

Media Release

ONE-OF-A-KIND LAFERRARI SELLS FOR RECORD \$7 MILLION AT CHARITY AUCTION IN FLORIDA

LaFerrari Charity Auction

- **RM Sotheby's partners with Ferrari for exclusive charity auction of a unique LaFerrari Coupé**
- **Offered from Ferrari's own collection, the coveted hypercar garners a remarkable \$7 million – a world record price for a 21st century automobile sold at auction**
- **Proceeds from the car's sale to benefit earthquake victims in Central Italy**

DAYTONA BEACH, Florida (4 December, 2016) – A one-of-a-kind LaFerrari, offered from Ferrari's own collection, stormed into the record books last night, commanding a staggering \$7,000,000 at a charity auction in Florida. Conducted by RM Sotheby's in partnership with Ferrari, the exclusive charity sale was held as part of the Ferrari Finali Mondiali weekend at the Daytona International Speedway.

The prized LaFerrari was created as a gift from Ferrari to its home country of Italy, with proceeds from its sale benefitting the reconstruction of Central Italy in the aftermath of the devastating earthquakes of 2016. The car boasts a one-of-a-kind livery and interior, as well as a special plaque to commemorate the occasion.

The unique 949hp hypercar was the subject of a fierce bidding war at last night's sale, which lasted some 10 minutes before the car sold for an astounding \$7 million. The impressive sales price not only represents a benchmark for a LaFerrari sold at auction, eclipsing the previous high sale by more than \$1.8 million, but also a record as the most valuable 21st century automobile ever sold at auction.

In addition to RM Sotheby's and Ferrari working together on the special charity sale, the auction was held in collaboration with the National Italian American Foundation's Earthquake Relief Fund. The charity auction also included two official Scuderia Ferrari F1 racing suits and gloves, one autographed by Kimi Räikkönen and the other by Sebastian Vettel, which helped raise an additional \$36,000 for the deserving cause.

RM Sotheby's is the market leader when it comes to the sale of Ferraris at auction, having successfully sold more important examples than any other auction house. The company, who has worked with Ferrari on numerous occasions in the past, including on the 2007 - 2009 record-setting auctions at the Ferrari factory in Maranello, currently holds four of the top 10 records for the most valuable Ferraris sold at

auction, twice as many as any other auction house.