

FERRARI LOBBYING

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HISTORY OF FERRARI



LOGO

Besides being known for producing some of the best and fastest cars in history, Ferrari is most associated with its symbol the Cavallino Rampante or the prancing horse and its vibrant red color.

By regulation, international motor racing cars from Italy were required to be painted red

- Ferrari is one of the world's most admired luxury sports car automakers.
- Company officially launched in 1947
- Since it first began, the Italian car maker has won over 5,000 prizes and competed in tracks all over the globe.



ENZO FERRARI

- Born in Modena, Italy in 1898
- Started out → race car driver
- Won several racing awards
- 1988 → die





1929 - 1931


- In 1929, Ferrari founded the Scuderia Ferrari.
- It began as a division of Alfa.
- Time when sports car racing was really taking off



activity for the rich and famous elite



1931 - 1939

- In 1931, Enzo finished in second place at the Circuito Tre Province.
- 
- last time competing as a driver
- September of 1939 he left his position as Head of Alfa Corse to form his own car company Auto Avio Costruzioni in Modena



1947 - 2002

- 1957 the first Ferrari model the 125 S.
 - The 1960s were a time of transition for the company.
- 1988, Enzo Ferrari oversaw the launch of the Ferrari F40.



last new Ferrari launched before his death



2002 - présent

From 2002 to 2004



Ferrari produced the Enzo

The Ferrari brand is one of the most iconic in the world



Models who made history

- **Ferrari 125 S:** the first produced in 1947. Although built in just two examples, this car has rightfully become part of the history of the Prancing Horse as it is the first model ever made by Ferrari under this brand. The car had a busy racing career, with participation in world championship races, making its debut at the Piacenza GP and obtaining its first success in the Rome GP.
- **Ferrari 250 GTO:** Insiders consider it the Ferrari par excellence, the best car ever built in Maranello and the top sports car of the 1960s. The coupé was the protagonist in sporting competitions, becoming a queen of Gran Turismo. The 250 GTO was produced in only 36 units between 1962 and '64. the car won numerous victories all over the world.



- **Ferrari Testarossa:** One of the most loved Ferrari in history that continues to enchant with its unique and original shapes. It has never been the fastest Ferrari of all, nor the one with the highest economic prices. Still, the Testarossa has become one of the most iconic and recognizable.
- **Ferrari F40:** It was launched in 1987 to celebrate Ferrari's 40th anniversary. Revolutionary is one of the adjectives that best fit the F40, one of the most innovative reds in the history of the Italian car manufacturer.
- **Ferrari LaFerrari Aperta:** The company's long journey towards a “green” future began in 2013, with the launch of the LaFerrari, the first hybrid car.



Who ?

- In-house lobbying

They have one full-time equivalent (FTE)

accredited for access to European Parliament premises

Cost in 2020: 300,000 - 399,999 €

- External lobbying- association

1. ACEA

2. ANFIA

LOBBYING COSTS OVER THE YEARS:

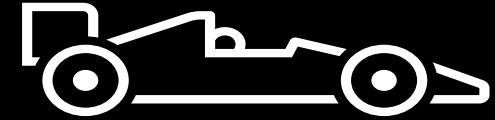


ACEA (Association des Constructeurs Européens d'Automobiles)

- It's the European automotive industry lobby in Brussels. ACEA is a lobbying power at the Berlaymont: its spokespersons met 52 times with commissioners and senior Commission officials in 2015 and 2016, and many more took place with mid-level officials.
- ACEA has not only lobbied to save its members from taking responsibility for Dieselgate; its extraordinary influence may have been at the very origin of the absence of binding rules for this sector.
- Expenses for lobbying: 2,500,000-2,749,999€ (2020)



ACEA



- **CLIMATE CHANGE:** ACEA supports the EU Green Deal and the EU's goal to become climate neutral by 2050. ACEA has also expressed support for the goals of the Paris Agreement in numerous communications, such as a November 2021 EU consultation response. However, in 2020-22, ACEA continues to advocate against numerous key EU climate policies for road transport, including ICE vehicle phase-out and higher CO2 standards for vehicles, while supporting increased electric vehicle infrastructure targets.
 - **ENERGY TRANSITION:** ACEA has mixed engagement with policies around a low-carbon transition for the automotive sector. The industry association has strongly supported policy to enable the roll-out of infrastructure to support the electrification of road transportation.
-

ANFIA (Associazione Nazionale Filiera Industria Automobilistica)

- Anfia has been a Trade Association for more than 100 years as a spokesperson for Italian companies operating at the highest levels in the sectors of construction, transformation and equipment of motor vehicles. In its role as a trade association, ANFIA represents a strategic relational driver between the automotive industry and the Italian and international political and institutional context.
- Expences for lobbying: <10000 € (2020)



Why ?

Energy Union

CO2

Mobility

Safety

Transport

Emissions

Alternative Fuels

Trade

Human and robot
system interaction
in industrial
settings

Collaborative
machine system
safety

Industrial
Automation

"If you ask a child to draw a car, he will make it red"
(Enzo Ferrari)



THANK YOU FOR YOUR ATTENTION!

References

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