

## fera

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### FXX K Revs Up Ferrari

By P.K. Greenfield

Ferrari's research and development program recently rolled out (or should I say propelled with great force and fanfare) its latest road warrior in Abu Dhabi — the FXX K pushes the envelope in regards to speed, design, new technology and craftsmanship — this car could rock the auto industry from chassis to hub caps.

It's insanely fast, attractive and exactly what you'd expect from Ferrari. However, the marketing tactics of the traditionally staid company are currently on the path of something outrageous, out of the box and as smart as their car designs. This juggernaut is off the chain and road.

According to Edwin Fenech, President & CEO of Ferrari North America. "The Ferrari FXX K is the first hybrid model in the XX Programmes.

Based on Maranello's successful hybrid, this laboratory car is not street legal nor is it a track car, however, everyone still wants one. Who wouldn't want a Ferrari?

Mr. Fenech added, "The car is part of this unique program that includes events highlighting technical and driving assistance for select Ferrari owners. The XX Programmes involve a group of clients who are passionate about racing and dedicated to the development process of Ferraris of the future, allowing them to contribute feedback and information."

From a car collector's perspective in the vein of Jay Leno, only 32 people will own this auto at a mere \$2.7 million dollars.

### Detail Work

There is a test program going on for the next two years with this powerhouse with the moniker "Prancing Horse". According to the inner circle, it's also known as the "K" which refers to the "KERS" (kinetic energy recovery system), in other words it maximizes the track performance with new technology and horsepower (a galloping 1,035). It's engine pushes 1050 cv of which 860 are

delivered by the V12 ICE and 190 cv by the electric motor, with overall maximum torque in excess of 900 Nm. Mechanical tappets have replaced the traditional hydraulic mechanism because they are faster. The company reports that the car lapped Ferrari's Fiorano test track in 1 minute and 14 seconds — 5 seconds faster than the standard LaFerrari.

### Active Aero

With regards to aerodynamics, the front of the car braces a deep, double-deck spoiler with long vertical fins that channel air over the car's flanks and deliver maximum aero performance. This design feature is crazy smart. There are wings on both sides of the retractable rear spoiler giving it more control and efficiency, especially in 'high downforce' action such as turning curves. The moveable parts make this auto hug the track like the grip of a grizzly bear. It's rear wing raises higher than the standard LaFerrari adding 50% more downforce.

### Driver's Seat

Pirelli slicks complete with sensors that monitor longitudinal, lateral and radial acceleration, as well as temperature and pressure, the driver is provided with more data and technology to assess that track surface, speed and control system.

### Car Cult Club

As Mr. Fenech mentioned, a select group of client-test-drivers will have the privilege to climb behind the wheel and pilot one of these monsters, at the discretion of Ferrari of course. The cars will be parked at the company's locations and only driven upon invitation. Owners will be circumventing the world at various Ferrari events to show off their wheels and power.

"The owners take part in test sessions throughout the year that are monitored by specialized personnel from Ferrari, including engineers and test drivers," said Mr. Fenech.

### Final Round

Quiet, this car is not. Ferrari admits that the silencers on the exhaust system have been eliminated. At the start, the 'earth-shattering kaboom' is almost a prelude to the expression, 'Start your engines'.

### Where can you see it?

"The Ferrari FXX K will be featured for the first time on a North American track at the Ferrari Racing Days held at Laguna Seca in late October. The weekend will be a showcase of our motorsports endeavors including the Ferrari Challenge and F1 Clienti program as well. The public is welcome to attend," said Mr. Fenech.

The outcome of this amazing prototype is that the technology and design will be put to use in the coming years for public consumption. Yes, a functional and street legal version of this car with all of the bells and whistles will be gracing the roads from the Pacific Coast Highway to Park Avenue and beyond.

Did I mention that the FXX K spits flames out its backside?

Check it out here: <http://auto.ferrari.com>.



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