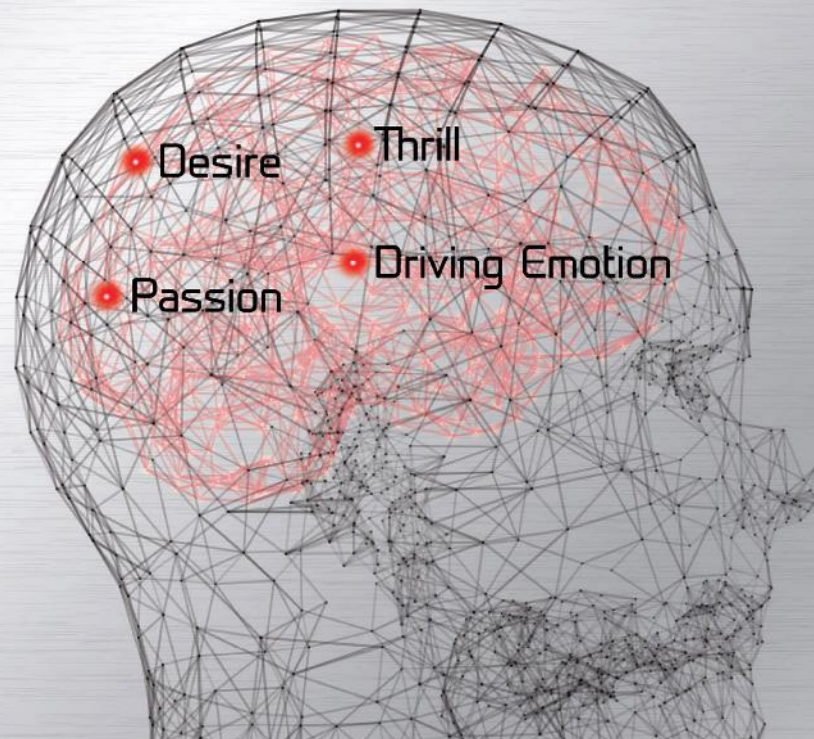




488 GTB

INTERNATIONAL MEDIA TEST DRIVE

THE CONCEPT



88 GTB FERRARI V8 SPORTS CAR: **THE CONCEPT**

Maximum but Manageable Performance for Unique Driving Emotions

Outstanding acceleration

Immediate Engine and Vehicle Responsiveness

Maximum Control

Unmistakable Ferrari sound



88 GTB 2015: 40 YEARS OF **FERRARI V8 SPORTS C**

1975

308 GTB



1989

348 GTB



1999

360 Modena



2009

458 Italia



1985

328 GTB



1994

F355



2004

F430



2015

488 GTB



88 GTB 488 TARGET CLIENT: **THE LONE DRIVER**

Already a Ferrari owner (60%)

The most loyal customers are in the USA: 73% already Ferrari owner

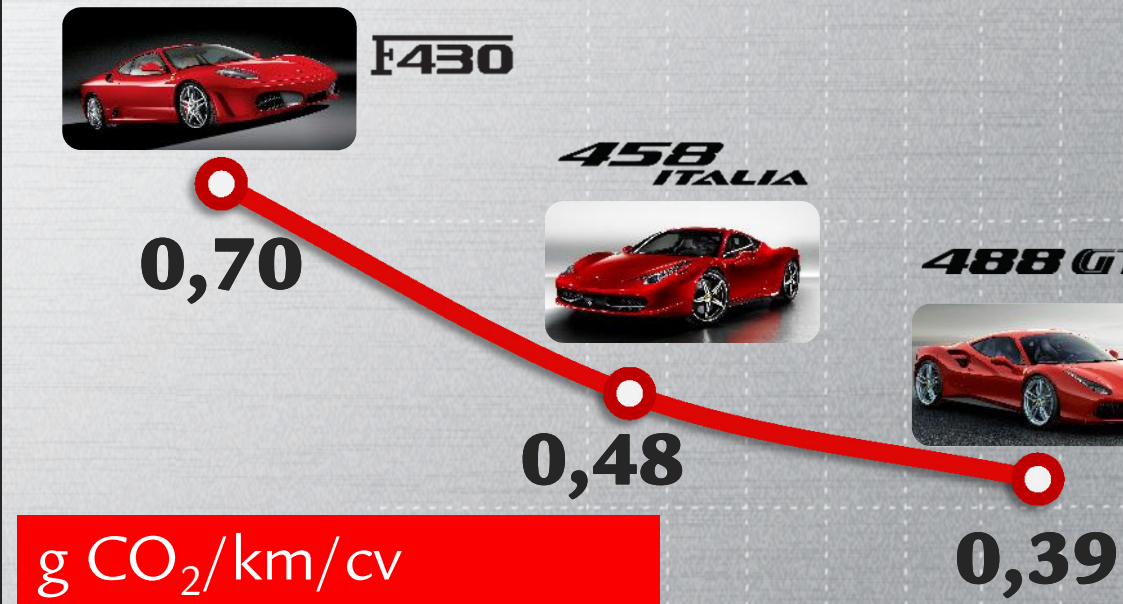
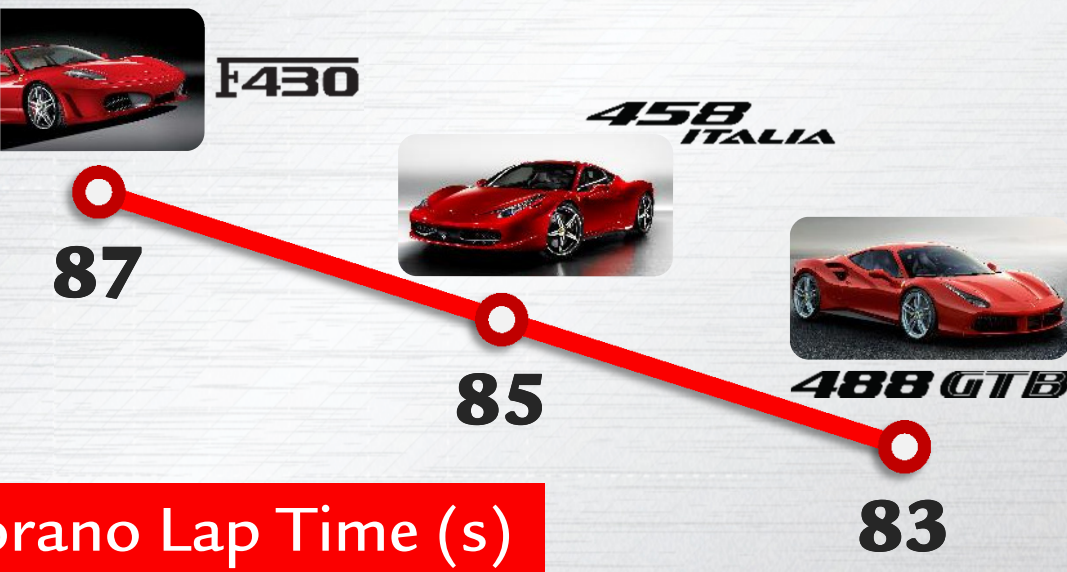
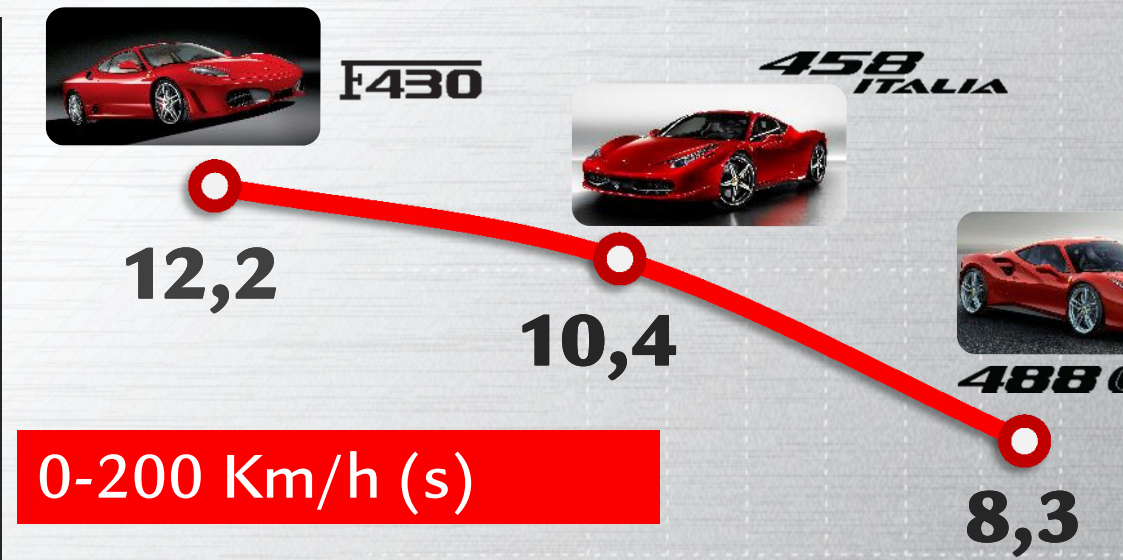
Out of 2 clients who bought a Ferrari V8 Sport will buy a new one

Driving alone 70% of the time

Loves to test his driving skills mostly on challenging roads (60%)



88 GTB CHALLENGING TARGETS FOR BEST IN CLASS PERFORMANCE



488 GTB «NON LINEAR» SOLUTIONS

THE CHALLENGE: THE ENGINE

exploit performance and efficiency of turbo engine and maintaining Ferrari engine DNA



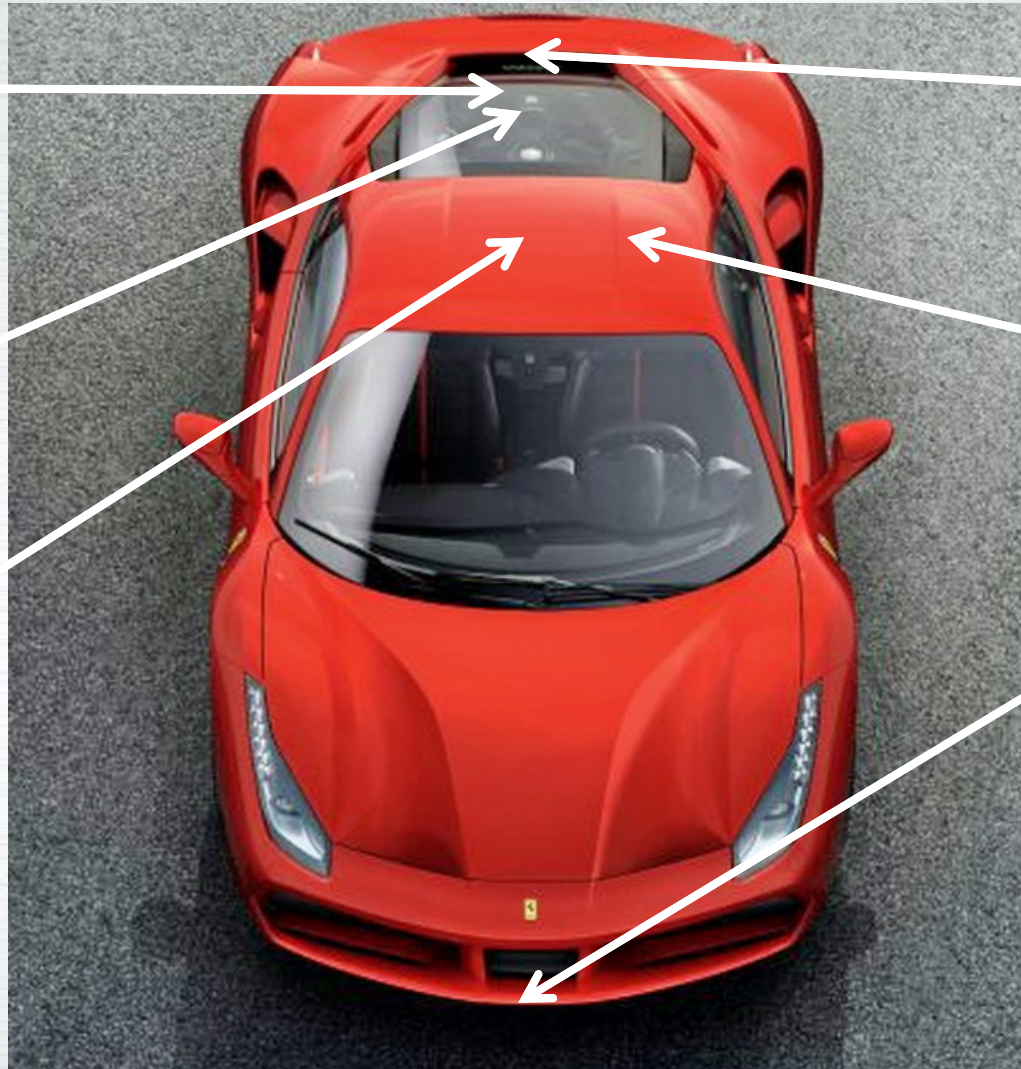
88 GTB

KEY PRODUCT INNOVATIONS

Titanium-Aluminum turbine

Ball Bearing mounting turbine

ESP9



Patented Blown Rear Spoiler

Patented Side Slip Angle Control 2

Front Double Spoiler

85% NEW PARTS

88 GTB **BEST IN CLASS PERFORMANCE**

Engine Response Time: **0.8 sec**

CO₂ Emissions/cv: **0,38 g/km/cv**

Longitudinal Acceleration: **+25% in every gear**

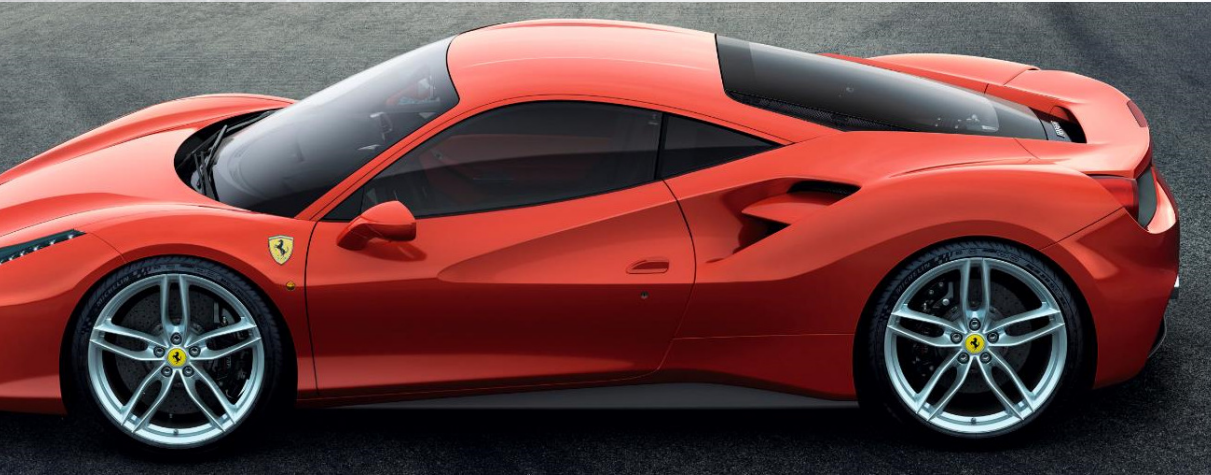
0-200 km/h: **8.3 sec**

100-0 km/h: **122 m**

Vehicle Response Time: **0.06 sec**

88 GTB

488 GTB: DESIGN BRIEF

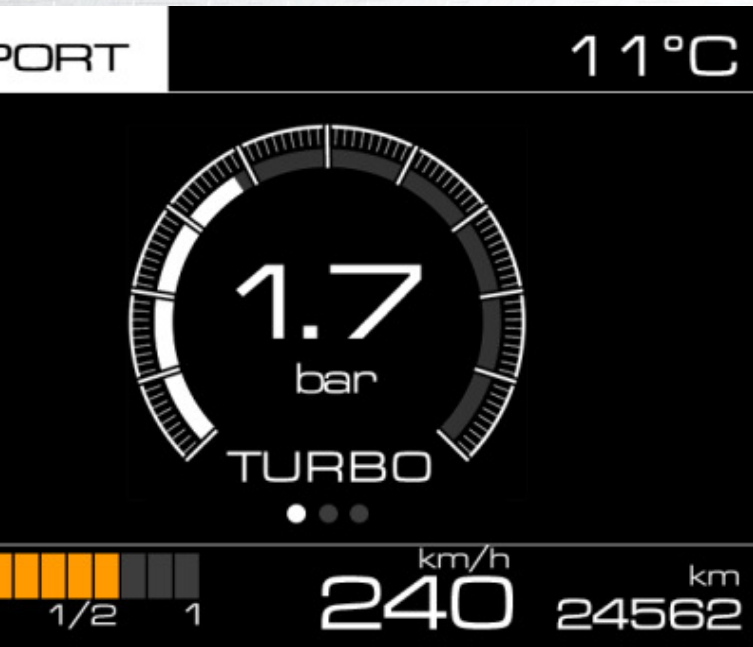


- Underline key functionalities
- Increase sportiness of the volumes

Confirm Driving Cockpit Approach
Increase interior compartments capacity



488 GTB NEW HMI



Faster hardware
Easier menu with
New graphics



88 GTB MAIN OPTIONALS

NEW ROSSO CORSA MET



88 GTB MAIN OPTIONALS

Fused and forged
rims in different
colours



Standard



RICS



RMSC



RMSV



RSFD



RIFS

488 GTB MAIN OPTIONALS

PASSENGER DISPLAY

488 GTB

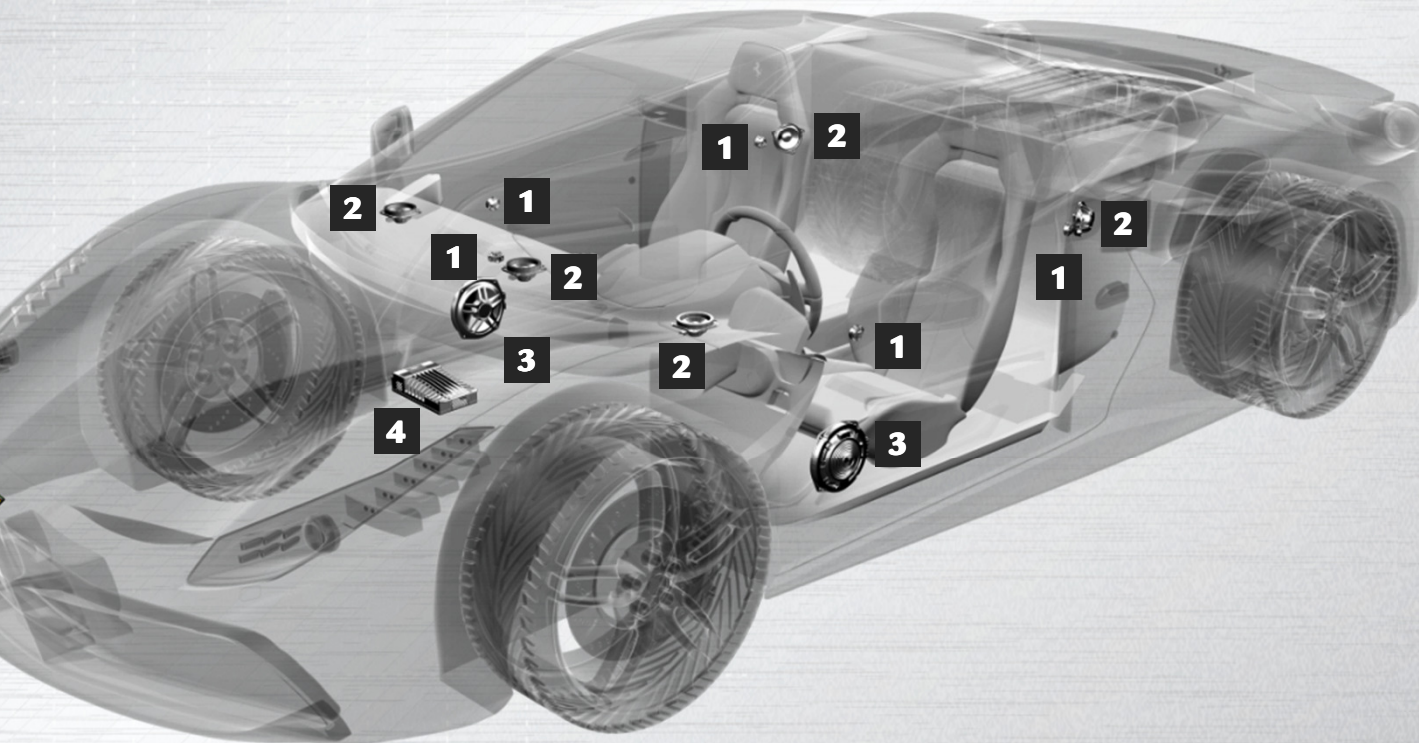
TRIP A  181.1 Distanza percorsa [km]
03:25 Tempo di viaggio [hh:mm]

DISP

88 GTB MAIN OPTIONALS

JBL Professional

Together with the powerful 1280-watt 16-channel Class-D amplifier and HARMAN's unique QuantumLogic® Surround Sound technology, 12 carefully placed speakers, with clear highs, powerful basses and low-distortion midranges, deliver an unmistakable listening experience for passengers



1

5 x 25 mm Ceramic Metal-Matrix Diaphragm Dome Tweeters



2

5 x 80 mm Black Kevlar Midrange Speakers



3

2 x 200 mm Carbon Fibre Dual Voice-Coil Woofers with Neodymium Magnets



4

1,280-watt 16-Channel Class-D Amplifier