

## Huge international success at launch of Ferrari Land at PortAventura World

The event was attended by Piero Ferrari, son of the brand's  
legendary founder, Enzo Ferrari



- *The opening ceremony of Europe's only resort dedicated to the 'Prancing Horse' welcomed over 250 national and international members of the media, with a significant presence from British, Italian, French, German, Russian and other European media.*
- *Piero Ferrari and Arturo Mas Sardá cut the ribbon to officially open the new park.*
- *100 million Euros have been invested in the new world-class theme park. Among the 11 attractions are the immersive Ferrari Experience and Red Force, the tallest and fastest rollercoaster in Europe.*



- ***With the opening of Ferrari Land, PortAventura World Parks & Resort consolidates its place as a world-class tourist destination: a unique resort with three theme parks, five themed hotels a convention centre, three golf courses, and a beach club with direct access to the beach.***
- ***PortAventura World hopes to achieve a record 5 million visitors in 2017.***

**PortAventura, 6th April 2017** - Ferrari Land, the third theme park at PortAventura World Parks & Resort, has today opened its doors to the public for the first time after a grand inauguration ceremony.

Arturo Mas Sardá, Chairman of PortAventura World, said: *"Ferrari Land is the most ambitious project in the history of PortAventura World and today our dreams have become a reality, thanks to the partnership with Ferrari, one of the most respected brands in the world, and an investment of over 100 million Euros."*

The opening ceremony saw 1,500 guests gather in the heart of the new park, opposite the Ferrari Experience attraction. Arturo Mas-Sardá and Piero Ferrari set the park's wheels in motion in an emotive event attended by a host of celebrities, including special guests Ferrari test driver, Marc Gené.

### **A world-class park**

Visitors to the resort can experience the spirit of Ferrari Land through its homage to the excellence of the Italian brand which has been reflected in the park's iconic buildings. The park also represents **a tribute to the genius of Enzo Ferrari**, to the lifestyle he created and the iconic red cars, symbols of speed, technology and innovation.

Ferrari Land was designed to recreate the true excitement of the Ferrari legend. Spanning over 70,000 square metres (750,000 square feet), the new park **offers 11 attractions for the whole family**, with a strong focus on technology and adrenaline. As well as the thrilling attractions, visitors can enjoy **restaurants, shops and shows** that reflect the spirit of Ferrari.





Right in the heart of Ferrari Land, the spectacular **Ferrari Experience** building presides over the new park, its silhouette in the shape of the legendary Ferrari racing car. Here, the whole family can enjoy an immersive experience into the two worlds of the Italian Brand – GT and Formula 1 – through two ground-breaking attractions.

**Racing Legends** gives visitors the chance to put their driving skills to the test, driving a Ferrari through the streets of Rome, along the most famous racing circuits in the world, or through imaginary futuristic scenes. The *Omnimax* simulator experience starts off by calling for 'drivers of the future', who will experience the adventure on one of ten mobile platforms. The second immersive experience, **Flying Dreams**, sends visitors on a journey around the world and through time, allowing them to see the brand's most famous vehicles and drivers up close.

Ferrari Experience also plays host to the **Ferrari Gallery**, an impressive space where visitors can enjoy an interactive experience and learn details of the history of the legendary Ferrari team.

Crowning the skyline of the park is **Red Force, the highest and fastest vertical accelerator in Europe**. This ride offers a unique experience for thrill seekers and Formula 1 fans, with an acceleration of 0 to 112 mph in 5 seconds, and a height of 112 metres (367 feet). Undoubtedly, Red Force is the park's main attraction, with its sleek structure visible from several miles away.

Eight semi-professional simulators make up **Pole Position Challenge** where visitors can put their driving skills to the test. Similar to the simulators used by Formula 1 drivers for training, this ride is a must for motor sports fans.





Other rides include the **Maranello Grand Race** racetrack, an unforgettable race in Italian GT race cars, along a track of over 500 metres (1,640 feet). This family-friendly attraction recreates the excitement of driving a legendary Ferrari 488 Spider. Next to the track are the **Thrill Towers**, resembling giant pistons from a Formula 1 car, each offering a different experience for those who dare to ride.

Next to these is an attraction aimed at younger visitors. **Junior Championship** offers children the chance to experience the thrill of skidding along Formula 1's traditional "whip" in a small-scale replica of the real vehicles.

One of Formula 1's most emblematic moments is the iconic pit stop. At Ferrari Land, the ride **Pit Stop Record** allows two teams to compete to change four wheels on a full-size Formula 1 car as quickly as possible. **Kids' Podium** offers a play centre where the park's youngest visitors can enjoy the most authentic motorsport adventures.



### **The perfect place to enjoy a complete family experience**

The new park will offer five restaurants that immerse visitors in an authentic Italian environment, where they can enjoy the delicious dishes of the country's famous cuisine. Restaurants range from a traditional 'trattoria italiana' inspired by **Ristorante Cavallino** at Maranello (Ferrari's HQ), where diners can enjoy the history of the Prancing Horse, to **Pit Lane** fast food restaurant with a classic menu inspired by legendary Ferrari drivers, and delicious Italian ice cream parlours such as **Ice Cream Box**, which harnesses the tradition of the most famous ice-cream producing nation in the world.

Visitors can also shop for souvenirs and exclusive merchandise at the official **Ferrari Land Store**, and enjoy a photo opportunity next to the entrance to the vertical accelerator.

Ferrari Land offers **three shows** at different times of the day, as well as **street entertainment** throughout the park.

### **Events and Convention Centre**

PortAventura Business & Events offers a modern multi-use convention centre, featuring 18 multifunctional spaces totalling 13,000 square metres, capable of hosting 4,000 visitors. Events can also be hosted in the resort, with the option of open-air cocktails in Ferrari Land, or dinner in an authentic Trattoria, where guests can enjoy the finest Italian cuisine. The resort can also be used for team building activities or exclusive **private events**, Ferrari Land will turn any event into a unique and exciting experience.

### **A world-class family tourist destination**

After opening, Ferrari Land will become part of PortAventura World Parks & Resort, reinforcing its position as a world-class tourist destination. The complex, situated one hour from Barcelona, is the only resort in Europe to offer three theme parks, five themed hotels, a convention centre, three golf courses and a beach club with direct access to the beach.

The combination of both parks represents a new offering for the resort, since access to Ferrari Land comes exclusively as part of entrance to PortAventura Park, offering a complete holiday experience. Throughout the season, Ferrari Land will be open from 10am to 5pm, and in high season there will also be an evening session from 6pm to 1am.





For more information about tickets, prices and opening times, please see:  
[www.portaventuraworld.com](http://www.portaventuraworld.com) or call +34 902 20 22 20.

### **Acerca de PortAventura World Parks & Resort**

PortAventura World Parks & Resort es uno de los mayores destinos de vacaciones y ocio familiar de Europa y a lo largo de sus más de 20 años de historia ha recibido más de 70 millones de visitas. Con una ubicación privilegiada y próxima a Barcelona, el resort opera 4 hoteles temáticos de 4 estrellas y 1 hotel de 5 estrellas (PortAventura Hotels), con un total de 2.100 habitaciones, y un centro de convenciones (PortAventura Convention Centre) con capacidad para hasta 4.000 personas. En su oferta comercial se incluyen también 3 campos de golf (dos de ellos diseñados por Greg Norman) y un beach club con acceso directo a la playa. PortAventura World Parks & Resort cuenta también con un parque temático, un parque Ferrari Land exclusivo en Europa y un parque acuático líderes en Europa con una oferta de atracciones de referencia mundial.

[www.portaventuraworld.com](http://www.portaventuraworld.com) [www.portaventuraevents.com](http://www.portaventuraevents.com) [www.fundacioportaventura.com](http://www.fundacioportaventura.com)

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