Auto Racing All-America team.



RICHARD DOLE PHOTOS



JOHN BROOKS PHOTO

In the **FIA GT Championship**, the BMS Scuderia Italia 550 Maranellos of Andrea Piccini and Jean-Denis Deletraz and Enzo Calderari, Lilian Bryner and Marc Gounon showed promise in the first seven rounds. At the three remaining rounds at **PERGUSA**, Italy (September 22); **DONINGTON**, England (October 6) and the final round at **ESTORIL**, Portugal (October 20), the best finish was the outright win of Piccini and Deletraz at Estoril. The Red Bull DART Racing 550 of Luca Riccitelli and Dieter Quester struggled with DNFs in the three races. For the season, the BMS team won four of the ten races but finished a distant fourth in the

championship behind the winning Chrysler-Viper team of Larbre Competition.

The 550s of BMS Scuderia Italia and DART Racing will return for 2003 and the German Weith Racing 550 has been extensively tested and will also contest the FIA GT championship.

The JMB Competition and JMB Racing teams fielded 360 N-GT cars for Andrea Montermini, Christian Pescatori, Andrea Garbagnati, Andrea Bertolini, Iradj Alexander, Peter Kutemann, Pietro Gianni, Giraudi and Batti Pregliasco. Showing a fast pace early in the year, the JMB teams faded in the final three events and the defending 2001 champion JMB Racing team ended up second to the Freisinger Motorsport Porsche 911 GT3-R team and the JMB Competition team was seventh in the championship. Pescatori salvaged second and Montermini third in the drivers' championship for JMB. In its second FIA GT race, the British GT GTO class-winning Veloqx Motorsport 360 N-GT of Tim Sugden and Andrew Kiraldy finished third at the championship-ending event at Estoril.

JMB has announced its intention to complete in the N-GT class in 2003 and the Veloqx Motorsport 360 GT team is expected to bring two cars to the FIA championship in 2003.



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