



FERRARI

The Legend of Lifestyle

Performance, style and technology ensures Hong Kong's romance with Italian brand Ferrari grows stronger says DR. RICHARD M. F. LEE, Chairman, ITALIAN MOTORS (SALES & SERVICE).



DR. RICHARD M. F. LEE: "Ferrari is more than a luxury car. It is a feeling, an emotion, a triumph, a romance."

The success of a brand in some ways is measured by just how unaffected it is by trends, economies and time. In that respect, few brands can be deemed to be as successful as Ferrari, a distinctive, unsurpassed legend in the world luxury motoring.

In cash-rich Hong Kong Ferrari is the ultimate status symbol on the road – a favourite with motoring enthusiasts, film stars, socialites alike. Coping with the demand is in fact the only issue says Dr. Richard Lee, Chairman of Italian Motors the company that has been offering Ferrari in Hong Kong for almost 30 years. "Owning a Ferrari is like owning a precious piece of art. The performance, style and technology is simply unsurpassed and the brand is itself a benchmark in quality lifestyle. It is probably the most affluent of Italian brands in Hong Kong and all these elements make Ferrari as quality symbol of arrival that Hong Kong identifies with."

Adding Value

The region's economic future holds promise for Ferrari, says Lee driving home the point that increasing affluence, the power of the Net and China growing glut for luxury products will ensure prosperity for brands like Ferrari.

"Asia still has an abundance of old money and newly successful entrepreneurs comprise a growing market



for iconic brands like Ferrari. Ferrari owners are passion driven and while it is about prestige and exclusivity, the sheer driving experience is unparalleled as any Ferrari owner will tell you. It's more than a dream car. It's a driver's car."

Ferrari's latest FF (meaning four seats and four wheel drive) is a grand tourer and is also proving a huge hit as the 458 Italia – these cars evoke a sense of excitement, joy and a rare adrenalin rush that few cars can claim to offer.

"Ferrari is also a symbol of quality and excellence," says Lee. "It after carries the name of the owning family which explains why the brand boasts of such attention to detail in every aspect. Customers appreciate the care Ferrari takes in crafting every aspect of the cars. This is particularly true in Hong Kong where buyers do love status symbols but at the end of the day they still want value. Ferrari still gives them that feeling of not just buying a great car but owning a piece of motoring history."

Service Counts

At Italian Motors, quality for service is an all important factor, says Lee. The company offers new cars and pre-owned cars and a quality of after sales that has long sustained market applause.

"Ferrari is much more than just a luxury car, it is an emotion and this is what we understand here at Italian Motors. We offer full after sales service and take care of our customer's cars as if they were our own. It is important to understand the Ferrari owner's mindset and we are happy to say we have very satisfied customers who highly recommend us to their friends. This sustained market applause isn't easy to attract and we owe this success to the hard working team here at Italian Motors. As a brand we interact as often as possible with our target market segments, taking part in shows and sponsorship etc. The idea is to share the joy of Ferrari with as many people as possible. Ferrari is an inspiration to many particularly in entrepreneurial Hong Kong where people are constantly aspiring to these heights of success."

"We are honoured to be selected as one of Hong Kong's Most Valuable Companies 2012 and would like to invite all your readers to our showroom to experience the Ferrari magic. Visit our site and let the journey of discovery begin," invites Lee. ■



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www.ferrari.com.hk