A Look at Ferrari the Man, and the Empire He Built

Italian carmaker Enzo Ferrari is often remembered as cold, but biographer Luca Dal Monte wants readers to see his genius

Jamie Lincoln Kitman

WHITE PLAINS, N.Y. — Luca Dal Monte is seeing the 1966 Ferrari 275 GTB sitting on the shop floor here at Dean Jeffries' Enterprise Car Repair. He has traveled from his home in Milan to inspect the vehicle for a biography of the car's namesake, Enzo Ferrari.

The 40-page white-leather tome (over 1,000 pages in Italian) has sold over one million copies, taken on several translations, and has been optioned for an Italian miniseries. (A rendering in Gothic-style Italian-language newspaper based in Milan, the book's back flap is a mock-Gazzetta dello Sport sidebar, complete with English-language version of the book.)

"Enzo Ferrari: Power, Politics and the Making of an Automotive Empire" — for the United States.

Dal Monte, an Americanist who was the head of Ferrari's North American press office from 2001 to 2005, wrote the book in Italian and translated it into self-taught English for a U.S. audience. Dissatisfied with the success for Italian cars and their all-women, outside New York City, Nevin going for a spirited drive through Westchester County in the Limited production, 12-cylinder automobile that he's personally selected.

The dark gray coupe is a fitting metaphor with which to remember Ferrari the man, along with the business he founded almost 70 years ago. Like most Ferraris, the car is relatively rare and cheap. It cost $16,000 when it was built more than 50 years ago and might be up as much as $1.5 million from a collector today, more if the sale includes an original owner manual. Ferrari has been called the world's most powerful luxury brand.

The company's success owes every thing to its founder, who was born in 1898, and had little formal education. He was inspired to become a race car driver after seeing Felice Nazzaro win the 1908 Circuito di Bologna. But it wasn't until after World War II, at the age of 48, that he created his car company.

Ferrari is often remembered solely as a cold, ruthless dealer, with his trademark mirrored sunglasses and Fedora. But Dal Monte wants readers to see the genius that Ferrari possessed. Yes, he was stubborn, but he was also tender and determined. He was a powerful

He used his charm and intelligence to get others to move mountains, says Dal Monte, who saw these qualities in Ferrari's personal correspondence and his relationship with his wife, Alfreda "Mina," who died in 1978 at the age of 80 from a stroke. Ferrari never remarried and died in 1988. Ferrari never remarried and died in 1988.

"In Italy, there was the page and then there was Enzo," Dal Monte said as we drove out from New York State to Westchester County, where Dean Jeffries's Concorde lived. The GTB's V-12 engine screamed with sophistication and still the car attracted no cross-glances, but Dal Monte is used to speaking over unexpected interruptions.

What the book does not capture is the decision to make Dal Monte's outgoing Enzo Ferrari a reverse-engineering project for a United States-focused Ferrari account for Ferrari, or how the camera at the Enzo museum in Italy.

Dal Monte said: it all goes back to his second great love (after cars and Ferrari): all things American. When he was a senior in high school, he spent a year as an exchange student in Kentucky, and later attended the University of Kentucky, majoring in Italian story while working for the university's program. The Kentucky Kernel.

"I thought to Ferrari magazine was to become a journalist after graduating, when he retired to Italy, he was offered a place job as a top executive in Ferrari's Italian press office. Dal Monte said that his fluency in English and his knowledge of Americans helped him get the job at an early age and eventually got him the job at Ferrari.

Dal Monte (author Antonio Ghini, Ferrari's spokesman in Italy, while visiting the company's archives to prepare his first book about Ferrari's first car, which came out in Italy in 2000. In spring 2001, Dal Monte remembers, Ghini asked him: "How would you like to go back home? How would you like to go back to the Ferrari? And what do you think my reply was? "When can I start?"

Hindsight is prone to include overstating the Ferrari's role in the Historical Record, as well as the book, I'd be Ferrari, in that. Enzo was the leader and just needed at least than a marketing mind. Dal Monte filled out the gap. He worked with Ferrari, who brought him back to Italy, gave him access to his company's primary materials. "One of the great ironies in my research was the Alfa Romeo archives in Arese, near Milan." There he found Enzo Ferrari's personal file from when Ferrari managed the company's racing team. The file has a number of Ferrari's importance to Alfa Romeo, the great Italian racing team.

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રશિયા ઉપર પ્રતિબંધ મૂકવાનું તે પછી ભારત-રશિયાના સંરક્ષણ સંબંધમાં અડચણ

ભારત-રશિયાનો સંરક્ષણ સોદો અમેરિકાએ રોકવો ન જોઈએ : અમેરિકી સાંસદોનો મત

[illegible]

અને ચારેકોર ઉંચો થાય એવિ ઉંચાઈએ છીએ : પદ્મા

[illegible]

હત્યા કેસમાં શીખ સંગઠનને વિદેશ ફંડિંગનો મુદ્દો ફરીથી ચર્ચાયો રાજ્યો

[illegible]

ગુજરાત ફ્રી પ્રોડ્યુસીસ, ગુજરાત

[illegible]

AMDAVAD MUNICIPAL CORPORATION
DRAINAGE PROJECT
E-Tender Notice

Name of Work

(1) Repairing Work Of Panchha Lake In New-West Zone. (Rs. 24.69 lakh)

(2) Repairing Work Of Different Drainage pumping Station, SWD Pumping Station & Sewage Treatment Plant and lakes In West Zone/New West Zone. (Rs. 22.75 lakh)

Online Submission upto	Date : 18/05/2018 up to 18:00 Hrs
Detail and Tender available on	www.nprocure.com www.amc.nprocure.com

વીજળીઘર નેશનલ ટીબી કંટ્રોલ પ્રોગ્રામ, જિ. અરવલ્લી

જાહેર વિવિધ

અરવલ્લી જિલ્લામાં આવતી આર.એન.ટી.સી.પી. માટે લોકોડાઉન ઉમેદવાર : મલિકિયત ધરાવતી મારૂ કરવા ઉમેદવારી આવેલ આવતીકાલના મહિલાઓના મલિકિત ઉમેદવાર મારૂ ઉમેદવારી ધરાવતી ધરાવતા આવતા. તો તા.૧૬ મારતી ઘરેલિયાં સમાવિષ્ટ ટેન્ડર નિયત થયા ૧-૩, મોડાસાની ઘરેલિયાં રૂ. ૧૦૦/-(રૂપિયા સો માત્ર) ભરી ખરીદી શકે છે. ટેન્ડર ઘરેલિયાની ઉમેદવારી ધરાવતા મહિલા ઘરેલિયાં ૧૦-૦૧ રોજ. ટેન્ડર મારૂ / આવતા : મુજબની વધારાના અમલ ઘરેલિયાં ઉમેદવાર ઘરેલિયાં રોજ.

મારૂ મહિલા ન નિયત થયા ઘરેલિયાં
ઉમેદવાર ઘરેલિયાં (ટીબી)
નિયત થયા ટેન્ડર, અમલ મારૂ, મુજબ કરવા મોટે
ડી. ઉમેદવાર થયા મારૂ ઘરેલિયાં સંસ્થાનિક
મોડાસા, જિ. અરવલ્લી

SARDAR SAROVAR NARMADA NIGAM LIMITED

(A wholly owned Government of Gujarat undertaking)
Tender Notice No. 1 of 2018-19

Online tender is invited by the following method of Earlier Percent Proportion publicity method by Executive Engineer Kevadiya Branch Canal Div. No. 17, Rajpipla (Dist. Narmada) Phone No. 02640-278006, from the eligible approved contractors registered in its registered.

Name of work	1. EMD Rs. 2. Class	1. Tender Fee in Rs. 2. Time limit
Annual work for Maintenance and Repairs works of connected area of Kevadiya Branch Canal length Km 36.0 Km to 62.30 Km for the year 2018-19.	1. Rs. 20000.00 2. "C" and above	1. Rs. 500/- 2. 12 (Twelve) months

SCHEDULE OF E-TENDERING

1.	Date of uploading	26.04.2018
2.	Last date of downloading of Tender Documents	02.05.2018 upto 18:00 Hrs
3.	Last date of online submission of Tender Documents	03.05.2018 upto 18:00 Hrs
4.	Physical submission of Tender Fee, EMD and other documents in separate cover	On dt. 03/05/2018 from 11:00 to 15:00 hrs in the office of the Executive Engineer Kevadiya Branch Canal Division No. 17 Rajpipla
5.	Verification of EMD and other documents	On dt. 04/05/2018 at 11:00 hrs onwards in the office of the Executive Engineer Kevadiya Branch Canal Division No. 17 Rajpipla
6.	Online opening of Price Bid	On dt. 04/05/2018 at 12:00 hrs onwards in the office of the Executive Engineer Kevadiya Branch Canal Division No. 17 Rajpipla

The details of above notice are be available on SSNNL web site www.sardarsarovar.com/gujarat GCC website www.statetenders.com and other documents are available on www.nprocure.com

No. SSNNL/KEVADIYA/18

AXIS BANK LTD.

Regd. Office: "Trishul", 3rd floor, Opp. Samartheshwar Temple, Near Law Garden, Ellisbridge, Ahmedabad - 380 006.
Corporate Office: "Axis House" C-2, Wadia International Centre, Pandurang Budhkar Marg, Worli, Mumbai - 400 025.
CIN: L65110GJ1993PLC020769, Phone: 079-66268001, Fax: 079-66268001, Email: shareassist@axisbank.com

FINANCIAL RESULTS
FOR THE QUARTER AND YEAR ENDED 31ST MARCH, 2018

(₹ in crore)

PARTICULARS	Axis Bank - Audited Standalone			
	YEAR ENDED QUARTER ENDED 31.03.2018	YEAR ENDED QUARTER ENDED 31.03.2017	YEAR ENDED YEAR ENDED 31.03.2018	YEAR ENDED YEAR ENDED 31.03.2017
Total income from operations	[illegible]	[illegible]	[illegible]	[illegible]
Net Profit / (Loss) for the period (before tax, exceptional and/or extraordinary items)	[illegible]	[illegible]	[illegible]	[illegible]
Net Profit / (Loss) for the period before tax (after exceptional and/or extraordinary items)	[illegible]	[illegible]	[illegible]	[illegible]
Net Profit / (Loss) for the period after tax (after exceptional and/or extraordinary items)	[illegible]	[illegible]	[illegible]	[illegible]
Paid up equity share capital (Face value ₹ 2/- per share)	[illegible]	[illegible]	[illegible]	[illegible]
Reserves (excluding Revaluation Reserve) as shown in the Audited Balance Sheet of the previous year	[illegible]	[illegible]	[illegible]	[illegible]
Earnings per Share (Face value ₹2/- per share) (for continuing and discontinued operations) (₹) (not annualised)				
- Basic	[illegible]	[illegible]	[illegible]	[illegible]
- Diluted	[illegible]	[illegible]	[illegible]	[illegible]

Note:

1. Information relating to Total Comprehensive Income and Other Comprehensive Income is not furnished as Ind AS is not yet made applicable to banks.
2. The above is an extract of the detailed format of Quarterly/Annual Financial Results filed with the Stock Exchange under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Quarterly/Annual Financial Results are available on the website of the Bank (www.axisbank.com) and on the Stock Exchange websites (www.nseindia.com and www.bseindia.com).

For and on behalf of the Board

Place: Mumbai
Date: 26th April, 2018

www.axisbank.com

Shikha Sharma
MD & CEO

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

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