

## Ferrari Debuts 812 Superfast—Its Fastest Production Car Yet

Kayla Pantano (March 07, 2017)



Ferrari's most high-performance production car ever made its world premiere at the Geneva Motor Show.

It was only a matter of time before [Ferrari](#) [2] stunned buyers and admirers alike with a swanky successor of its ridiculously quick [F12 Berlinetta](#) [3], but the shock at the major improvements still comes as surprise. Ferrari's latest grand tourer, the 800-cv [812 Superfast](#) [4], is even quicker, making it the manufacturer's fastest and most powerful production car yet. Sleek, aggressive, and elegant, the Superfast starred on the Ferrari stand at the [87th Geneva International Motor Show](#) [5], exciting everyone in attendance.

### Shift to the Twelfth Dimension: The 812 Superfast

The Ferrari 812 Superfast is powered by a new 6.5-liter V12 engine with a staggering 789hp at 8,500 rpm. This propels the new Ferrari from zero to 62mph in just 2.9 seconds and continues to 211mph on the right road. Maximum torque is 718 Nm at 7,000 rpm.

The 812 Superfast is striking for both its highly innovative design and aero package, as well as its unparalleled handling. It is the first Ferrari to introduce Electric Power Steering, which is used to fully



exploit the potential of the car in terms of performance. The introduction of the Virtual Short Wheelbase 2.0 system combines the electric front-wheel steering assistance, which is developed to work with the Slide Slip Control, in order to improve agility and response time to steering wheel inputs.

The two examples of the 812 Superfast on display feature new colors: the special celebratory Rosso 70 Anni and Grigio Caldo Opaco—both equally head-turning. If you would like to purchase either version, expect to pay well over \$300,000.

### Protecting Ferrari's Exotic Appeal

Last year in Geneva, Ferrari unveiled a four-seater [GTC4Lusso](#) [6] "family car" in an effort to reach a wider audience. However, the company's bread-and-butter models are still its high-powered, handcrafted supercars and special editions, which are now appearing with increasing frequency.

Having promised its shareholders a boost in sales and profit following its 2015 initial public offering, Ferrari faces the challenge of selling more cars without diluting its allure of exclusivity. While they posted record profit last year, they hope to increase earnings by at least 8 percent in 2017. Though production was previously limited to 7,000 annually, Ferrari expects to sell about 8,400 vehicles this year. Therefore, CEO Sergio Marchionne is pushing hypercars, such as the 812 Superfast, to maintain earnings momentum.

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