

# Ferrari

# Media



## Japanese debut for LaFerrari

Tokyo, 31 May – The "*LaFerrari*", the first hybrid supercar built at Maranello appeared for the first time in Japan last night. The latest member of the limited special edition series produced by the Prancing Horse was shown to a group of selected owners and enthusiasts of the Marque in an exclusive setting in the centre of Tokyo.

“Japan’s passion for supercars goes back a long time and we are happy to be able to give our most loyal customers the most powerful car ever built by Ferrari,” said Herbert Appleroth, the President and CEO of Ferrari Japan.

Guests at the event were able to enjoy a special exhibition called “Supercar Chronicle,” which brought together all the previous supercars from the Prancing Horse’s illustrious past – the 288 GTO, the F40, the F50 and the Enzo. After that came the unveiling of the "*LaFerrari*" in an refined and elegant ceremony, which matched the exclusivity of a car of which only 499 examples will be built.

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