



OROLOGI

REVING UP WORLDWIDE WITH DYNAMIC NEW DESIGNS,
THE FALL/WINTER 2015 SCUDERIA FERRARI WATCH COLLECTION
HITS THE FAST TRACK IN STYLE

Basel, Switzerland, March 19, 2015 – From daring new quartz-powered families to bold line extensions and a masterful limited edition automatic, the super-charged collection of Scuderia Ferrari watch designs slated to hit the retail fast track this Fall/Winter 2015 season premiered today at Baselworld 2015.

Asserting Scuderia Ferrari's proud racing heritage and Italian pedigree, the Scuderia Ferrari Orologi brand brings the unparalleled excitement and unmistakable style of the revered racing team to dedicated fans and watch enthusiasts around the world. Launched at Baselworld 2013 with winning watch designs inspired by the intricate details found on celebrated Scuderia Ferrari single-seaters, the line gained instant traction on the global circuit.

Now for Fall/Winter 2015, the Scuderia Ferrari Orologi collection unveils a bold, sporty evolution of its elegant, retro-inspired *Formula Italia* family, presents a dramatic new limited edition *Gran Premio Worldtime Automatic* and turbo-charges its stable of fan favorites with exciting new graphics and race car-inspired details.

Fall/Winter 2015 Collection Highlights

A new generation in the most successful family in the Scuderia Ferrari line, *RedRev* captures the thrill of race day with a bold honeycomb texture inspired by the layered structure of a race car's monocoque. This new trademark texture defines not only the dial, but also the sides of the case and the bi-level silicone straps with bright logo detail. Keeping pace with the trend toward bolder, high-performance watches, new *RedRev* designs reveal a more flowing ergonomic shape from case to strap. The round 44mm and 38mm cases sport a new contrasting polished finish reminiscent of a Ferrari dashboard, while the black ion-plated crown features an etched Prancing Horse, a new signature design detail. Richly detailed, the multi-level matte dials sport a brightly colored "rev counter" accent between 12 and 3 o'clock while the grooves on the strap are inspired by the air intakes on a race car.

RedRev T sports a bolder, more ergonomic silhouette and a continuous flow of new honeycomb texturing inspired by a race car's monocoque layered structure on the strap, case sides and dial. The fully integrated silicone strap features bold contrast logo detail and grooves that resemble the air intakes on a race car. The round 44mm case is detailed by a solid, blue or black ion-plated stainless

steel sport bezel and signature Cavallino-etched crown. Bright applied details in shapes suggestive of brake caliper and engine plate structures detail the dials of the 3-hand models, while the multi-function dials sport a contrasting-color subdial at 9 o'clock – inspired by the gauge on a Ferrari dashboard, its hands almost appear to be floating.

RedRev Evo, the most representative of the new Scuderia Ferrari FW15 collections, gears up competitively for this season with powerful new designs reflecting the trend toward bigger, high-performance watches with sleek ergonomic shapes. The deep honeycomb texture found on the multi-layered dials is continued on the sculpted link-look silicone straps with logo detail. The bold, round 46mm cases host strong, bright race-car inspired dials, characterized by a stylized brake-caliper element on the 3-hand models and a reflector ring, color-blocked and numbered to reference a car gauge and rev meter, on the chronographs, which are also available on sculpted solid and black ion-plated stainless steel link bracelets.

Inspired by the interior materials and colors of revered 60's Ferrari racing cars, Scuderia Ferrari's *Formula Italia* collection of limited edition strap timepieces launched a year ago captured the simplicity and function of their time-honored Italian craftsmanship. Now Scuderia Ferrari brings a more contemporary, technical edge to this now full production heritage-inspired sport watch line named *Formula Italia S*. Topped by a domed crystal, the new multi-level dials with Scuderia Ferrari script logo now feature a raised silver-toned Racing Shield logo, a bolder railroad minute track and Arabic numerals replicating the font found on the dashboard gauges of the 1961 Ferrari 156 F1. Chronograph dials are detailed at 9 o'clock by a steel-toned plaque inspired by the engine number plaque riveted to a race car's body, while 3-hand models sport the Scuderia Ferrari logo etched on the case side. Rendered in brushed solid or black ion-plated stainless steel, the 44mm and 46mm cases sport a bezel with a knurled texture reminiscent of the grips on an auto mechanic's hand tools. Racing stripes in team colors are suggested in a subtle new way on the leather straps with color edges and contrast top-stitching, finished by buckles etched with the iconic racing shield.

In a new tribute to time-honored Italian design and craftsmanship, the *Formula Italia S* family also includes a pinnacle piece – designed and made in Italy, it is being issued in a 1000-unit limited edition. Powered by a precise chronograph engine, this timepiece sports a 46mm black ion-plated stainless steel case and a black Italian leather strap with bright, signature Modena-yellow edges and top-stitching. The sides of the crown and round bezel, and the roller on the strap buckle all feature a knurled texture reminiscent of the toggle switches found on the dashboard of heritage racing cars. The design of the buckle itself was inspired by hardware found on the leather belts used to secure the engine compartment covers of cars from the 60's. The black chronograph dial features yellow detailing and, at 9 o'clock, a steel-toned plaque etched with "Made in Italy" as a tribute to the time-honored racing team's 'Italian-ness'.

For Fall/Winter 2015, Scuderia Ferrari also proudly presents a new *Gran Premio Worldtime Automatico Limited Edition* with an aggressively sportier, dramatic black-out look inspired by the Ferrari FXX. Created in partnership with Ferrari Design Centre and issued in an edition of 300 numbered pieces, this remarkable timepiece is powered by a fine Dubois-Dépraz Swiss self-winding mechanical movement with GMT function, comprising 256 elements and customized specifically for

Scuderia Ferrari Orologi. Rendered in carbon fiber to mimic the primary material of the FXX, the black dial with team-red accents features an applied stylized element suggestive of the bolts found on a car chassis, and a unique city time zone display highlighting Ferrari's homeland headquarters in Maranello and ten famous Grand Prix race locations – Melbourne, Sepang, Barcelona, Silverstone, Singapore, Suzuka, Sochi, Mexico City, Sao Paulo and Abu Dhabi. Topped by a sapphire crystal, the 47mm brushed black ion-plated stainless steel case sports a matching bezel with Scuderia Ferrari racing logo, a tribute to the most acclaimed Grand Prix racing team in the world. An exhibition case-back reveals the custom black rotor reminiscent of an automotive brake caliper, bringing the intricate details and the sophisticated design of Ferrari-made racing cars to bold, contemporary time-keeping. Presented on a fully integrated black silicone strap with debossed Scudetto logo and heavy grain texture suggestive of the tread on an F1 tire, and equipped with a 42-hour power reserve, the new Gran Premio Worldtime is engineered for winning performance.

About Scuderia Ferrari Orologi

The Scuderia Ferrari racing team is the inspirational heart and soul of this new watch brand. Evoking the sculpted forms and signature design details found on Scuderia Ferrari racing cars, Scuderia Ferrari timepieces incorporate quality materials like solid stainless steel and high-tech composite cases and scratch-resistant mineral crystals. Powered by precise quartz and automatic engines to deliver uncompromising performance, they pay proud tribute to the Ferrari racing team's bold signature colors and shield logo. All are water resistant to 50 meters/5ATM.

Launched in spring 2013, the Scuderia Ferrari Orologi collection is now sold worldwide through selected wholesale distribution outlets, as well as in Ferrari retail stores and the Ferrari online store.

*For more details on the Scuderia Ferrari Orologi collection, please contact
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