

FERRARI WITH THE CO2 OF A FAMILY CAR ARRIVES IN AUSTRALIA AND NEW ZEALAND



The Ferrari California HELE has arrived in Australia and New Zealand, offering a CO₂ figure better than some Australian family cars, but with no loss of the exhilarating performance and unique driving experience for which Ferrari is renowned.

The Ferrari California HELE is fitted with a range of technical advances that drop the carbon dioxide emissions to 270 g/km, placing on a par with – or better than - some versions of Australian and New Zealand full size family cars.

Ferrari say that in real life usage an owner can expect a 23 per cent drop in CO₂ emissions compared to the standard Ferrari California.

But the improvement in emissions has had no effect on performance, with the Ferrari California HELE still capable of dispatching the dash to 100 kmh in less than four seconds and going on to a top speed, where the law permits, of 310 kmh. Indeed, all the changes that have been made to the California for HELE package actually enhance driving performance, releasing torque from more mundane purposes to lift responsiveness and enhancing the unique Ferrari driving experience, as well as cutting CO₂ emissions.

Ferrari's engineers are tackling the emissions challenge by optimizing the existing technological content of the car and by introducing innovations designed to reduce its energy requirements (vehicle efficiency) and increase the amount of power generated (engine efficiency).

In short, the California HELE uses less fuel to produce its energy and then uses less of that energy to provide its remarkable performance – indeed, with an extra 25 Nm freed by the HELE technology, this new variant is even more responsive than the standard car.

Together with the Stop&Start system, HELE incorporates new intelligent engine fan and fuel pump control, electronic air-conditioning compressor displacement control and a gear-shift pattern that adapts to the drivers individual style.

All of these solutions cut emissions and boost sportiness. In fact, in terms of the cooling system, the introduction of the brushless motor and continual fan speed control has allowed the Ferrari technicians to decrease current absorption and cut the system's weight by over 2 kg as well as reduce aerodynamic drag by 5 per cent at high speeds.

The fuel pump capacity is controlled constantly by the engine CPU to limit power demands on the alternator, while intelligent air-conditioning compressor displacement control slashes the amount of torque absorbed by the system by 35 per cent and makes for more rapid, efficient cabin cooling.

The result of these refinements is that, under normal running conditions, the engine can avail of an extra 25 Nm of torque which in turn boosts responsiveness.

With regard to the transmission, in automatic mode the gearbox CPU automatically identifies the driving style being used and adapts the gear shifts to match. If, for instance, it recognises a driving style that demands moderate torque at low engine speeds (typical of city driving), it optimises the gear shifts to cut fuel consumption. If, however, a sportier driving style is adopted, then gear shifting becomes more high performance too. There is also a pedal map for each gear to guarantee maximum responsiveness to even small amounts of pressure on the accelerator and very precise torque delivery at all times.

Added to this, the California is the first Ferrari to sport the Stop&Start system which restarts the car in just 230 milliseconds, so that there is no impingement at all on driveability. Once again, the technicians' goal with this technology was to improve fuel consumption levels and sportiness in tandem. They have done so using features designed specifically to allow the driver to restart the engine not just by releasing the brake pedal, but also by using the accelerator pedal (ideal for people who left-foot brake) or the UP paddle mounted on the steering wheel.

In keeping with Ferrari's 360-degree approach to efficiency and its commitment to environmental sustainability, new technologies for its road cars are matched by the considerable investments already made to reduce the environmental impact of the company's production activities in Maranello.

After the inauguration of the photovoltaic installation on the roof of the Mechanical Machining facility in January 2009, which reduced the factory's power requirements by over 210,000 kWh annually, 2009 also saw the opening of Italy's biggest tri-generation plant (the simultaneous production of power, heat and cooling from a single source) - the first of its kind to be implemented by a sports car manufacturer. Combined, the two systems reduce CO₂ emissions by 30,000 tons a year

or 40 per cent. Thanks to these ecological solutions, Ferrari is completely autonomous for its energy requirements. This reduction also means that Ferrari will meet the Kyoto protocol objectives a full 10 years ahead of schedule and with double the figure imposed on Europe.

This represents another significant step forward in the 'Formula Uomo' strategy implemented by Ferrari's Chairman, Luca di Montezemolo, at the end of the 1990s and which has transformed the Maranello production facility into one of the most advanced in the world. It has also helped create a unique working environment which, in addition to other initiatives for the well-being of employees, ensures that Ferrari has become a model, as demonstrated by the fact that the factory has, in the past, received the 'Best Place to Work in Europe' award.

The Ferrari California is now available with the HELE system as a factory-fit option with a very modest price of \$2750 in Australia and \$2650 in New Zealand excluding statutory charges, delivery costs and dealer charges.