

A Ferrari In Your Living Room!

Submitted by: Sheila Fitzjones PR

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If you have ever hankered to drive a Ferrari, but never fulfilled the ambition, now is the chance to buy one of the most iconic objects ever to bear the Ferrari name. The Ferrari Art.Engine (<http://www.dwvartengine.com>) is a revolutionary audio system being made in a worldwide limited edition of just 1,000. Costing £18,000, it has immediately become a serious object of desire since its US launch in spring 2007. Now it's available in Britain too.

Sleek, powerful and drop-dead sexy, Art.Engine combines its aluminium Ferrari engine block design with clear, vibrant performance. Incorporating advanced audio engineering, this single tower gives high definition stereo sound with incredible simplicity of wireless operation.

It's a classic boy's toy which women will love too, for its sculptural looks and geek-free control systems.

Standing 47" tall, 16" wide and just 6" deep, the Art.Engine is the ultimate way to play music from your computer, MP3 player, satellite radio or CD player at home or in the office. Designed to stand straight against a wall, even when not in use, its radical industrial styling commands attention and admiration. Designed by the innovative US team David Wiener Ventures in conjunction with Ferrari, Art.Engine merges the worlds of fine audio, industrial design and auto engineering. Using Ferrari's own aluminium and carbon fibre construction technologies, 'black box' circuitry and paint formulations, each one is hand assembled to order, taking more than two weeks to build.

Customers can choose their Art.Engine finished in four classic Ferrari colours; Rosso Corsa, Argento Nuburging, Grigio Silverstone and Nero – or specify their own custom colour from the Ferrari palette.

Once the system is delivered, it is set up, tested and calibrated on site to deliver its optimum three-dimensional sound quality.

A perfect tour de force of luxury, the Ferrari Art.Engine is now distributed in the UK by Sound Directions Ltd.

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"One look at the Art.Engine and you know you're confronting a music system like no other ever created."

Brent Butterworth, Editor-in-Chief, Home Entertainment Magazine, USA