

# 欧洲认可的法拉利™俱乐





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### 背景介绍

法拉利公司是一家意大利豪华跑车制造商，总部设在意大利的马拉内罗。该公司由恩佐-法拉利于1939年从阿尔法-罗密欧赛车部门成立，名为Auto Avio Costruzioni，在1940年制造了其第一辆汽车，并在1947年生产了其第一辆带有法拉利标志的汽车。法拉利赛车队的著名标志是黄色盾牌上的Cavallino Rampante（“奔马”）黑色奔马，通常有字母S F（代表Scuderia Ferrari），顶部有绿色、白色和红色（意大利国家颜色）三个条纹。

### 机会

该项目包括创建一个实体，作为法拉利和一级方程式赛车以及全世界两者的粉丝之间的横向接口。

这个机构包括一个法律实体（即根据英国法律），它具有商业目的，并与一些

“法拉利俱乐部”签署合作协议，以促进“法拉利俱乐部”的各种活动。该商业公司将与该地区主管的“法拉利俱乐部”合作，管理一个与法拉利世界相关的独家国际俱乐部。

这个国际法拉利俱乐部将被允许通过支付足够的年费和升级到后续级别（例如，铜、银、金、白金）来注册会员。

俱乐部的活动将包括每年组织一次法拉利汽车的活动，准备参加一些最受欢迎的GPs（例如：蒙特卡洛、阿布扎比、迈阿密等）的旅游套餐，并计划在欧洲一些最负盛名的地方与法拉利汽车进行几天的交流。

该年度活动将由主管该地区的“法拉利俱乐部

“和主办国的所有最重要机构参与（一天）。这项活动位于整个欧洲，提供法拉利汽车的参与，由当地的法拉利经销商参与选择，要求法拉利车主参与，他们可以向车主索要参与活动的资金或通过租赁。俱乐部客户也将被允许在旅游期间驾驶这些汽车。

每周的年度活动将有保证整个项目的知名度的任务。事实上，将制作由最重要的国际博客制作的视频，用于俱乐部成员所拥有的公司的年度营销活动，每周活动的第一场将是2023年7月第三周的拉脱维亚之旅。

参加位于世界各地的大奖赛的旅游套餐，将与该地区的主管法拉利俱乐部合作组织。

与法拉利汽车在赛道上的日子将在著名的赛道上进行，如蒙扎、伊莫拉、赞德福特、穆杰罗、瓦莱隆加，并将使俱乐部的客户能够驾驶红跑车，在F1的历史上呼吸一圈。

## GROSS REVENUE

\$0

## EBITDA

\$0

## BUSINESS TYPE

汽车

## COUNTRY

意大利

## BUSINESS ID

L#20220309

## 法拉利俱乐部

“法拉利

“是世界上最知名的10个品牌之一，因此，法拉利车迷俱乐部的世界也必须以正确的方式加以规范。

法拉利俱乐部 “是一个独立于 “法拉利公司

“的机构，拥有自主决定权。俱乐部由人们组成，他们见面，分享激情和感受，发现在一起和一起做的乐趣，组织聚合和团结的时刻，获得专业培训和知识，成为文化，我们在一起就像一个大家庭。

成为法拉利俱乐部的会员，为每个会员提供了一系列独特的特权。

- 参加一个为期一周的年度活动。
- 一些套餐（最好是一年3次），观看更多独家的大奖赛。
- 每年有2-3天在历史悠久的一级方程式赛车场与法拉利汽车进行交流。

每个 “法拉利俱乐部

“都有能力在全球范围内协调与法拉利公司准则有关的活动、促销活动、伙伴关系等。这个特殊的欧洲法拉利俱乐部已经与机构伙伴和中大型企业建立了许多伙伴关系。

收入明细

俱乐部的年度会员费（可能从每人每年100,000.00-150,000.00欧元起）。

法拉利车主为参加活动而支付的注册费（每辆车10,000.00欧元，20辆车）。

赞助商

社会和杂项。

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