AN UNPRECEDENTED PROGRAMME OF EVENTS FOR THE WORLD PREMIERE OF THE FERRARI AMALFI.

A TRIBUTE TO SOUTHERN ITALY AND THE AMALFI COAST, AT THE CENTRE OF THE FERRARI WORLD FROM 1 TO 5 JULY.

Amalfi, 2 July 2025 – A thousand clients from all over the world gathered on the Amalfi Coast for the world premiere of the new Ferrari Amalfi, the new 2+ coupé from the Prancing Horse.

The name of the new model is a tribute to Southern Italy, and one of the most fascinating coastlines in the world. Following the tradition established by the Portofino and Roma models, Amalfi was chosen to once again associate Ferrari with Italian beauty and a place that symbolises our country.

"Ferrari is honoured to stage a World Premiere in Southern Italy, which has already been the setting for many of our Cavalcades", says Enrico Galliera, Chief Marketing and Commercial Officer of Ferrari. "As Italy's ambassador to the world, Ferrari is proud to introduce its clients to these beautiful places and bring them to the centre of international attention. When it came to naming our new model, Amalfi was the natural choice, celebrating all the charm of this world-renowned location."

The Ferrari Amalfi was unveiled for the first time last night on a transparent structure overlooking the town's harbour. The show, created with the help of local craftsmen, will be repeated over two more nights, creating a dramatic atmosphere set between the picturesque Amalfi seafront and the Mediterranean Sea.

After these three days of exclusive events reserved for clients, the new Ferrari will be on display in the town's Piazza Duomo on 4 and 5 July for all residents of the Amalfi Coast, tourists and enthusiasts to enjoy. Magical at any hour of the day or night, with its monumental staircase, this square in the heart of Amalfi will be the perfect setting for this new grand tourer which embodies the timeless elegance of Ferrari.

The Ferrari Amalfi, a front-mid-engine V8 2+ coupé, redefines the concept of the contemporary grand tourer, combining high performance, versatility, and refined aesthetics. Designed for those who want to enjoy thrilling power without sacrificing comfort or style, the Ferrari Amalfi stands out for its unprecedented balance between adrenaline and everyday usability. The car's design stems from a fluid and minimalist approach, with sculpted volumes and clean surfaces that express modernity and dynamism.

Images of the Ferrari Amalfi and of its World Premiere on July 1 are available on our Media Centre.

Ferrari S.p.A.
Direzione e stabilimento:
Via Abetone Inf. n. 4
41053 Maranello (MO), Italia
Tel. +39 0536 949 111

Sede legale:
Via Emilia Est n. 1163
P.O. Box n. 589
41122 Modena, Italia
Capitale sociale
€ 20.260.000 i.v.

Reg. Imprese di Modena,
P. IVA e Codice Fiscale
n. 00159560366
R.E.A. di Modena n. 88683

Società a socio unico
Direzione
e coordinamento:
Ferrari N.V.