

ITALIA Continued

A Fleet of Fine Ferraris



FERRARI 250 GRAN TURISMO BERLINETTA



FERRARI 250 GRAN TURISMO COUPE



FERRARI 250 CALIFORNIA CONVERTIBLE



FERRARI 250 CALIFORNIA COUPE







A faultless way of combining the skill of the artisan with modern industrial practice is seen at Maranello. This

assembly line has been turning out an average of one car every day for some years, but expansion has now started.

Ferrari cars are manufactured in a surprisingly self-contained factory at Maranello, some ten miles south of Modena, where Ferrari has its own aluminum foundry, large machine shops as clean as dental laboratories, a highly stringent inspection department with modern testing equipment, and an engine assembly shop where one man builds an engine from beginning to end, before it joins the chassis and body on the short assembly line (above). The result is a car that costs \$12,500 and more, according to customer's specification.

The touring cars on these pages are luxuriously equipped, but remain very practical and fast automobiles of fastidious taste. Ferrari does not make its own bodies, but works very closely with both Scaglietti in Modena and Pininfarina in Turin. Only purely racing bodies are built at Maranello, for even the racing GT Berlinettas are made by outside specialists. Scaglietti makes steel bodies for the normal cars but uses aluminum for the competition cars, which are often outwardly indistinguishable from their slightly more docile

sisters. But the frequency with which improvements are introduced is striking. Enzo Ferrari himself drives a Berlinetta, commuting daily between his home and office in Viale Trento Trieste in Modena, and the factory at Maranello. Now 63 years old and a very lonely man after the death, from leukemia, of his only son Alfredo Ferrari in 1956, it is in the factory that Enzo Ferrari continues to make his dreams come true. But when his cars compete, he always stays at home to avoid the tension and stress of the race.

