

# DAVID BULL PUBLISHING

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“The Enzo Ferrari I knew as boss, friend, and opponent returns vividly to life in these pages, along with a wealth of new facts and details I never could have imagined.”

—*Mario Andretti*

“Luca Dal Monte’s intense insight and dedication has created the best-detailed Enzo Ferrari biography yet. He delves deep beneath the mere nuts-and-bolts car story to explore this fascinatingly complex motor industry giant’s life in compellingly human terms.

—*Doug Nye, Britain’s leading motor-racing historian*

## **The Definitive Account of an Epic Life**

### ***Enzo Ferrari: Power, Politics, and the Making of an Automotive Empire***

PHOENIX, Ariz.—When Enzo Ferrari was born in 1898, automobiles were still a novelty in his native Italy. When he died ninety years later, the company he built stood at the top of a global industry, with the Ferrari name universally recognized for performance, racing prowess, and state-of-the-art Italian design.

Now a new book from David Bull Publishing tells the full story of Ferrari's epic life and often controversial career. *Enzo Ferrari: Power, Politics, and the Making of an Automotive Empire* is the definitive biography of the ultimate Italian icon. Drawing on years of original research conducted in Italy and abroad, author (and Ferrari insider) Luca Dal Monte uncovers a wealth of new facts about Enzo's origins, ambitions, business practices, and private life.

The book revisits all the highlights of Ferrari's rise to greatness: his driving career in the 1920s; his management of racing teams for Alfa Romeo in the 1930s; the launch of his own company and team in the late 1940s, and his unprecedented successes building cars for the road and race track in the following decades. But the book also examines lesser-known and sometimes hidden aspects of Ferrari's career, from his earliest failed business ventures to his political dealings with Italy's Fascist government, Allied occupiers, and even Communist leaders. And it lays bare the internal politics of the Ferrari company and team, whose leader manipulated employees, drivers, competitors and the media with a volatile mixture of brute force, paranoia, and guile.

Accompanying the text are extensive endnotes along with a full bibliography and index. The book is illustrated with four separate sections of photos, exhibits, and artefacts, and opens with a foreword by former Ferrari president Luca Di Montezemolo, who previously served as the company's Formula One team manager.

This is truly the definitive biography of Enzo Ferrari, one that makes previous accounts obsolete. Its depth, scale, and detail make it essential reading for all automotive and motorsports enthusiasts. But the book tells a story that encompasses much more than cars and racing, and more general readers will be drawn by its outsized characters and sweeping account of Italian life, business, and culture during the 20th century.

## Book Details

**Title:** *Enzo Ferrari*

**Subtitle:** *Power, Politics, and the Making of an Automotive Empire*

**Author:** Luca Dal Monte

**Foreword:** Luca di Montezemolo

**Format:** Hardcover, 6" by 9", 968 pages

**Photos:** 100 black-and-white and 33 color photographs

**Retail Price:** \$49.95 / £35.00

**ISBN-13:** 978-1-935007-28-9

### About the Author

Luca Dal Monte was born in Cremona, Italy, in 1963. A graduate of the University of Kentucky, he is an award-winning and best-selling author who has written or co-authored ten books on motorsports. Prior to this he led the communications departments of Pirelli Motor Racing, Ferrari, Maserati North America, and Maserati Worldwide. *Enzo Ferrari* was published in Italy in 2016.

### About the Publisher

David Bull Publishing is dedicated to producing the best books in motorsports. Founded in 1995, the company has consistently won praise from readers and the media for the editorial quality and presentation of its titles. In 2015 Sam Posey's *Where The Writer Meets The Road* was named the Motor Press Guild's Best Book, and Geoff Goldberg's *Lancia and De Virgilio* received the Nicholas-Joseph Cugnot Award from the Society of Automotive Historians.

### Ordering

*Enzo Ferrari* is available through specialty automotive booksellers, independent bookstores, Amazon.com, and directly from the publisher. To order please call 602-852-9500, (800) 831-1758, or visit [www.bullpublishing.com](http://www.bullpublishing.com). Readers can also follow us on Facebook for news about upcoming books and events.

For orders in the United Kingdom please contact Chris Lloyd Sales & Marketing Services, which distributes David Bull Publishing books, at (0) 1202 649930.

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