



# Back in the Red



Watch enthusiasts are lucky: if you happen onto something old that needs complete restoration, not all but many of the great houses, such as Jaeger-LeCoultre and Patek Philippe, will undertake the challenge. An overhaul won't be cheap, but it will be '100-point' accurate. Car aficionados are less fortunate. While Aston Martin, Rolls-Royce and a few others have a Patek-like attitude toward vintage models in private hands, most are like Rolex, who think that old models should stay in the past. Or be replaced with new ones. To the blessed relief of the most feverish car collecting fraternity of all, Ferrari has announced a new programme to support owners of older models, and their services go from authentication to full restoration. Given the way that inflation has embraced elder Ferraris, you can hear the sighs of relief, from Tokyo to LA to the depths of Hampshire.

Ken Kessler

Aptly dubbed 'Ferrari Classiche', the new programme enables owners to have their classic Ferraris (defined as cars more than 20 years old) checked by the factory or factory-approved personnel, in order to obtain a Certificate of Authenticity not unlike the documents available from Patek Philippe's archives. This certificate, according to Ferrari, "reassures the owner and any future purchaser that the car has remained just the way it was built by Ferrari and true to type with any variances noted."

Note that it said "just the way it was built by Ferrari", which probably has a host of American *Ferraristi* contemplating suicide. By definition, this means that the Maranello *maestri* are not sanctioning the sort of over-restoration that Yankee collectors inflict on their precious classics. As any Ferrari maven will tell you, your typical 1950s-1980s Ferrari hardly left the

factory with panel gaps to rival the case fit on a Jaeger-LeCoultre Master Compressor, or a paint finish indistinguishable from glass.

In this area, Ferrari is adamant, and its mission statement leaves no room for misunderstanding: its intervention in the world of elder Ferrari maintenance is conceived "to set the absolute reference point that guarantees the originality of cars over 20 years old, and to maintain past production with not only an extensive programme of re-manufacturing, but also actual restoration at the factory."

#### Any request

To achieve this, Ferrari has made a commitment not common among modern car companies. It has redeveloped an area inside the factory, which, fittingly, was once the foundry building in

(Opposite page) Ferrari's President Luca di Montezemolo at Classiche's launch, with Vice-President Piero Ferrari over his left shoulder, who is Chairman of the COCER (Certification Committee). (Above) A newly issued Ferrari Classiche authentication certificate for a Ferrari 512 BBI, following its restoration at the new division in Maranello. Enamel badges for the car itself are pictured too.



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## Bogus Ferraris will be rendered unacceptable by Classiche, dealing with those replicas with desirable bodies on conventional chassis.

As with organising the purchase of a brand-new Ferrari, which can involve choices as wide-ranging as the type of brake material or the pattern and colour of stitching on the seats, requirements are dealt with on an individual basis. It would seem that the company is prepared to deal with any request, from restoring ultra-rare models with specific racing provenance, to regular production vehicles. We hesitate to describe the latter as 'common Ferraris' because there's simply no such thing, but you can, with the necessary readies of course, even have a factory restoration of something as unloved as a Mondial. But there's more to it than a piece of paper.

### Customer satisfaction

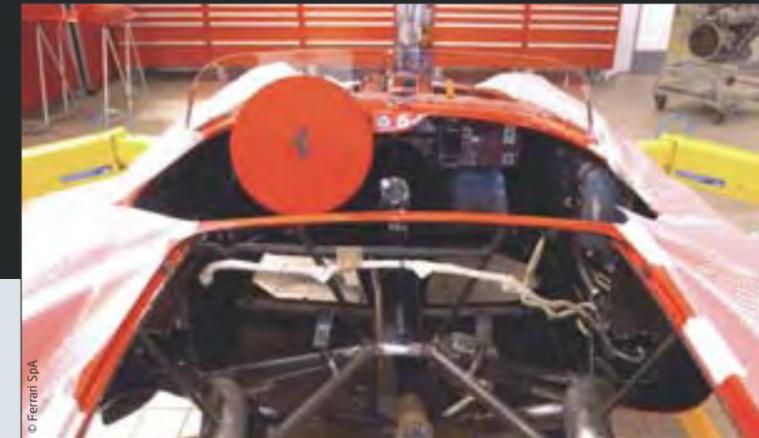
Last year, Ferrari in the UK formed a special programme called Fiorano Ferrari, open only to Ferrari owners. It is a 'club' that enables owners to participate in numerous events, including track days, model launches and the like, with the benefit to Ferrari being the strengthening of bonds with its customers. This 'bonding' is also clearly part of the Ferrari Classiche agenda, only for owners of historical vehicles. As was stated by Ferrari's President, Luca di Montezemolo at the programme's launch, "We have started a great initiative for Ferrari's past and more importantly, connecting its history with the future. This programme will keep us in contact with the best models of previous years and their owners. We will be setting a point of reference in the factory for these cars and ensuring they have totally authentic parts."

Maranello's early days of car production. Here, full restoration services will be provided for older cars, with subsequent certification of the vehicles after restoration. Equally appealing are the stages beneath a complete, ground-up re-build, for that doesn't require the full service.

And the cars needing just authentication don't even have to go back to the factory. The programme permits inspections to be carried out in the UK "under the careful eye of Ferrari GB specialists". Following its inspection in the UK, the car's full report is submitted to the approving committee back home. Ferrari wants this inspection process to be as convenient as possible for the owner because - assuming Ferrari-loving collectors embrace the programme - it could see an end to the fakery that infects the world of high-end car collecting. Thus, inspections can be carried out at Ferrari GB's premises, any official Ferrari dealership, or even at the car owner's premises, "subject to the necessary level of equipment being available".

(Above left and right) Some Ferrari owners use Classiche purely for authentication and certification - others take advantage of the comprehensive restoration service, like the owner of this stripped-down 500 TR from 1956.

(Above right) An American customer's 275 GTB (1964), originally bought without an engine. Ferrari Classiche is making a completely new engine practically to the model's original specification, even numbering and stamping the engine, gearbox and chassis according to the car's chronology. A 1979 400 Automatic is in the background.



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This was reinforced by Vice President Piero Ferrari, son of Enzo and Chairman of the COCER (Certification Committee). "Ferrari Classiche demonstrates how much love, passion and interest we have for the older cars, and how important it is for us to create a long-standing connection with our enthusiastic owners. This will be an opportunity for us to give long-term, official, serious service for our clients." Furthermore, all certified cars will be afforded guaranteed eligibility for participation in official Ferrari-sanctioned historical events.

As for the importance of the programme to owners, it removes every last shred of worry that one has an 'incorrect' vehicle - a major concern when you're dealing with vehicles with six- or seven-figure values. Such validation protects the car and the owner, and one suspects that the certification will - like the aforementioned archive certificate from Patek - act as a form of insurance when cars are sold either privately or in auction. One can predict with certainty that the presence of a certificate will not just ensure, but increase the value of a vintage Ferrari.

What a certificate will attest to is the car's mechanical condition through careful inspection of the chassis, engine, gearbox and other factory-numbered components. This will prove (or not, as the case may be) that the car's numbers match, or if changes had been made since the car left the factory. The latter is especially likely for competition or road-race vehicles; the inspection will determine if parts changes or bodywork or engine

alterations were in keeping with the period and are genuine and true to the type.

### Join the club

For this, the entire automobile community will rejoice, especially the hardcore fans that make pilgrimages to Goodwood and other historical events. Instantly, bogus Ferraris with questionable provenance will be rendered unacceptable, which should deal quite potently and definitively with all of the so-called replicas that consist of desirable bodies on conventional chassis. One can only imagine the drama of a bent car dealer contradicting the factory.

To obtain a Certificate of Authenticity, the owner first contacts Ferrari directly; in the UK, Tony Willis liaises with clients, discussing individual needs. After the initial meeting, an initial application is sent to the client for completion and return, with an initial deposit of £350 plus VAT. This is followed by the completion of a more detailed technical document, and returned with photographs. This stage can be completed by the owner or during the subsequent inspection.

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**What to Wear?**

You have your vintage Ferrari up and running. It's ready for its first public appearance - Goodwood, perhaps, or Pebble Beach if you're feeling brave. You had it shipped back from that barn you happened upon in northern California while checking out the better vineyards, and it now meets Ferrari's Classiche spec - not some anally retentive, white-glove-wearing judge's idea of perfection. You have your period Lacoste shirt, the Maine-made Bass Weejun loafers, broken-in but not shabby LL Bean chinos, a comfortable corduroy jacket from Bastian or Zegna. Sunglasses? Ray-Ban Wayfarers for the earlier vehicles, Ray-Ban aviators for mid-period, perhaps Alain Mikli for the 21st Century vehicles. You even smell faintly of Hermes' L'Orange Vert.

In the past, that would have been all details attended to; enough for any civilised Ferrari meet. But we live in the era of the Watch Revival, and no *tifoso* would be caught without a suitable timepiece. As every other Ferrari owner will clock your wrist, you don't want to be caught Casio'd or Swatch'd in such august company. Use your imagination, but guide yourself with one consideration: what would the buyer of a 1964 275 GTB or 1959 250 GT have worn? Sorry, but Timex wouldn't cut in then. Or now.

**1953 250 MM = Patek Philippe 1463 Chronograph**



Body by Pininfarina, classic oval egg-crate grille, competition pedigree: this masterpiece and others from the early 1950s 250 'family' exemplify the period in which Ferrari announced itself as the mount for well-heeled aficionados. Rare and expensive - don't expect change from £1m or £2m - it deserves to be driven with an equally desirable watch near its steering wheel: Patek Philippe's greatest, the 1463. If you can't face the auction houses (the 1943 steel model pictured was sold at Christie's, New York in April for \$228,000), the newest Patek chronograph also boasts the company's first in-house auto-chrono' movement.



**1959 250 GT Berlinetta Passo Corto = 1952 Breitling Navitimer**



Another million-quid-plus work of art with road and track credibility, the 250 GT firmed up the reputation born with the 250s from the first half of the decade. Blending, as do most Ferraris since, pure sporting purpose with elegance, functionality with luxury, it calls to mind the earliest no-nonsense chronograph to seduce civilians: the 1952 Breitling Navitimer. Still with us, the Navitimer retains the original's key virtues, but it's worth seeking out something similar in age to this period motor.



**1962 250 GTO = original Heuer Carrera**



Fetching prices to rival those of Bugatti Royales, 250 GTOs are simply the most coveted Ferraris ever. The 250 GTO's styling is of the level of near-perfection only rivalled by that of the Bugatti T35, the E-Type Jaguar or the Lamborghini Miura, so it commands a watch that reflects its purity, not its price. And no basic chronograph was ever so understated or free of nonsense as the original Heuer Carrera. If an original eludes you, try to find one of the circa-1998 reissues.



**1964 275 GTB = IWC Mark 11**



Another absolute classic, as defining of Ferrari's position in the automotive upper classes as any, the 275 GTB marked a new approach to civility: it is arguably the first model to secure Ferrari's place as a desirable road car rather than racing vehicle. Away from the track, then, so split-second timers are not required - what could be better than the one of the finest time-only manual watches ever made? IWC's Mark 11 is as free of frills as a watch can be. If you can't find a decent original, the 'Mark' line continues to this day with the Mark XVI.



**1968 365 GTB/4 Daytona = Rolex Cosmograph Daytona**



A no-brainer: the 365 GTB remains for some *tifosi* the most desirable *granturismo* Ferrari ever. And there exists a truly apposite timepiece for its owners, a watch wearing the same name and possessing the same 'covetability', so a Rolex Daytona has to be the watch of choice. If you must, go ahead and pay the ludicrous prices commanded by a 'Paul Newman'. Or you could be sensible and buy the current model, with in-house Rolex movement (white-gold model pictured; £14,620).



### 1969 246 GT "Dino" = Rado Diastar



Sleek and pretty, the 246 GT was the first of a line of mid-engine Ferraris, leading up to the current 430 via all of those delicious V8s in between. Sexy, stylish, 'small but perfectly formed', so utterly apt for this car would be the equally sleek Rado Diastar born in the same decade. And it's currently available with a suitably *rosso* dial (from £595). Or an authentic *grigio*. Even a Tour de France blue. You get the picture.

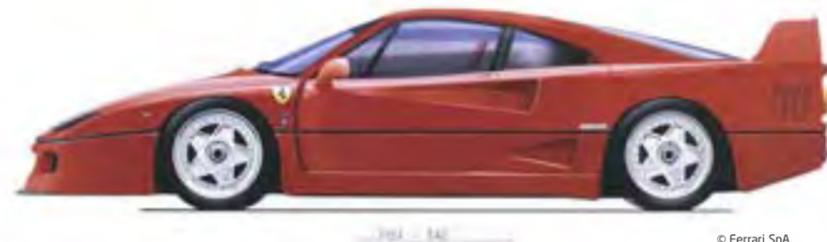


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### 1987 F40 = Eberhard Tazio Nuvolari Chronograph



Road legal it may have been, but the outrageous F40 was a thinly disguised racer nonetheless. To this day, Ferrari itself reveres its memory, even using it as the yardstick for the new 599 GTB Fiorano. So what could be better than a watch named after the greatest, and indeed most outrageous of all Italian drivers? Try to find one of the rare, oversized versions Eberhard produced in limited numbers, or the current 43 mm Grand Taille with black dial.



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### 1993 456 GT = Girard-Perregaux pour Ferrari Foudroyante Rattrapante



Arguably the prettiest, best-proportioned Ferrari four-seater in decades, this elegant beauty suggests an owner with taste for a gorgeous form. And in keeping with this, who could forget Girard-Perregaux's consistently elegant 'pour Ferrari' range, launched in the same year as the 456? Arguably the first and longest-running luxury car/watch collaboration, it remained satisfyingly bling-free throughout its ten-year stretch, as much as 456s were never bought by those who'd change the wheels for spinners. **JG**



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### 2002 575M Maranello = Chopard Mille Miglia Red Dial



A much-loved vehicle, and one of the nicest Ferraris ever for sheer driveability, it calls for a watch as trouble-free and pleasurable. It may take a little hunting, but try to find the Chopard Mille Miglia Red Dial edition from the Racing Colours edition. If not, any of the current Chopard Mille Miglia chronographs will suffice, especially the GMT.



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### 2006 599 GTB Fiorano = Ferrari by Panerai



It's only fitting that the owner of the latest, and probably the best ever Ferrari be equipped with the latest watch to carry the Ferrari name on its dial. This collaboration is the real deal, the Italian stallion working *insieme* with Italy's most noble watch house. Of the various Ferrari by Panerai models, we'd recommend one from the 'Granturismo' line. Go for the yellow dial (£4,100) if you've purchased a 599 in the same hue. Or even simply because you ordered your 599 with the yellow dashboard dials. (The 599 GTB Fiorano starts at £171,825, or £177,325 with F1 gearbox).



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Next, the vehicle is checked by the inspection team, with all part numbers - chassis, engine, gearbox, etc. - verified for authenticity. The entire vehicle information pack and application form is then submitted for the approval of the senior management committee in Italy. If the vehicle successfully meets all of the criteria, the client will receive the Certificate of Authenticity authorised by Ferrari upon payment of the final fee.

From there on, it's down to budget. Probably the most welcome news of all (are you listening, Rolex?) will be the continuing production of spares, either made in-house or using original suppliers, for past models. For cars that do not need restoration,

but require only replacement parts, this means that non-original, incorrect or worn-out components can be replaced with factory-fresh parts produced to the specifications of original factory drawings, as kept in Ferrari's on-site archive.

Approximately 200 cars have been successfully awarded the certification, which is presented in a red, leather-bound folder, with enamel badges to fit to the car. And, in parallel with the 'club' for owners of new cars, Luca di Montezemolo also intimated the possible creation of a similar association for owners of certificated cars, with a clubhouse at the Fiorano test track.

But will there be a secret handshake...? ◦

**Further information:** Contact Tony Willis, Ferrari GB Ltd., Tel: 01753 878 700, [www.ferrari.co.uk](http://www.ferrari.co.uk)