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Montezemolo Wants To Keep Ferrari Exclusive, "Like a Beautiful Woman"

By Anita Lienert | Published May 9, 2013

Just the Facts:

- **Ferrari Chairman Luca di Montezemolo says he plans to limit Ferrari production this year to fewer than 7,000 cars, to maintain the brand's exclusivity.**
- **Montezemolo said: "A Ferrari is like a beautiful woman. She must be worth waiting for and desired."**
- **Ferrari's global sales in the first quarter rose 4 percent to 1,798.**

MARANELLO, Italy — Ferrari Chairman Luca di Montezemolo says he plans to limit Ferrari production this year to fewer than 7,000 cars, to maintain the brand's exclusivity.

"A Ferrari is like a beautiful woman," Montezemolo said Wednesday at a meeting to announce Ferrari's first-quarter results. "She must be worth waiting for and desired."

Montezemolo added: "I base my ideas on what I learned from Enzo Ferrari — if we produce less cars, we will not flood the market and it makes our used cars more desirable, too."

Ferrari's global sales in the first quarter rose 4 percent to 1,798, not including pre-sales of the new [Ferrari La Ferrari](#) that was unveiled in early March at the [2013 Geneva Auto Show](#).

The company, a subsidiary of Italian auto giant Fiat, said first-quarter revenue increased 8 percent to \$723 million, while net income jumped 37 percent to \$73 million.

Edmunds says: Ferrari's boss understands women — and brand exclusivity.

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