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## **Automobilia! Exhibit Sponsored by Ferrari of San Francisco** *Exhibit to Showcase Italian Cars and Culture*



Sacramento, CA --- The California Automobile Museum today announced that Ferrari of San Francisco will be the title sponsor of its newest exhibit that will add an international flair and showcase some of the auto industry's most exotic cars and men who have become legends for creating them.

*Automobilia! Celebrating Italian Automotive Design*, which opens November 13, will begin a celebration of Italian cars with rotating exhibits featuring marques such as Ferrari, Maserati, Lamborghini, Fiat, Lancia and Alfa that will continue through most of 2011. The exhibit will also give viewers a glimpse into the lives of men whose names have become synonymous with their cars, such as Enzo Ferrari and Ferruccio Lamborghini, and others such as De Tomaso, Pininfarina, Bertone and Bizzarrini, whose creativity and passion for performance made these cars among the most elite in the world for their speed, handling and styling.

"I thought this Automobilia! exhibit was the perfect fit for the area and an exciting opportunity to support the Ferrari brand by our presence in the community that has shown its love for Italian motor cars," said Greg Minor, general manager of San Francisco Ferrari, who noted the growing number of Ferrari owners in the Sacramento area.

The project is the most ambitious ever undertaken by the California Automobile Museum and the sponsorship by San Francisco Ferrari marks the museum's first support for a large exhibit from the Bay area. The project includes construction of a piazza-style exhibit complete with murals that reflect Italian art and architecture to showcase the cars.

"With *Automobilia!* we wanted to do more than simply display beautiful cars," explained Karen McClafin, Executive Director of the California Automobile Museum. "We wanted people to see the Italian culture that influenced the creation of these cars and for them to get to know the men whose styling and engineering are reflected in them, in much the same way that people want to know more about the artist when they admire a painting or a piece of sculpture," added McClafin. "We think the exhibit will be a unique experience for everyone."

A wide variety of cars and special events are planned throughout the run of *Automobilia!*. The cars expected in the piazza on opening day include:

- a Ferrari 275 and Ferrari Testarosa
- an Alfa 1750 Spyder
- a Pantera De Tomaso;
- a Lamborghini Diablo
- a 1973 Moto Guzzi scooter



*1987 Lamborghini Countach once owned by Malcolm Forbes*

**About the California Automobile Museum:** This spacious 72,000 square foot museum is home to over 150 vehicles of various makes and models, ranging from the early 1900s to alternative power vehicles of the future. Exhibits recreate the love affair we have with automobiles and provide historical information about the automotive industry. The Museum's mission is to educate and entertain while preserving and promoting the automobile and its influence on our lives. The Museum is located at 2200 Front Street, between Broadway and Old Sacramento with ample free parking. The Museum is open daily from 10am to 6pm, taking the last admission at 5pm and stays open until 9pm every third Thursday. For more information call (916) 442-6802 or visit [www.CalAutoMuseum.org](http://www.CalAutoMuseum.org).

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