



Ferrari

If you like fast cars then you probably know about Ferrari. The company is known as a symbol of speed, luxury and excellence. Their colors are red and yellow and their logo features a black horse. This Italian sports car company currently based out of Maranello, Italy was created by Enzo Ferrari. Enzo was born in Modena, Italy on Feb 18th 1898.

Enzo started his car racing career with the company, CMN as a test driver, then as a racecar driver in 1919. He managed to do well, and one year later was offered a position on the most prominent team of that era, Alfa Romeo. He won 12 races for Alfa Romeo in the 1920s, but his real passion was for the design and mechanics of the vehicles.

In 1929 Enzo left Alfa Romeo to start Scuderia Ferrari which literally means the Stable of Ferraris. The first car made by this new company was the 815 spider. Alfa Romeo would leave the world of racing in 1933 but Scuderia Ferrari would continue to use Alfa Romeo cars, drivers and engineers to race. Enzo would send reports back to Alfa Romeo so they could continue to improve and develop their standard production vehicles. Scuderia Ferrari became extremely successful in racing and in 1939 Ferrari and Alfa Romeo finally parted ways.

After World War II Ferrari got serious about designing and building their own cars featuring V12 engines. The most expensive car ever sold at auction was a 1962 Ferrari 250 GTO. The price was \$38.1 million. Ferrari is the oldest and most successful racing team in Formula One with 16 championships and 15 winning drivers as of 2017. In 2014, Brand Finance rated Ferrari as the world's most powerful brand. Today Ferrari caps the production of their cars to around 8,000 a year and makes \$62,000 profit on each car they sell.

The symbol of Ferrari is a black prancing horse on a yellow background. A legendary Italian air force pilot name Count Francesco Baracca, would paint the horse on his planes during World War I. Years later Baracca's mother met Enzo and suggested he use the horse symbol on his cars for good luck. Enzo agreed. Originally the horse was painted with a white background but Enzo changed the color to yellow in honor of his hometown, Modena. Another difference in the symbols is that Baracca's horse's tail faced down while Enzo's faces up.

Source: https://auto.ferrari.com/en_EN/ongoing-heritage/company/history/

Vocab Match

Name: _____

Word	Answer	Definition
1. symbol	1. ____	a. noun- great quality
2. excellence	2. ____	b. adjective- normal
3. logo	3. ____	c. noun- money earned from business
4. offer	4. ____	d. verb- to give or invite
5. prominent	5. ____	e. adjective- leading, well-known
6. era	6. ____	f. noun- an object representing something
7. standard	7. ____	g. noun- a period of time
8. parted	8. ____	h. noun- graphic or symbol of a company
9. profit	9. ____	i. verb- introduce an idea
10. suggest	10. ____	j. adjective- separated

Discussion Topics

1. Do you like cars? Do you have a driver's license?
2. What do you know comes from Italy?
3. Have you ever watched a race? What kind of race?
4. Do you know any other company logos?
5. What is your favorite brand or company?

Name: _____

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G	M	I	A	P	E	C	A	K	M	G	P	C	M	W	F
R	S	O	G	P	R	B	T	V	A	T	H	B	Q	R	X
A	T	E	L	U	R	O	E	W	L	N	T	G	M	X	O
R	A	F	T	X	P	O	M	U	H	K	O	H	N	C	F
E	N	E	E	B	F	P	F	I	D	G	K	T	Q	L	F
K	D	T	S	X	Z	X	R	I	N	E	X	B	K	W	E
F	A	G	H	U	C	N	K	Z	T	E	T	S	R	H	R
F	R	S	B	C	G	E	I	D	K	O	N	R	L	K	R
F	D	R	Y	E	H	G	L	G	Q	G	I	E	A	S	Z
K	E	U	K	M	I	P	E	L	G	O	Y	L	T	P	I
V	Y	B	F	E	B	M	A	S	E	L	W	N	R	P	J
C	L	L	I	L	G	O	U	B	T	N	I	F	Y	G	T
B	Z	A	X	N	M	F	L	H	A	R	C	L	R	N	Q
D	E	Y	C	Z	F	U	Z	C	N	N	P	E	W	Q	V
Y	I	E	J	H	O	W	V	H	C	S	H	T	J	U	I
S	L	B	H	O	H	C	S	O	J	I	L	D	U	O	K

Find these words!

era	excellence
logo	offer
parted	profit
prominenet	standard
suggest	symbol

Name: _____

Quiz

1) Where was Enzo Ferrari born?

a. Madrid, Spain b. Madrona, Spain c. Maranello, Italy d. Modena, Italy

2) When was Enzo Ferrari a race car driver?

a. 1940's b. 1920's c. 1950's d. 1930's

3) How many races did Enzo win with Alfa Romeo?

a. 12 b. 13 c. 11 d. 10

4) When did Alfa Romeo leave the world of racing?

a. 1929 b. 1939 c. 1933 d. 1935

5) What does Scuderia Ferrari mean?

a. Stable of Ferraris b. Lots of Ferraris c. School of Ferraris d. Fast Ferraris

6) What is the most expensive car to sell at auction?

a. 1967 Ferrari 275 GTB b. 1956 Ferrari 290 MM c. 1957 Ferrari 335S d. 1962 Ferrari 250 GTO

7) How many Formula One championships has Ferrari won?

a. 11 b. 13 c. 23 d. 16

8) How much money does Ferrari make off each car they sell?

a. \$123,000 b. \$83,000 c. \$62,000 d. \$25,000

9) Where does Ferrari's black prancing horse come from?

a. A war hero b. An old book c. A famous movie d. A myth

10) Why is yellow a Ferrari's color?

a. the color of the sun b. the color of racing c. the color of daisy d. the color of Enzo's hometown

Key

Matching	Quiz
1. f	1. d
2. a	2. b
3. h	3. a
4. d	4. c
5. e	5. a
6. g	6. d
7. b	7. d
8. j	8. c
9. c	9. a
10. i	10. d

PROJECT:

Students make a logo for a company of their choice.
Create backstory for the logo.