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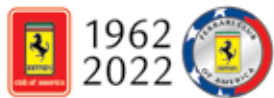


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President's Message

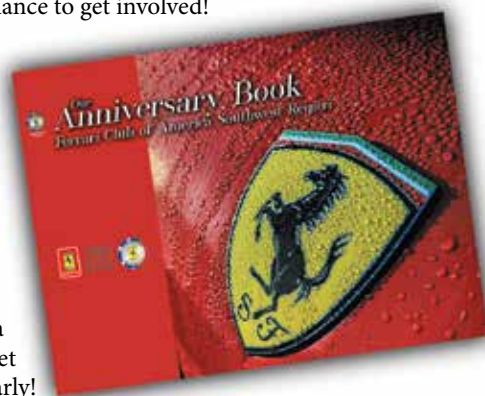
The end of Summer brings a flurry of activities to anyone active in the car community.



The Southwest Region kicked off August with our exclusive "Spin Launch" Tour which was followed by the "Run to the Pines Drive" event. From there, things turn north to Monterey Car Week and a week-long series of events and celebrations. Heading back to Southern California we roll right into our Concorso Ferrari at the San Marino Motor Classic. It can be exhausting and that's just August.

Just when you think you can catch a breath, September comes around with our traditional Italian Night drive & dinner, the Orange County End of Summer Drive, a Drive to the Grand Canyon, and this year the Southwest Region is sponsoring the 51st Annual Virginia City Hillclimb. Add to this our monthly brunches, lunches, gatherings and drives and it's really a full schedule with something for everyone. It's our FCA 60th Anniversary year and I hope that you all take advantage of your membership in the FCA-Southwest Region.

The approaching Fall season brings with it the elections. Not just those on November 8th, but our own Southwest Region Board of Directors. Here is your chance to shape the direction of our Club for the next year. Several spots are opening up so there has never been a better chance to get involved! Please drop me an email if you are interested and I will put you in touch with our Election Committee.



Two last reminders: The FCA-Southwest Region Anniversary Commemorative Book highlighting our Region, its history and past events is available to order. There are only 100 copies available and they have been selling fast. Look for the ordering information in this issue. Additionally, registration is now open for our gala Anniversary "A Night at Ristorante Cavallino" Dinner set for November 12th. The spaces are limited so sign up early!

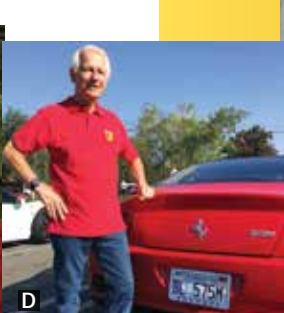
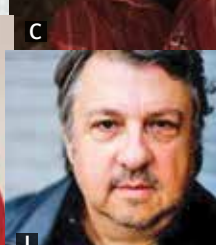
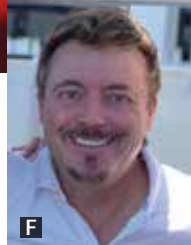
I plan to be out on the road at many of the upcoming events and hope to see you all there too.

Peter Lund
President/Director
Ferrari Club of America - Southwest Region

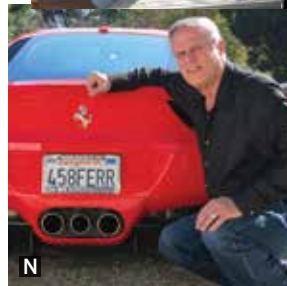
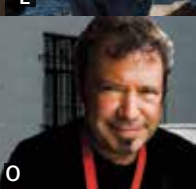


DIRECTORS/CHAIRPERSONS

Our thanks to these dedicated enthusiasts who provide opportunities for our club members to share our passion of Ferraris.



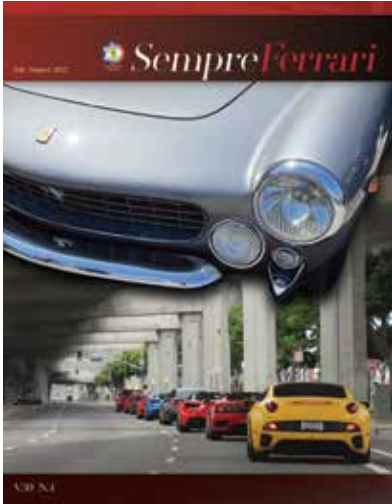
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550 | Photography/Mullin Museum/Santa Anita/Rancho Los Alamitos/Chino Air Museum
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458 Italia | Best in Show
 - D Bruce Leeds** Secretary/Director | 310) 662-1723 | peggybruce@msn.com
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360 Modena | Special Collections/Vandenberg & Edwards Exotic Car Shows
 - F Shawn Dutton** Membership Chairman/Director | 619) 318-4600 | shawdut@yahoo.com
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 - G Douglas Campbell** Events Calendar/Director | 714) 595-5786 | dougwcampbell@sbcglobal.net
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 - H Mark Process** Event Announcements/Director | 323) 677-8759 | dszner35mm@juno.com
348 Speciale | Eat Drive & Be Merry/Mount Wilson Tour/Ojai Tour
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458 Speciale, 16M Scuderia Spider, 360 Modena Six Speed | Grand Canyon Tour
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- Tom Brockmiller 1996-1997
- Wally Clark 1997-1999
- Marv Landon 1999-2001
- Bill Inglis 2001-2003
- Murray Cogan 2003-2005
- Walter Meyer 2005-2007
- Doug Prestine 2007-2009
- Tex Otto 2009-2011
- Diane Peterson 2011-2013
- Peter Carniglia 2013-2014
- Bruce Leeds 2014
- Kenny Lombino 2014-2016
- Richard Kidd 2016-2018
- Jim Bindman 2018-2020

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LAPD Rally - Bill Makepeace

Online Event Information & Registration

www.fca-sw.org

FERRARI CLUB OF AMERICA
SOUTHWEST REGION
ESTABLISHED 1994



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Go to **www.fca-sw.org** for the latest FCA Southwest Region events!



FCA SOUTHWEST EVENTS

CALENDAR

GET YOUR FERRARI OUT & DRIVE!



August 28, 2022 | Sunday

2022 Concorso Ferrari at San Marino Motor Classic Over 120 Ferraris on the grass

Jim Bindman - cool4re111@gmail.com

September 4, 2022 | Sunday

15th Annual Italian Night Sunset drive on PCH, sumptuous 4 course gourmet Italian Dinner

Kenny Lombino - lombino@sbcglobal.net

September 4, 2022 | Sunday

1st Annual Orange County End of Summer Drive & Dinner Scenic drive around OC

David Pham - dportho@pacbell.net

September 9-11, 2022 | Friday - Sunday

FCA-SW Drive to the Grand Canyon Weekend to the Grand Canyon National Park

Steve Landaker - jslandaker@verizon.net

September 17, 2022 | Saturday

Nethercutt Collection Tour w/ optional BBQ Lunch

Mark Process - dszner35mm@juno.com

September 17-18, 2022 | Saturday-Sunday

Virginia City Hillclimb Historic driving event of 21 turns over 5.2 miles of closed Nevada Highway 341

Dennis Chiodo - dennis.chiodo@wbutler.com, **Register at** <https://www.virginiacityhillclimb.com>

September 24, 2022 | Saturday

10th Annual Fast Cars and Faster Intercontinental Ballistic Missiles Exotic Car Show at Vandenberg Space Force Base Support our Airmen!

Jim Bindman - cool4re111@gmail.com

Due to the ever-changing environment, timely email announcements will be sent to members on upcoming events and/or a change of schedule of an existing event. We hope all members and families are safe during these challenging times, and we look forward to seeing you soon. - FCA Southwest Region Board.



Join us for an evening imagined

Ristorante Cavallino

2022 marks the 60th Anniversary of the Ferrari Club of America and the 75th Anniversary of Ferrari. We thought that this would be the perfect time to Celebrate!

November 12, 2022 | Saturday

75th Anniversary of Ferrari Cavallino Dinner Semi-formal at MountainGate Country Club

Peter Lund - plund85@gmail.com

December 3, 2022 | Saturday

Orange County Holiday Party Newport Beach Yacht Club

Details to be announced

December 10, 2022 | Saturday

Los Angeles Holiday Party at the World Famous Magic Castle Hollywood

Details to be announced

PETERSEN

Second Saturday Every Month
FCA Southwest Region
Board Meetings

All members welcome!
6060 Wilshire Blvd. at Fairfax
Los Angeles, CA 90036



Concorso Italiano

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August 20, 2022



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IN YOUR AREA

Monthly casual get togethers with fellow club members & enthusiasts



A Third Sunday Each Month | The Lakes in Thousand Oaks | Thousand Oaks | 9-11 am

Piazza GranTurismo is hosted by Ferrari Westlake/Ferrari Los Angeles Service. Combining high performance with a relaxed setting, PiazzaGT is a way to experience elegance, sophistication and passion for luxury automobiles. Ferrari Corral parking and complimentary coffee and is open to all exotics and fine vintages.

LOCATION: The Lakes at Thousand Oaks, 2200 Thousand Oaks Blvd., Thousand Oaks 91362

HOST: Ferrari Westlake PiazzaGT | 888) 459-7720 | events@ferrariwestlake.com | piazzagranturismo.com



B First Saturday Drive Each Month | The Glen Center | Bel Air | 9:30 am

Drive starts at The Glen Center, one block south of Mulholland Drive in Bel Air. Full service deli opens at 7 am for breakfast. Departs at 9:30 am, no host lunch stop, returning after 3 pm. Event open to FCA members only, Ferrari only vehicle participation.

LOCATION: The Glen Center, 2948 Beverly Glen Circle, Bel Air/Los Angeles 90077

HOST: Kenny Lombino | 310) 339-8657 | lombino@sbcglobal.net



C Third Saturday of Each Month | Saturday Shift | Caffe Tre Venezie | Torrance | 7:30-9 am

FCA members are invited to join us for Saturday Shift, a monthly cars & coffee gathering. Owners of exotic and fine vintage automobiles of all makes are welcome to display their vehicles. Spectators are also welcome as we enjoy complimentary coffee and admire the finest cars from around the South Bay.

LOCATION: Caffe Tre Venezie, 3525 Pacific Coast Hwy, Torrance 90505

HOST: Ferrari South Bay | 310) 887-9183 | events@ferrarisouthbay.com | www.saturdayshift.com



D First Sunday Each Month | Brunch at Bayside Restaurant | Newport Beach | 11 am Brunch

Drive your Ferrari and meet your friends at a wonderful bayside restaurant the first Sunday of each month.

LOCATION: Bayside Restaurant, 900 Bayside Drive, Newport Beach 92660

HOST: Doug Campbell | 714) 595-5786 | dougwcampbell@sbcglobal.net



E Last Friday Each Month | West Los Angeles to Malibu Lunch Drive | 11:30 am

We meet in Brentwood at 11:30 am on the last Friday of the month (except December) for a drive up the coast along PCH to a restaurant in Malibu for lunch. The only cost to join in is the cost of your lunch. Advance registration is requested to ensure sufficient parking.

LOCATION: West Los Angeles area. Contact Shawn for details.

HOST: Shawn Dutton | 619) 318-4600 | shawdut@yahoo.com



F Third Sunday Brunch | Orange County | Tustin | 9:30 am

Our new gathering will meet at 9:30 am at the 17th Street Grill-Enderle Center, 17320 17th Street in Tustin. It's handy to the 55 Freeway and 17th Street. Great Ferrari parking and excellent food. See you there!

LOCATION: 17th Street Grill-Enderle Center, 17320 17th Street in Tustin. Contact Scott for details.

HOSTS: Scott Resley | 714) 604-7712 | skres80@gmail.com



Third Saturday Each Month | Central Coast Area | Northern or Southern Locations | 9:30 am

We're starting our monthly In Your Area Gatherings to see where people want to join up. The location will alternate between a northern point around Paso Robles or SLO and a southern point around Santa Barbara. Contact Lee for more information.

LOCATION: Alternates between a location on the southern part of our chapter and a northern location.

HOST: Lee Wilson | Central Coast Chapter | vtauto@sbcglobal.net



H First Saturday of Every Month | Rolling Hills Estates | Promenade on the Peninsula | 7-9:30 am

Peninsula Cars and Coffee. Top deck of parking structure. Enter on Indian Peak Road.

LOCATION: 550 Deep Valley Drive, Rolling Hills Estates, CA 90274.

HOST: Keith Inouye | PenCn1@gmail.com



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PACKAGES

LIGHT

- Foam bath & Hand Contact Wash
- Wheel Decontamination (Iron Fallout Remover)
- Tires Stripped & Shined
- Interior Maintenance & Vacuum
- Door Jamb & Trunk Frame Cleaning
- Exterior Trim Detailed & Conditioned
- Interior & Exterior Windows Cleaned
- Detail Spray Final Finish
- Air Freshener (Optional)

ADVANCED

- Foam bath & Hand Contact Wash
- Chemical Decontamination Bath
- Manual Decontamination (Clay Bar)
- Wheel Decontamination (Iron Fallout Remover)
- Tires Stripped & Shined
- Interior Maintenance & Vacuum
- Door Jamb & Trunk Frame Cleaning
- Ceramic Paint Sealant
- Interior & Exterior Windows Cleaned
- Air Freshener (Optional)

ULTRA

- Interior touch-up / vacuum
- Strip Wash
- Manual & Chemical Decontamination Paint and Wheels
- Paint Correction (stages vary on paint condition)
- Final prep wash and paint inspection
- Apply 5 year 9H Ceramic Coating
- Interior & Exterior glass detail

ADD ONS

Leather cleaning / conditioning
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Pet Hair Removal
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2022 LAPD Rally

Our Southwest Region experienced the Presidential Motorcade treatment

WORDS Jim Bindman | PHOTOS Bill Makepeace



Using our Ferraris for worthwhile purposes is always something to be proud of. So on Saturday, May 21st, the Ferrari Club of America Southwest Region held our 2nd Annual Cops & Cavallinos Rally for the Los Angeles Police Department's Pacific Division Boosters Association Children's Charity.

When driving our Ferraris, the sign of a black and white vehicle with flashing lights and loud noise behind is typically a worrisome and potentially costly situation. But when 12 police cars are behind and in front it's an unforgettable (and very cool) experience!

The Rally is a unique way for the police to partner with our club and raise some needed funds for the Children's Charity which funds kid's programs in the inner city. The Charity depends 100% on public donations and thanks to our generous members we raised \$16,000.



50 Ferraris (16 distinctive models) arrived at our meeting point near LAX at the iconic Proud Bird Restaurant. The police had coffee and “cop approved” Randy’s donuts for everyone, plus an amazing commemorative personalized license plate for all car owners.

Our Rally around the airport area and Playa del Rey took 45 minutes (always at a safe speed) and the police used the same techniques to stop cross traffic that they use for a Presidential Motorcade! Several patrol cars would speed ahead to the next intersection with flashing lights and sirens to stop the traffic so we could proceed even if the light was red. As we passed, those patrol cars would be at the rear of the caravan while other patrol cars were heading for the next intersection. The choreography was flawless as we were able to complete the entire route without stopping. It actually required 12 patrol cars and 16 officers to manage our 50 Ferrari parade.

During the drive, joggers, dog walkers and pedestrians were giving us high fives and taking pictures plus cars along the way had their phones out the window to take pictures and everyone was surely wondering what was going on!

After the Rally, 60 club members enjoyed a 4 course lunch at Proud Bird and two of the Pacific Division bosses joined us for lunch, Captain Michael Applegate and Sergeant Bryan Cook.

Without the vision, dedication and hard work plus months of advance planning by LAPD Officer Kevin Shaw, this event would never happen. Kevin is retiring soon, but promised another dedicated officer will work with us next year to have an even better Rally.

As Ferrari owners, we strongly support safe driving on public streets and it was an honor to partner with the police and raise money for their charity. *SF*





Orthopaedic Hospital Medical Magnet High School Event

An opportunity to mentor students towards a fulfilling career path

WORDS Rex Gephart | PHOTOS Jim Bindman & Bill Makepeace



Question? Which of the Los Angeles Magnet High Schools are
● 100% Title 1 funded (low-income students), have a 100% graduation rate, have 95% of the 800 students attend college, and have been given the U.S. News & World Report's Best High Schools Silver Medal award?

That's right, the Orthopaedic Hospital Medical Magnet High School (Ortho), located in South Central Los Angeles and built on property donated by the Los Angeles Orthopaedic Hospital. Ortho offers students two pathways, Biotech and Public Health, and designs courses for each student to complete their high school Academic Planning Guide requirement.

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1955 FERRARI 250 EUROPA GT COUPE
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Orthopaedic Hospital Medical Magnet High School Event



In 2012, Jim Bindman, our current Board Chairman, organized the first Ortho Exotic Car Show with the idea of bringing positive role models to talk to the students. Over 400 students, teachers, administrators and local residents attended. This year, the second Ortho Exotic Car Show was organized and presented with over 225 attendees, including eighteen of our Southwest Region members who volunteered their time and brought their gorgeous Ferraris. All Ferraris were parked under the shade of the school's new parking lot canopies and were spaced apart so students and faculty could gather between the cars to talk, take photos, and sit in the cars, as almost everyone did. Students positioned chairs next to each Ferrari so that Ferrari owners could stay with their car and chat with students. Students also set-up raffle tables and raffled off Ferrari-related gifts throughout the event. Many of the gifts were donated by FCA members, including backpacks, phone kits, and a Ferrari pen and watch. Ferrari Westlake donated two beautiful gift boxes. The Orthopaedic Institute for Children donated the grand prize, a beautiful single speed bicycle.

Midway through the event, the school assigned 4 students to each Ferrari driver to act as ambassadors. The ambassadors had been provided earlier with a list of questions that they could use to ask the Ferrari owners. Questions like: why are most Ferraris red, what should young adults prioritize to be successful, and what advice do you have for ambitious high school students? For entertainment, a quartet of students held an acoustic guitar and singing performance, followed by a dance routine performed by the school cheerleaders. And then there was everyone's favorite entertainer, Enzo the horse, who was brought by the LAPD's mounted unit. In the end, it was obvious that the students, faculty, and Ferrari drivers all had a fun time getting to know each other and learning the importance of education, ambition, and passion.

Special thanks to Jim Bindman for organizing the event, Bill Makepeace for helping set up the Ferraris, Michael Willis and Ashley Contrras-Reyes for planning and organizing the entire school's participation, LAPD Mounted Unit Officer Eric Coffey for bringing Enzo, and Doug and Joan Pristine for selecting the Orthopaedic Hospital in recognition of the hospital's 100+ years serving South Central Los Angeles. *SF*

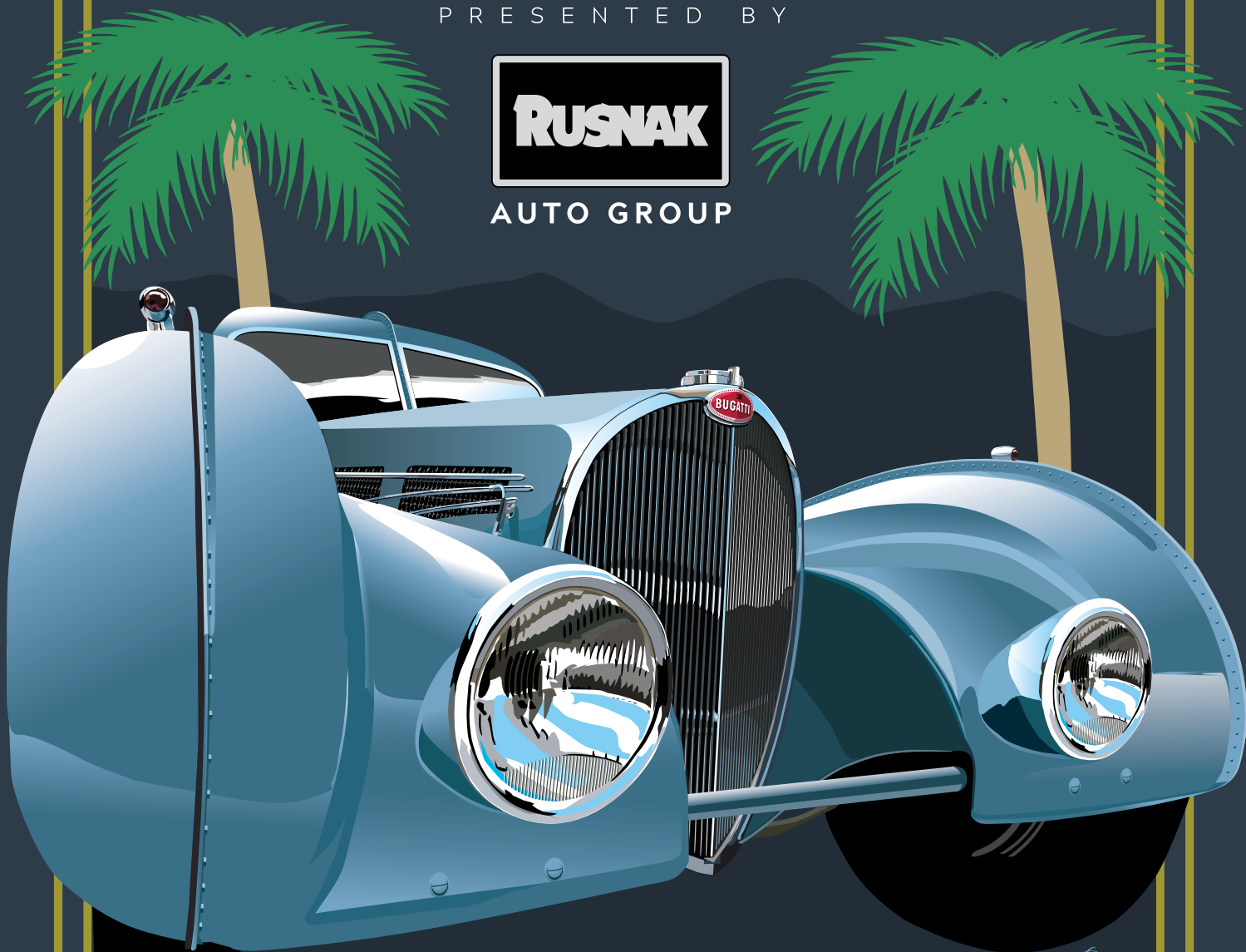
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SUNDAY, AUGUST 28TH, 2022
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LAPD

Summer BBQ

A rewarding event that supports the LAPD equestrian team

WORDS Jim Bindman | PHOTOS Bill Makepeace



For the 3rd time since 2019, our club was honored to be invited to a Summer BBQ with the LAPD Mounted Platoon.

Generous members and guests totaling 90 people signed up, and everyone donated to the Mounted Platoon Charity. As a reminder, in 2021 our generous members donated over \$20,000 and the Platoon purchased an amazing horse that they aptly named Enzo. The city of Los Angeles funds the department, but they do not provide funds to buy horses, so all horses are purchased as a result of donations.

As we drove in to the facility, we were greeted by Officer Eric Coffey and Enzo! So every member was able to get a great photo with Enzo and their "prancing horse". Since 2019, we have collaborated with LAPD several times and Officer Coffey always does an amazing job to facilitate our group.

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LAPD Summer BBQ

The afternoon began with a stable tour where Officer Coffey introduced numerous horses and gave us a lot of behind the scenes information on how the unit operates.

Then we all headed to the arena for a K-9 demonstration by Officer Mari Corral and 4-legged Officer Dart. While Dart performed many amazing exercises, Officer Al Ramirez described exactly how the training protocol was developed between the handler and the K9. The almost 20 minute demonstration revealed Dart's skill and intelligence in attacking a "perp" (Officer Josh Kniss wearing a protective suit) and following his master's every command.

Then a group of officers from the Mounted Unit brought 6 horses into the arena for a 30 minute demonstration of how they manage crowd control situations and actually stop suspects from escaping. Only very special horses are selected to join the platoon. Originally about 20 horses were scheduled to participate, but at the last minute three fourths of the unit was dispatched to a protest in downtown L.A. The SWAT Unit was also scheduled to do a demonstration for us, but the entire SWAT Unit was dispatched.



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A sumptuous BBQ buffet was next (the LAPD really knows how to do a great dinner). During the dinner, an LAPD chopper buzzed by three times and the last time they were so low they could have grabbed a chocolate chip cookie from the table.

As our goal was fund-raising for the LAPD, an auction was next on the agenda. Nice generous members bid for Mounted Platoon Training Days, Mounted Platoon Shooting Range Days, LAPD Ride-Along Days in a patrol car and a special auction for a very prestigious Stetson hat typically only given to Mounted Platoon members. Thanks to our generous members, for the auction and the signup fees we were able to donate over \$35,000 which will help the Platoon replace three horses!

The evening concluded with our guest speaker and longtime FCA member and 50+ year Ferrari owner Matthew Ettinger. Matthew described buying numerous significant Ferraris back when they could be had for under \$10,000 and his many trips to the Ferrari factory where he hung out with Enzo (the man, not the horse).

Thanks again to Officer Eric Coffey and the Mounted Platoon for inviting us and for the friendship we have developed. *SF*

TERRY M. GOLDBERG, ESQ. – FERRARI OWNER, DRIVER, MEMBER

FOR ALL OF YOUR LEGAL NEEDS

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SEMPRE FERRARI FEATURE

Legoland Ferrari

Experience Impression by Mark Vaughn, West Coast Editor, Autoweek.com



Ferrari and Lego Team Up Again for LEGO Ferrari Build & Race in Legoland, California

PHOTOS Mark Vaughn and Ferrari SpA



our kids (and you!) will turn true tifosi after a day building and racing their own Ferraris at Legoland.

Being a member of the Ferrari Club, you are one of the lucky few to own and drive one of the greatest cars ever built. Okay, the greatest. But not everyone is as lucky as you. For them, especially if they're youngsters, and for you, there is "LEGO Ferrari Build & Race" at Legoland in Carlsbad, California.

With the new attractions, the long relationship between Lego and Ferrari has been taken one step further, sure to delight kids of all ages and turn out new tifosi with every Lego brick built.

"Build and Race puts you in the driver's seat as you make your way through the 'garage' to the 'racetrack' using your creativity and imagination to build, test and race your own LEGO Ferrari," read a release from Legoland in Carlsbad, California.

One caveat, of course, it's not a full-size Ferrari, it's one made out of Lego bricks. And you won't race it on a real racetrack, but one that digitally scans each car then projects that digital image onto a very well-designed model of the famous Fiorano test track in Maranello.

(While there was a "Build and Race" attraction at Legoland for many years, that one had only gravity fed tracks, like pinewood derby. This one keeps the gravity and adds a whole new digital component. Plus, all the cars are now Ferraris!)



Legoland Ferrari



The new digital track is about 15 feet by 30 feet or so and features not only the proper layout of the real Fiorano, but miniaturized versions of the real buildings there, including the house where Enzo lived and the two garages next to it. The track itself is a 2D projection, as are the cars racing on it. Kids build their Lego Ferraris in one room then bring them – or one of the many pre-built cars available – to be digitally scanned at the faux Fiorano. (I chose a pre-built 512). The computer scan is analyzed for aerodynamic efficiency, weight and other factors. The kids select either a V8 or V12 engine and pick one of three tire types. An image of the car is then projected from above, the image pulls out of the pits and starts racing against other cars on the digitally projected track. Kids can hit a boost button for more speed and a little oversteer, but they have to wait between boosts. Timing becomes critical to better performance. The races last three laps and the winners and their times are posted on a screen above the track.

Patrick McMahon with Dimensional Innovations in Kansas City was part of the team that designed and built the track.

“We worked with Legoland and Lego Ferrari to help bring this idea to life as an exhibit,” McMahon said. “This is a way to replicate what it is to go through the whole design build process, just like what real car designers and engineers go through back at Ferrari. They go through multiple drafts of ideas, they have to consider the physics, the weather, what weight is optimal, things like that, what’s gonna produce the best performance?”

Dimensional Innovations built both the physical track and the digital component that allows Lego Ferraris to race on it.

“We have a team of developers who did all of the programming and all the development, and worked on doing calculations on the actual physics of auto racing. Then the actual scanners at the scan station have cameras that detect and scan the car and can (extrapolate) physics from that. We can calculate weight and drag and we can predict how that will impact your acceleration, handling and braking. So what the kids do is actually reflected in the performance on the race track. So that’ll help them understand that a bigger, wider car may be a little bit slower while something a little bit more sleek might be quicker on a straight, but maybe not handle as well. So it’s got a lot of give and take.”

If that’s too much to grasp for a young mind, there are the pinewood derby style tracks fed by gravity, or the big whoop-dee-doo tracks where the cars jump through a tire hoop. A separate section uses Lego Duplos, which are larger blocks for even tinier hands.

It’s all massive fun that will have the kids getting up at 4:30 a.m. to watch Monaco.

This is the first such Build & Race but there may be more.

“Lego and Ferrari have had a longstanding relationship,” said Jake Gonzales, spokesman for Legoland Carlsbad. “Lego has been building a variety of Ferrari cars for years. And now it’s an opportunity for us to take that relationship and team up and come into the Legoland parks, us being the flagship park here in North America, to then launch this attraction that hopefully will continue to launch globally.”

So come to Legoland and build your own bella macchina. *SF*



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Robinson Helicopter Tour

We visit the high-flying aircraft factory used in business and civil service worldwide

WORDS Jim Bindman | PHOTOS Bill Makepeace



Over the years, our club has been invited to tour many amazing locations. When we contact a location to organize a tour, mentioning the Ferrari Club seems to make a huge difference and the red carpet is usually rolled out to welcome our red cars!

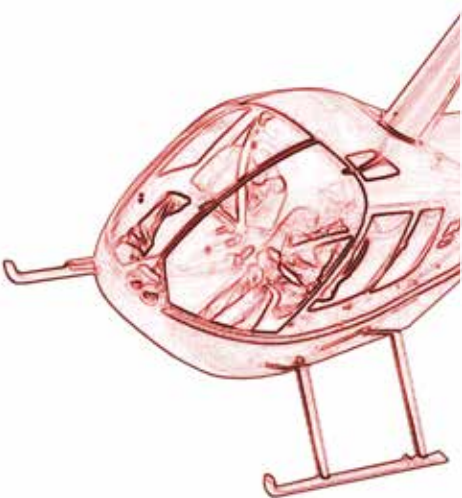
Several years ago, longtime FCA member and friend Joel Shukovsky suggested I organize a tour of the Robinson Helicopter factory in Torrance. A friend of Joel landed his Robinson helicopter in front of Joel's front door one day at his ranch! As it turned out, eventually a former employee of mine joined the Robinson team so I had a connection to arrange a club tour.

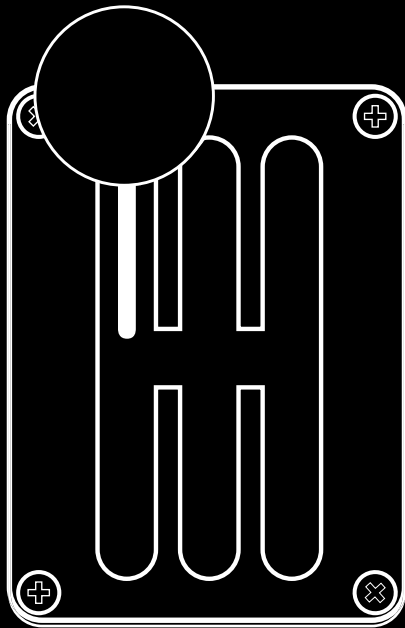
The company was founded 50 years ago and is the leading manufacturer of helicopters for private owners and flight schools, as well as business and government applications. To date the company has produced over 13,000 choppers and all design, engineering and manufacturing is done at the 600,000 square foot facility in Torrance. Almost everything is made in house: steel and aluminum enter the building at one end, and finished helicopters leave from the other end.

Being a busy factory, the environment is noisy, so unfortunately we were only allowed to bring 30 people on the tour. Our guides walked us through the entire manufacturing process. Just for their own use, Robinson has one of the largest machine shops in the country, and visiting on a Thursday we were able to see all the machines in operation.

To show our appreciation to our hosts, we had almost 20 Ferraris on display so the employees got a chance to see our special machines!

Thanks to my friend Felise Sarmiento and her colleague Monica Campos for hosting us and giving our members a very unique opportunity. *SF*





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SEMPRE FERRARI FEATURE

Ferrari's Cycles of Booms and Busts

When Ferraris changed from being old cars to commodities

WORDS Michael Sheehan | PHOTOS & ILLUSTRATIONS Tex Otto



Ferraris first became collectables as the baby-boomers came of age in the very early 1970s, at a time when almost any early Ferrari, from a 166 to a 250 GTE could be found for well under \$5,000, and the more desirable 250 SWBs and Cal Spyders could be found for well back of \$10,000. Indeed, in 1972 I purchased my first Ferrari, 250 PF Coupe s/n 1447 for \$2,500 and my second Ferrari, 212 Vignale Cabriolet s/n 0125 EL for \$850.

In the five decades since the Ferrari market has gone through multiple boom-and-bust cycles. The first bust came in October 1973 when OPEC cut off the oil supply, driving gas prices from 33 cents to \$1 a gallon in only a few months. The economy tanked and exotic cars went from being desirable to dumb. Near-new Daytona and Dino coupes cluttered Southern California used car lots with Daytona coupes priced at \$15k and Dinosaurs at half that. 250 SWBs and California Spyders were back to a mere \$5,000. In 1974 I bought 365 GTB/C s/n 12547, an alloy bodied Comp Daytona prototype which had crashed in practice at Le Mans in 1969 followed by a DNF at Daytona and a DNS at Sebring in 1970 for a mere \$14,000.

From 1975 to 1979 the Ferrari market had its first boom, and in only five years, the \$15k Daytona became a \$75k Daytona, a 500% run-up. Inflation peaked at 13.5%, although fast rising Ferrari prices greatly exceeded the inflation rate. In August 1979, party-crasher Paul Volker became the Fed Chairman and progressively cranked interest rates to 21 percent, which killed inflation, the economy, the real estate market and the Ferrari market. By 1984, Daytonas were back to \$50k and almost sale-proof. As interest rates dropped in the early 1980s, the money markets stabilized, liquidity returned, baby boomers began celebrating their big "Four-O" birthday with a buying binge and the economy again took off. When the Japanese came to the party in 1986, Ferrari prices spiraled onward and upward. By the end of 1989, a nice Daytona had reached \$500,000, a 900% run-up over five years!

As other stock markets headed south during the late 1980s, the Japanese Nikkei index kept climbing through 1988 and 1989, reaching a peak of 38,915.87 on December 29, 1989. While American and European buyers had started to pull back from the Ferrari market in late 1988, the Japanese were very aggressive buyers and kept redefining the market upwards. There should have been no surprise when the Nikkei index crashed in January of 1990, coupled with the following implosion of the Japanese real estate market. Japan's boom became a bust. By 1994, our benchmark \$500,000 Daytona was now a \$125k car and again almost sale-proof!



By 1995 the Ferrari market had begun a slow but steady climb, but stopped again in 2000, when the Dot Com Bubble burst and NASDAQ markets imploded. On September 11, 2001 a Black Swan hit the markets when nineteen al-Qaeda terrorists hijacked four passenger jets. Ferrari prices again went on hold. In 2004, in an effort to revive the economy Fed Fund Chairman Alan Greenspan slashed the Federal Funds rate to 1%, which encouraged Congress to run up huge deficits. The real estate markets again boomed while the financial markets slowly gained strength through the early 2000s, and by late 2007-2008, our benchmark Daytona had crossed well over the \$300k barrier. Ferrari prices peaked at Monterey in August 2008.

The light switch went to the “off” position only thirty days later in September 2008 with yet another Black Swan, the sudden demise of Lehman Brothers and the freeze of the financial markets. The world entered the worst financial down turn since the Great Depression of 1929. If one had to sell, our benchmark Daytona was a low \$200k car but virtually sale-proof. A slow recovery began in very late 2009, and in August 2010, the Monterey auctions paid proof to a market revival with a whopping \$172m in sales, up by \$52m from 2009. These impressive results were reinforced at Scottsdale in 2011 with a very impressive \$159m in sales. The boom was back, and by late 2011 an excellent Daytona was now back over the \$300k mark.

There have been several minor booms and busts since, the last mini-bust being in March 2020 when Covid shut down the global economy. Central banks cranked up their printing presses and inflation quickly became the ghost haunting markets and economies worldwide. Inflation expectations are now baked into every aspect of the economy and as money becomes less valuable, tangible assets become more desirable. While there are many baby-boomers still in the market, a new world of Millennial buyers are driving up the cars of their high school and college dreams as witnessed by any that follow Bring a Trailer, the home of some recent record sales such as our 9,400 mile 1989 328 GTB s/n 80281 which sold for \$320,000 on March 31, or an 11k mile 2009 F430 6-speed s/n 168011 which sold for \$408,430 on April 14, both prices that were unthinkable a mere year ago.

It's a simple equation: more wealth chasing a fixed number of Supercars and Enzo-era cars. Buying a Ferrari differs from other investments as it brings with it the pride of ownership, the joy of driving a piece of history and the feeling of being able to travel back in time when you get behind the wheel and start the engine. It is a unique experience that few other investments can provide.

Despite all of the good things I've noted above, timing is everything. Black Swans can render the best laid plans worthless and limited production cars will always be worth more than those built in the thousands. Those with the means to hold their driveable investments long term don't overtly worry about the timing of the next bust, as the market is indeed cyclical. If prices drop, the desirability of the most collectible will remain and the long term projection is ever upward. *SF*



A Unique Track Opportunity The Virginia City Hillclimb

An introduction of a historic Ferrari Club driving event to Southwest Region members

WORDS & PHOTOS Tex Otto & Nicole Andrews Richardson | PHOTOS Doug Campbell



For over five decades, the Virginia City Hillclimb has challenged drivers with its 21 turns over 5.2 miles.

The attraction to this location for drivers of performance machines is of course the road, Nevada Highway 341, the truck road that is closed off for one weekend per year for pilots of Ferraris other exotica. The 1,200 feet uphill elevation change strains the naturally aspirated engines for oxygen, the tires for grip, and the brain to remember the many nuances of each upcoming corner.

Safety considerations implemented by Event Chairman Dennis Chiodo and Chief Steward Frank Zucchi at every step, ensure a fun event for participants and their families who come to support them. From registration to check the registrant's driving experience, tech inspection of each vehicle to ensure its preparation, to a test ride with an instructor up the hill to determine a novice's competence behind the wheel on this undulating



road, safety is paramount. Not every registrant is accepted, and drivers who pose a significant risk to themselves or others may be warned or removed from the event, and that's for everyone's safety. Fire crews are stationed at both ends of the road course, and organizers are in constant communication with all corner workers along the course should a problem arise. The main goal is for all drivers is to run at the speeds they are comfortable with and have a great time.

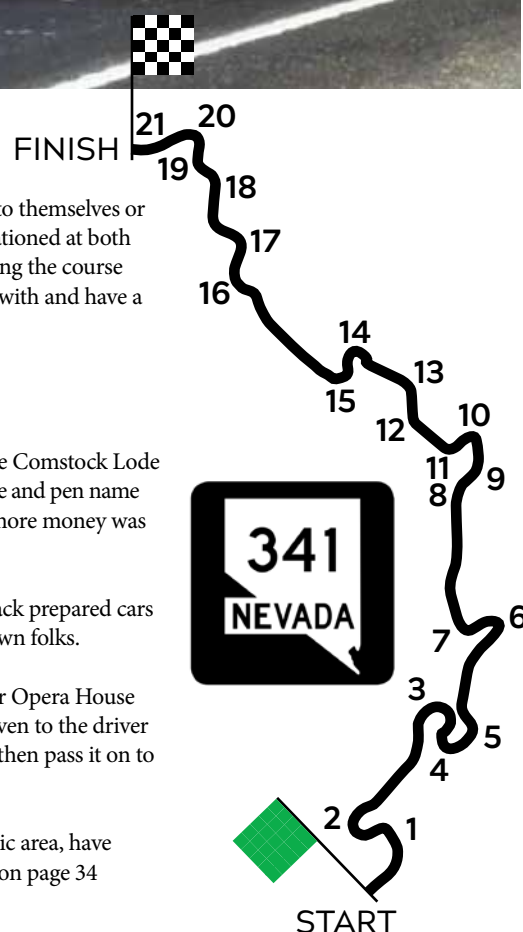
Virginia City

Set in western Nevada, the historic town of Virginia City began to flourish after the discovery of the Comstock Lode of silver ore in 1859. Mark Twain, who was a part time resident, is said to have adopted his writing style and pen name during his two-year stay. Its population swelled to 25,000 at the peak of mining production when more money was produced by the Comstock Lode than the complete California Gold Rush a decade before.

Now a century and a half later on Hillclimb weekend, Virginia City becomes alive with Ferraris, track prepared cars and other exotics, starting with a parade of the cars down the main street to a cheering crowd of town folks.

After the time trials on Sunday afternoon, the fun reignites in the town's vintage theater at the Piper Opera House for a carousing awards dinner. A highlight is the presentation of the Big Wheel perpetual award, given to the driver with the most non-life-threatening misfortune. The winner needs to make a fun modification and then pass it on to next year's winner!

We hope you'll come to experience the FCA Virginia City Hillclimb, take in the charming and rustic area, have numerous great drives up the hill, and meet some new friends along the way. Event information is on page 34 with information and registration open at www.virginiacityhillclimb.com.





FCA MONTEREY PENINSULA CHAPTER

Concorso Italiano Magnificent Monterey Drive

A backroads drive to support Habitat for Humanity Monterey Bay

WORDS Tex Otto | PHOTOS Steve Souza, Tex Otto



...s a run up to Monterey Car Week including Concorso Italiano, a series of gatherings are planned to bring enthusiasts together. Our sold out July drive for the Concorso Italiano Foundation supports Habitat for Humanity Monterey Bay with all funds providing support to the cause which help provide shelter to those in need.



We met at Black Horse Golf Club for our invigorating drive out Carmel Valley Road to Wrath Winery. So fun to have a wide sampling of contemporary Ferraris to Alfas, and even a Lancia. We ran two run groups so that everyone in similar models were able to stay together on the scenic backroads, as the landscape transitioned from a tree covered lane to farmlands of vineyards and vegetable produce. The grape vines were very lush green and the row crops straight as an arrow as they blurred by on our way for lunch and refreshment.

Thank you to Solare for their generous provision of our lunch, Wrath Winery for their beautiful location, and Steve Souza for capturing our cars on the event.

If you visit Monterey, we'd enjoy meeting you! View our calendar of events and mailing list sign up at fcamonterey.org!

SF



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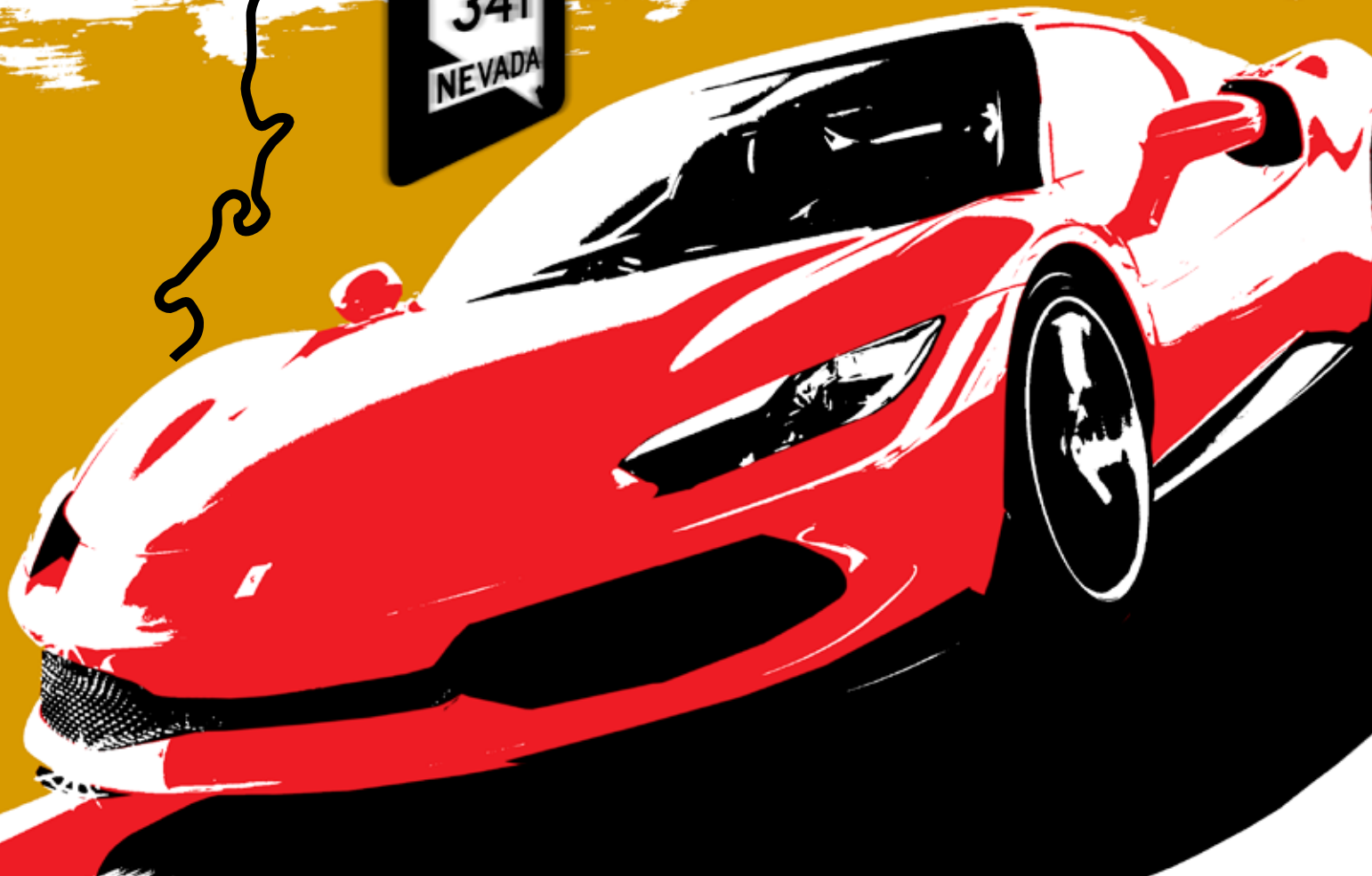




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TO VOLUNTEER WITH YOUR FCA SOUTHWEST REGION



There are many ways to get involved:

- **FCA-SW Board of Directors Elections this November:**
Minimum one year of FCA membership required.
Directors serve for a 2 year term and are expected to organize 2-3 Club events per year for a Board position.
Applications accepted through September 3, 2022.
- **Be an Event Organizer:**
Do you have a great idea for a new Club event? Work with a current Board member and bring that vision to reality.
We are always looking for new events for our Membership to enjoy.
- **Volunteer to help with an existing Event:**
We are always looking for Club Members to help with existing events. It's a great way to learn what's involved and "get your feet wet" on event planning.

For more information, contact Peter Lund, FCA-Southwest Region President
plund85@gmail.com or contact any current Board Member.



Saturday
November 12, 2022
6:00 to 10:00 pm



1962
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Join us for an evening imagined

Ristorante Cavallino

2022 marks the 60th Anniversary of the Ferrari Club of America and the 75th Anniversary of Ferrari.

We thought that this would be the perfect time to Celebrate!

For those who have had the chance to tour the Ferrari Factory, or just understand Ferrari history, Ristorante Cavallino, adjacent to the factory in Maranello, was a favorite dining establishment of Enzo Ferrari.

Join us for a Semi-Formal (Black Tie optional) Anniversary dinner imagined to be an

“Evening at Ristorante Cavallino.”

Set at MountainGate Country Club, nestled in the hills above Brentwood, you will dine on selections picked from the menu available to Cavallino patrons in the 1980's (Enzo's era), enjoy Italian music, Italian wines and toast the evening with Ferrari sparkling wine! (The official sparkling wine of Formula 1!)

Early sign up is \$159* per person which includes a 4-course dinner, entertainment and the Anniversary toast. No host cocktails available. Space is limited and available to active FCA members and their guests only. (*For reservations after September 15th, the cost is \$175 per person.)

For more information, please contact our event coordinators:

Peter Lund - plund85@gmail.com

Holly Franke - hollyin310@gmail.com

To secure your reservations for this one-time FCA Anniversary event, visit online:

<https://fcasw.memberclicks.net/fca-cavallino-dinner>

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Ferrari Club of America Southwest Region



1962
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FCA SW Annual Meets

2002 FCA LA Annual Meet in Century City
2012 FCA International Meet in Palm Springs

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Christopher Hoskins Newport Beach

Philip Palumbo Rancho Santa Fe

Jay Barton Torrance

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Jon Wong Torrance

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Eric Spitzer Woodland Hills

Ryan Frame Venice

Rajvindra Bhatia Irvine

Mattias Larsson Marina Del Rey

King Chan Los Angeles

Alex Afandi Long Beach

Justin Aguilera Calabasas

Tom Sprague Encino

Jonathan Hallstead Ladera Ranch

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FERRARI CLUB OF AMERICA SOUTHWEST REGION

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Please refer to adjoining Material Deadlines for submission dates. Email outline of submission materials to the *Sempre Ferrari* editor to obtain an upload link for high resolution/uncropped images.

Address Change Contact FCA National Membership Chairperson at www.ferrariclubofamerica.org.

Missing Sempre Ferrari Please contact Shawn Dutton, Membership Chairperson: shawdut@yahoo.com.

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March-April issue

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July-August issue

September-October issue

November-December issue

December 1st

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August 1st

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Prices are based on artwork supplied per required specifications. Extra charge for art fees. A check made payable to The Ferrari Club of America must accompany all ad submissions. For placement contact - Ross Albu Advertising Chairman | 714) 325-1000 | rossalbu@gmail.com

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If you've moved or changed your email address, let FCA National know so that you don't miss club event announcements.

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