

THIS WEEKS NEWS

Ferrari 458 Italia To Be Next Transformers Autobot



Ferrari's latest sports car, the 458 Italia, is set to join the big screen as the latest Autobot in the third Transformers movie from Michael Bay. The confirmation comes this week as Bay preps filming of the new movie. The news was revealed at the Ferrari charity event for Haiti, where the first U.S.-market Italia sold for \$530,000.

The Italia pairs a howling 4.5-liter V-8 with a new, sleeker and more futuristic look for performance that one-ups its predecessor, the F430. With cars like the Chevrolet Camaro, GMC Topkick, Hummer H2, Peterbilt 379, Chevrolet Corvette, and Chevrolet Volt the typical fare for the Autobots in recent Transformers movies, the Ferrari 458 Italia is set to add some serious spice an on-screen impact.

We'll have to wait until the movie gets closer to release before we'll likely get any glimpses of the transformation or the role it will play, but it's almost certain to be the most exciting of the robotic cars to hit the screen yet. (Nelson Ireson)

Automakers' new technologies a primary factor in reduction of nation's vehicle fatality rates

Automaker-Developed Safety Innovations	Estimated/Potential Lives Saved Annually (Not additive)
Electronic Stability Control (ESC)	5,300 to 9,600
Lane Departure Warning (LDW)	2,736
Safety Belt Reminder/Safety Belt Interlock (90% usage nationwide)	1,652
Side Airbags	1,029
Forward Collision Warning (FCW) w/automatic braking	432
Emergency Brake Assist	271
Adaptive Headlamps	225
Blind Spot Information System	38

Source: NHTSA, IIHS

automotiveintelligence.com

In 2009, traffic deaths fell to the lowest level since 1954, with fewer than 34,000 people killed, according to figures released on Friday from the National Highway Traffic Safety Administration. The news is "remarkable given that during the same timeframe the number of licensed drivers has more than doubled and annual vehicle miles traveled have more than quadrupled," says Dave McCurdy, president and CEO of the Alliance of Automobile Manufacturers. "Safety progress results from industry and regulators using this data to work together and produce effective policy."

In fact, traffic fatalities have declined steadily since reaching a near-term peak in 2005, according to the NHTSA, decreasing roughly 22 percent from 2005 to 2009. Vehicle miles traveled in 2009 increased by about 6.6 billion miles, reflecting a 0.2-percent increase, according to preliminary data reported by the Federal Highway Administration. Automakers are citing new, lifesaving technologies as one of the primary factors in driving down the nation's vehicle fatality rates. (Robyn Larson McCarthy)

Panoz To Launch New Sports Car At Le Mans



US sports car maker Panoz is due to unveil an all-new sports car called the Abruzzi at this June's 24 Hours of Le Mans.

Don Panoz, father of the company's founder Danny, revealed the plans at the Sebring 12-hour race in Florida last weekend. This sketch (right) recently popped up on a Panoz forum, and apparently comes from a former Panoz designer, though it is not an official image.

Panoz is most famous on the European side of the Atlantic for its Le Mans campaigns in the late nineties and early 2000's (with a fifth place overall finish in 2000). (Riggers)

Formula One's Ecclestone Wants 2012 Race in New York

Formula One cars could be racing with a backdrop of the Manhattan skyline if Bernie Ecclestone gets his way.

The F1 boss wants to help set up a New York Grand Prix in 2012. "(It would be) in front of Manhattan in New Jersey, with the skyscrapers in the background," Ecclestone said in Thursday's *Gazzetta dello Sport*. "Fifteen minutes from the center of New York to the circuit would be marvelous."

There hasn't been a Grand Prix in the United States since 2007, when Lewis Hamilton won in Indianapolis to signal the end to eight years at the circuit.

Before that, Phoenix hosted three Grand Prix from 1989 to 1991, while Watkins Glen in upstate New York hosted the F1 from 1961 to 1980.

Ecclestone also left the door open for former Renault owner Flavio Briatore to return to the series. The Italian was banned for life after an attempt at race-fixing at the 2008 Singapore Grand Prix. He overturned the ban in a French court, but Formula One's governing body is appealing the decision.

Briatore recently ruled out a return to the series. (AP)

Atlanta Motorsports Park Celebrates Groundbreaking



DAWSONVILLE, GA -- With final permitting and zoning approved, Atlanta Motorsports Park (AMP) broke ground and moves closer to motorsports enthusiasts taking the green flag. The 152-acre world class driving facility, which is being created with the "green" objective of reducing our carbon footprint, will feature a 2-mile road course with nearly 120 feet of elevation changes designed by the famed Formula 1 racing circuit architect Hermann Tilke.

Atlanta Motorsports Park is a motorsports country club, similar to that of a golf country club, but instead of a golf course it is a driving course where owners of sports cars, muscle cars, vintage cars and bikes can

drive their cars fast, legally in a safe road course environment.

“We have spared no expense in the comprehensive design of Atlanta Motorsports Park,” said Jeremy Porter, founder of AMP. “Not only do we have a world class Tilke designed driving course but AMP also offers its members an experience for the entire family with country club amenities like a private clubhouse, member lounge, locker room, fitness center and premier restaurant. With the groundbreaking behind us we are full speed ahead to opening day.”

In addition to the featured 2-mile road course, AMP will also comprise of an 8/10ths mile karting track. Other amenities include a driving school, teen driver training programs, private on-site garage rentals, a swimming pool and tennis courts. AMP members will also be able to enjoy reciprocal driving privileges at Calabogie Motorsports (Ontario), Circuit ICAR (Quebec), Miller Motorsports Park (Utah), New Jersey Motorsports Park (New Jersey), Palm Beach International Raceway (Florida), and Virginia International Raceway (Virginia).

For general information about Atlanta Motorsports Park or membership inquiries, please visit

www.AtlantaMotorsportsPark.net, or email membership@atlantamotorsportspark.net or call 678.455.3436

HISTORY

The 80's:

1980....TV Show Magnum P.I. introduces 308 to mass audience

1984....TV show Miami Vice reinforces Ferrari's mass market appeal with Daytona Spyder and Testarossa

1984...288 GTO debuts, named World's fastest road car

1986....Movie Derris Bueller's Day Off introduces 250GT Spyder California to a new generation

1987....F40 debuts and named World's new fastest road car

August 14, 1988....Enzo Ferrari passes away

September 11, 1988....Less than one month after Enzo's death, Ferraris finish 1-2 in Italian GP at Monza, the only Grand Prix McLaren doesn't win all year

1988...Fiat increases stake in Ferrari to 90%, remaining 10% held by Piero Ferrari

SERVICE



Ferrari Maserati of Atlanta would like to offer our past Aston Martin clients the ability to schedule and perform routine service needs on their Aston Martin products. We maintain the capability to perform routine service requirements on the Aston Martin product line, however we will be unable to perform warranty repairs or services that require computer connections. If you are in need of an annual service or have questions about what services can be performed by our store, please contact Vance Wells at 678-802-5000. We look forward to scheduling your appointments soon.