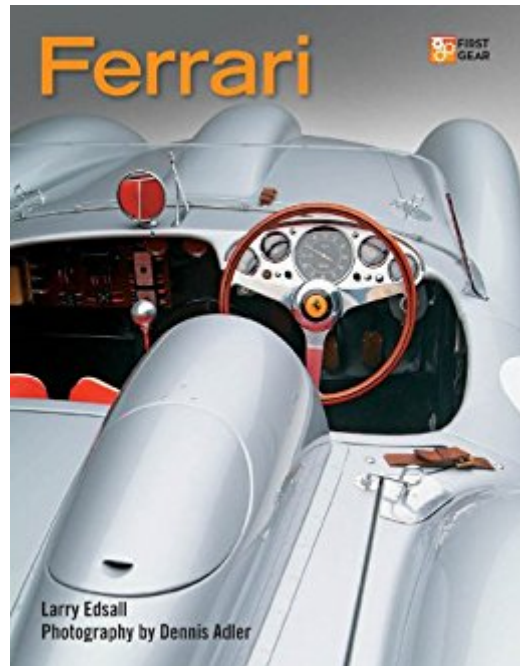




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# Ferrari (First Gear)



## Synopsis

Ferrari has been producing race and road cars for more than 60 years. In the distinctive  
“Ferrari Red,” legendary cars with names like Monza, Testa Rossa, and Daytona  
turn heads from Monaco to Japan and around the world. In Ferrari, 60 milestone vehicles from  
across the company’s history are profiled in detail, with a short history of the car, engine,  
and team, along with performance specs, trivia, and a detailed photo library. For any fan of Ferrari  
or performance cars in general, this is an enjoyable read full of valuable information and gorgeous  
color photos.

## Book Information

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## Customer Reviews

This is a great book. It’s the first book on Ferrari that I’ve owned so I don’t have much to compare it  
to, but it’s crammed full of interesting info. The writing is decent, too, though nothing to shout about.  
The generous amount of photos look wonderful. It’s a much larger book than I expected, but that’s a  
good thing. My only real issue with it is the formatting. The first chapter seems unnecessary. The

timeline jumps around a fair amount, which can be a bit confusing if you just sit down to read a large portion of it. Since it's primarily a history book, a smooth timeline seems like the logical way to go about it. Often times the photos don't match what the text is saying on a given page (ie talking about one model while a different one is shown), so you have to thumb your way back and forth as you go. The captions on the photos are correct; I'm just talking about the bulk text not matching up. Definitely worth the price (paid about \$19 for it at the time). If you're curious about Ferrari history, or just want a great coffee table book, this is a good one to start with.

One should buy this book for the photographs, which are very good to excellent, and capture a multitude of the most famous Ferrari models. Right off the back the book opens with a short chapter on Pinin Farina's (as the name was then written) Cisitalia 202, a nicely done short history with twelve color photographs showcasing a superb red example of this legendary car and epochal monument of automobile design. (There's one of these in MOMA.) This great start gets muddled up with a confusing overview previewing the upcoming chapters. I think the book would have read better without this section, or at least, without duplicating later photos. Too, better editing would have helped an ongoing and annoying discontinuity between page and image. Writing a review is not helped by such confusion, I must say! Also, themes and topics pop up here and there without any convincing larger focus - surely this book could have been better organized and not so helter-skelter in its directions. However, despite these intellectual issues - or peccadilloes if you wish - the book does give a wonderful overview of Ferrari's greatest cars, most in pristine condition. Readers are treated to an embarrassment of riches as one section on a legendary Ferrari flows into yet an even more legendary model! The oh-so-critical colors are printed with great care - the paler yellow Luigi Chinetti demanded for the Sergio Scaglietti 275 GTB/4 Spyder (cars derisively derided by Enzo Ferrari as taxis!) is perfectly contrasted with a richer yellow 275 GTB. (The preview chapter boasts an even brighter shade - a screaming yellow 250 GT Short Wheelbase Berlinetta!) Chapter two covers Enzo Ferrari's career with a series of historic photos, but does not add any historical revelations. Just how rich a collection of photographs is contained here might be gauged by counting the 150 plus color photos (not counting in addition many historical black and whites) all coming in the first hundred pages. Chapter 5, a touching study of Ferrari's Dino, has wonderful shots of the car Ferrari named after his beloved son, Dino, who courageously faced a terrible early death. The book includes a thorough index: overall this is an outstanding art book, with its editing issues quite overwhelmed by the majesty of the Ferrari images.

Any Ferrari book will have the colorful pics (some of which come from other books I have on Ferrari), but the errors in text and misplaced photos are far too numerous for any book. The section on the 550 has photos of F50 and 512TR. It almost looks like the book was never proof-read. Ferrari enthusiasts will find the errors immediately and it is very disconcerting. One or two goofs is acceptable but this is systemic. Shame, because it could be a nice little page turner.

The narrative of this book concentrate's on telling the story of Ferrari road cars as opposed to the sports and formula 1 cars within the marque's history. Not that it doesn't cover these aspects, but the story is focussed more on the cars made for the road and therefore the influence of important racing cars in Ferrari's history are highlighted in that context. The author does this very well, rarely straying from this main focus of how each successive series of road cars were conceived and subsequently came to being. The photography and quality of images in the book are truly very good and do add enormously to the overall reading experience although there is way too much duplication in the description of the images which is then repeated in the chapter text. The only other irritation I had with this book was with some errors in the final chapter which seemed to be a bit of a rushed "history of Ferrari in F1" that although this is important for further context regarding Ferrari's history it could have been written with much greater accuracy and with more story (although as mentioned this is not the focus of the book). The author expresses a very strong view on the influence of Luigi Chinetti Snr to the creation of the marque in a manner in which I had not read before, suggesting that the "Ferrari" we know today may not have existed were it not for Chinetti. It is a compelling argument but there is insufficient detail in this book to determine its merit and Ferrari himself has never fully credited Chinetti in that way (not that he would be predisposed to do so anyway!). Overall I found this book to be a very enjoyable read with enough new information (or at least a slightly different interpretation of existing information) to be a valuable addition to any Ferraristi's collection

Book is very informative and good art work; however I am always looking for more information. I think it is getting to the point is that I read about all there is to read about the subject.

Little in the way of substance; low on technical specifications. Photos are small and not particularly revealing. Also, where were the Stradale, Challenge series, Evoluzione or 430 Specials?

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