



**PRESS RELEASE**

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**For Immediate Release—Photo available upon request**

**FERRARI NORTH AMERICA'S MARCO MATTIACCI TO RECEIVE  
2012 AUTOMOTIVE EXECUTIVE OF THE YEAR AWARD**

**DETROIT, Mich. February 22, 2012** – The prestigious 2012 Automotive Executive of the Year Award will be presented to Marco Mattiacci, President and CEO of Ferrari North America. Mattiacci will receive the award surrounded by more than 200 automotive executives, suppliers, and Ferrari guests, customers and enthusiasts at an invitation-only luncheon held at the Detroit Athletic Club (DAC) on Friday, April 20, 2012.

“Since taking the helm of Ferrari’s North American operations, which includes North, Central, and South America, Marco Mattiacci has grown sales in these markets 20 percent. This impressive growth has allowed Ferrari to hold its top position in the ultra-exclusive, yet increasingly competitive segment of the global luxury automotive industry,” notes Robert Djurovic, executive director of the Automotive Executive of the Year Award program, and director of automotive services North America, DNV. “This year, the nominating committee chose to recognize Marco Mattiacci as an emerging leader whose accomplishments are certainly impressive and worthy of recognition. Mr. Mattiacci and his team’s success in sustaining and expanding the culture of one of the world’s most significant and exclusive brands are at the heart of this nomination.”

By honoring Mattiacci, the first Italian executive awarded the Automotive Executive of the Year Award, Djurovic says the automotive industry is recognizing Ferrari North America's innovative marketing and sharp focus on customer satisfaction, ownership experience, and brand integrity. “Ferrari reminds us all

of what we love and cherish about the automotive industry—passion, design, racing, and best-in-class technology,” says Djurovic.

“I am extremely honored to receive this award on behalf of my Ferrari colleagues and the North American Dealer network,” says Mattiacci. “After more than 55 years in North America, Ferrari’s largest market, we continue to showcase the company and its innovation, the growth of our product offerings, and consistently place a priority on the relationship with our clientele and enthusiasts. I am thrilled to be a part of the team that represents this iconic brand here in North America, and I would like to thank Ferrari Chairman Luca Cordero di Montezemolo and top management for giving us the vision, trust, resources, and outstanding products to succeed.”

Since 1964, the Automotive Executive of the Year Award—the longest-standing and most historically relevant award in the industry—has recognized excellence in industry leadership. Past recipients include Alan Mulally, James O’Sullivan, Jim Press, Carroll Shelby (Lifetime Achievement Award), Bill Ford, Jr., Dieter Zetsche, Henry Ford II, Rick Wagoner, Bob Lutz, Carlos Ghosn, and Lee Iacocca, among others. *(Note: For a complete list of past winners, award history, photos, and more, please visit [www.autoexecoftheyear.com](http://www.autoexecoftheyear.com).)*

The Automotive Executive of the Year Award nominating committee includes industry media, analysts, and automotive supplier CEOs. DNV has been the main corporate sponsor of the award program for the past several years.

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#### **MARCO MATTIACCI, PRESIDENT AND CEO, FERRARI NORTH AMERICA**

Marco Mattiacci was appointed President and Chief Executive Officer of Ferrari North America, Inc. in January 2010. He oversees the largest market for Ferrari, which beyond the U.S. includes Canada and all Central and South America.

Mr. Mattiacci, originally from Rome, Italy, has been with Ferrari for more than 10 years. From the second half of 2006 to January 2010, Mr. Mattiacci was based in China where he served as President and CEO of Ferrari Asia Pacific, responsible for the strategic vision and direction of operations and new business efforts throughout the region.

In 2009, Mr. Mattiacci was selected as one of 100 leaders of Outstanding Foreign Enterprises in China by Management World Press and the Development Research Center of the State Council of China.

Before moving to China, Mr. Mattiacci was Vice President of Marketing and Sales at Ferrari North America, leading the Marketing Department and working very closely with the company’s CEO and leadership team in the restructuring of North American operations. He led efforts to develop and strengthen awareness of the Ferrari brand in the U.S. and played a key role in the successful launch of the Maserati brand.

A senior executive with experience in successfully developing and growing global luxury brands, earlier in his career Mr. Mattiacci held various sales, marketing, and business development roles. Over the years, he rose quickly by taking on increasingly challenging responsibilities.

He holds a degree in economics from the Universita' La Sapienza di Roma and is an alumni of Columbia University (New York) and INSEAD (Singapore) Executive Programs.