

NOTIZIE

FERRARI DISPLAYS BIO-FUEL F430 SPIDER



Michael Gregg Images



FERRARI GOES GREEN...

At the Detroit Auto Show, or more properly, the North American International Auto Show, in January, Ferrari had on display several models from its current range of offerings, but with two new models of interest – the very new 430 Scuderia, which we covered in the past two issues, and an F430 Spider, but one with twist – the car is a biofuel powered technological demonstration prototype.

Shrewdly, Ferrari chose the Detroit show to introduce and highlight this “green” model, since “going green” has become a big part of the American consciousness lately, and because there is a definite and growing search for alternative sources of energy to power all sorts of equipment, especially automobiles. This is extremely important for a luxury and sports car manufacturer because of the “politically correct” perception that all sports cars are extravagant and waste fuel. If

Above, Amedeo Felisa, the Managing Director of Ferrari SpA, visited the Detroit International Automobile Show to speak about the new Ferrari biofuel powered 430, and to underline that the world’s leading manufacturer of high performance cars is also concerned about using renewable energy in the years ahead and in creating more fuel efficient engines without sacrificing performance. In the long run, the goal is improving the energy efficiency of the whole car, which in turn will lower fuel consumption and emissions levels.



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