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Audio – Luxury Cars - Green Ferrari - Transcript

(Red racer Ferrari joins green revolution

Luxury brand Ferrari is working to shake-off its reputation of producing gas-guzzling racing cars, by developing vehicles which consume less fuel. Within the next few months the company is also expected to unveil a hybrid vehicle. Duration: 01:45)

Luxury cars have long been criticized for putting performance ahead of the environment. But Ferrari's California 30 epitomizes the company's new philosophy, increased performance while reducing emissions.

On average, we try to add about 100 horsepower from one model to the next, whilst cutting carbon dioxide by around 30 grams.

In order to do this, the brand has embraced lighter technology and adapted certain methods that's used in Formula One racing.

At this factory in Emilia Romagna, trees have been planted in between machines to control humidity in the air. And in the coming months, it's expected a hybrid car will be unveiled.

It's a hybrid, yes, but a hybrid Ferrari means we have to work on how to retain energy, for example during braking.

And we need to work on using this stored energy not only to reduce energy consumption but also to enhance the pleasure of driving a Ferrari.

After record sales for the past two years, Ferrari's hoping 2012 will be as successful. During 2011 7,200 Ferraris were sold worldwide up almost 10 per cent on 2010. And for the first time ever, sales have hit more than 2 billion euros.

Well, We think there are opportunities all around the world. Of course there are markets where we're more cautious like Europe for example. But on the other hand, there are markets where the economy is growing and will continue to grow, like in Asia and China.

Ferrari offers custom-made designs to suit every taste and demand is strong. Around 98 per cent of clients opt for a tailor made Ferrari, adding an additional 50 percent to the cost of the vehicle.