



# Winning Style

## Ferrari engineered by Officine Panerai

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 Gentlemen, start your engines - and drive pronto to your nearest Panerai dealer to place an order for the now-finalised Ferrari watches. Panerai CEO Angelo Bonati was joined by Ferrari boss Luca di Montezemolo and F1 legend Jean Todt for the unveiling at prancing-horse HQ, Maranello, just as the last issue went to press and one week prior to the Australian Grand Prix. To the screaming, high-octane soundtrack of intensive F1 trials on the surrounding Fiorano circuit, *QP* asked the gathered luminaries just how such a coherent sub-brand was realised in under a year. For, as you will see, the relationship between the two Italian brands is far from an exercise in mere badge engineering...

(Above) Ferrari Granturismo Rattrapante (£6,600), with Panerai OP XVIII calibre, featuring a double column wheel for a more precise adjustment of the chronographic functions, black dial with square-grid decoration, and applied Ferrari logo and prancing-horse symbol at 12 o'clock, and applied cone-section subdial rings. The centre chronograph seconds hand is red, the split-seconds hand is brushed steel.

(Opposite page) Launched in 2004, the F430 (from £118,500 on the road) - named after the completely new 4,308 cc engine, which punches out 490 bhp and a max speed of 315 kmph.

Having only announced in March 2005 that it was to assume the *haute horlogerie* co-branding agreement from Girard-Perregaux, Panerai went from a standing start to a glorious finish in just 10 months to create two completely new lines of Ferrari watch. Unlike G-P's 'pour Ferrari' range, which comprised of standard G-P watches with customised dials, the Panerai watches have been designed from the ground up, with only the movements being the same as those used in existing models.

As expected, the watches do not carry the Panerai name on the dial - only that of Ferrari. Aficionados will recognise Panerai's unmistakable identity in the all-new 45 mm case - sporting an aerodynamic elliptical addition to the sides - but others will need to look on the back to find the words "Engineered by Officine Panerai for Ferrari."

Angelo Bonati told *QP* that more than 60 different dial designs were mocked-up before it was decided to produce the watch in a two-line range, each of which reflects the two principal aspects of the car-maker. The first is the 'Scuderia' collection, distinguished by the yellow 'SF' shield and titanium dial motifs,

which accentuate the sporty side to Ferrari. The second is 'Granturismo', with a lone prancing horse applied to the dial and a black dial flecked with Ferrari red, in sympathy with the touring cars' refined aesthetics. Each line is available in four incarnations: 'solo tempo', GMT, a GMT chronograph or the sublime chronograph rattrapante. Wisely, the GMT model is fitted with Panerai's new, *manufacture* eight-day movement (see Issue 17's cover story), further heightening the exclusivity of the exercise.

"I was very particular about wanting this to be a watch engineered by Panerai for Ferrari - that way we have two distinct brands," explained Bonati. "Panerai itself comes from a different world, the world of the sea; the Ferrari watch comes from the world of the GT car. The philosophy of quality, however, remains the same. At this level of price, I don't think it is fair to simply play with the client by just putting the word 'Ferrari' on a dial, and that is why we decided to do something totally new."

### Elemental design

Indeed, so different are these watches from the traditional Panerai range, that a completely separate brand has been



(Above and right) Ferrari Granturismo Chronograph (£4,100), with yellow dial mimicking the F430 car's speedometer. The screw-down push-pieces and winding crown have rims worked with a square-grid knurling pattern found occasionally in Ferrari dashboards. This cross-reference between the watch and car is best exemplified by the steel case, which combines polished and brushed edges and boasts a double-curvature shape that echoes Ferrari's bodywork.

(Opposite page, top left) Ferrari Scuderia Rattrapante (£6,600). The Scuderia line is distinguished from the Granturismo line by the dials' yellow Scuderia Ferrari shield - the origin of which dates back to the First World War, when the Italian aviation hero Major Francesco Baracca had a prancing-horse good-luck charm. In 1923, his mother, the Countess Paolina Baracca was so impressed by Enzo Ferrari's courageous driving, that she entrusted the charm to him. Ferrari added a yellow background (the colour of his birthplace, Modena) plus the Italian tricolour, and the shield first appeared on a Scuderia car in 1932 at the 24-hour Spa-Francorchamps race.

created in the process, drawing comparisons to Breitling's ongoing Breitling for Bentley venture. And as we all know, this approach has served the two 'winged Bs' increasingly well over the years. However, Panerai has not had the luxury of years - merely months. How did Bonati tackle his brief?

"We analysed several different Ferrari road cars, both from the past and the present, and tried to identify elements which would move easily from the cars to the watches. These watches are nothing whatsoever to do with Formula 1; the result is something fresh. The complexity of the case and dials really underlines the quality of the product."

The dials are made from either titanium or brass with black or 'giallo fly' finishes (which is the true Ferrari colour, red originally being that of Maserati). The chrono' subdials are all of different sizes, just like car dashboard gauges, either framed by the aforementioned titanium masks or, on the Granturismo

models, delicate cone-section rings. To reflect the cars' sporting image, the dials of some models have a hobnail finish, urgent-red seconds hands and red subdials. A tachymeter ring is, naturally, present on the chronograph versions and all models have glass casebacks with an internal mesh effect inspired by the glass engine-covers at the rear of Ferrari's eight-cylinder cars.

The continuous cross-reference between watch, car and engine is best exemplified by the steel case, whose sleek double-curvature will be played-up in the forthcoming advertising campaign, superimposed with the wind-tunnel aerodynamics of a Ferrari - "The Shape of Technology." (The other ad, "Born to Run," bringing nothing but Bruce Springsteen to my mind.) Panerai engineered and finished this unique case so rigorously that the lugs eventually had to be soldered on - "a potential disaster," according to Bonati. However, the finish here is impeccable and the resulting profile is undeniably Ferrari.



(Left) The F430 Spider's 90° V8 engine, at the rear of the car (only the 12-cylinder Ferraris have the engine at the front). The Spider's finely tuned aerodynamics ensure optimal comfort for the driver in terms of wind and noise when the roof is down.

(Above) Ferrari's top-of-the-range road car, the Superamerica 12-cylinder berlinetta (from £191,000 on the road), pictured in Monte Carlo. The only thing missing from this scene is a Ferrari engineered by Panerai watch...

In concert with the cases' subtle alternation of polished and brushed surfaces, special bi-colour straps have also been designed, with, for example, black on the outside and bright red on the inside (Granturismo models) or black cashmere with yellow alligator lining (Scuderia models). Rubber straps will also be available but, during the initial production run at least, there will no bracelet option.

**No limit**

The watches will be sold strictly through Panerai stockists (none through Ferrari dealers yet) and they will be supplied in special Ferrari-branded packaging at prices ranging from £3,200 for the basic 'solo tempo' model to around £6,600 for the chronograph rattrapante. Production figures are not being released, but Bonati told QP that they would coincide roughly with the number of cars built annually (currently around 5,400). He also hinted that limited-edition variations would be announced following the launch of the initial range, "with no upward price limit,"



“At this level of price, I don’t think it is fair to simply play with the client by just putting the word ‘Ferrari’ on a Panerai dial, and that is why we decided to do something totally new.”

he revealed, “potentially stretching to the cost of a Ferrari!” The first of these special editions is the £15,800 8-day GMT, so presumably some serious complications are in Bonati’s mind, given an F430’s on-the-road price of £118,500!

Judging by how much has been achieved so quickly though, the potential of ‘Ferrari engineered by Officine Panerai’ is truly exciting; especially when one considers how closely the two firms are working together (the patronage of Jean Todt surely being a hallmark of approval, if you ever needed one). If the partnership’s lifespan approaches anything close to G-P’s 10 years, we can expect a lineage of auto-inspired timepieces second to none. ◉



The 12-cylinder Ferrari 612 Scaglietti (from £170,500 on the road). Designed by Pininfarina, but named after Sergio Scaglietti, the Modenese coachbuilder and stylist who penned some of the most beautiful Ferraris, during the 1950s and ‘60s. The scalloped sides are borrowed from the 375MM bought by director Roberto Rossellini for actress Ingrid Bergman.