

Aironblue and Red Travel: between land and sea by Ferrari and Yacht
The two brands signed an exclusive partnership voted to award the excellence of Made in Italy

October 2008 – **Aironblue – The Yachting Escape**, main player of the luxury nautical tourism and **Red Travel**, Tour Operator acknowledged by Ferrari in organizing individual tours and events with the full range of Ferrari models sealed a cooperation voted to **exalt the excellence of Made in Italy**. The two brands, thanks to their experience in the own fields, joined to create a partnership to express the best of the Italian luxury.

Passion, preciousness, know-how are some of the values that join **Aironblue** and **Red Travel**. The two brands distinguish themselves in having developed respectively a concept of journey turned to exclusivity and focused to discover the Italian beauties through 2 symbols of Made in Italy: the **Yachts by Aicon and the latest Ferrari models**.

Aironblue is a proper floating 5 stars hotel chain mooring its fleet in the most exclusive Mediterranean harbours. Aironblue is born in 2004 and in few years distinguish itself on the market, becoming a holiday philosophy, unique in its kind. The yachts new and in fee from 56 to 85 feet, divide themselves among Fly line and Open line. Unmistakable style based on “Loft style”, original and **elegant design, search in details, lines harmony, balance between aesthetics and functionality are the features of Aironblue fleet**.

Red Travel offers a new travel concept, an innovative approach offering absolute luxury combined with the ultimate *Gran Turismo* experience. Red Travel is completely different from the traditional Italian luxury sport car rental.

During the journey you will feel part of a real Ferrari team, enjoying the opportunity to personally drive the very latest models , including the brand new Ferrari 430 Scuderia F1, limited edition, Ferrari 599 GTB Fiorano F1 and Ferrari California

Your personal assistant Red Travel with his car, Alfa Romeo Brera 3.2 takes care of everything luggage transportation, car maintenance, selection of the most spectacular itineraries.

From this jointventure is born a **“A Taste of Sicily by Yacht & Ferrari”**, an union of **prestige, class, taste, style, elegance**. **“A Taste of Sicily by Yacht & Ferrari”** is the result of this cooperation, it’s about two tours passing through the most suggestive Sicilian areas: one on the eastern coast from Taormina to Siracusa, the other one on the western coast from Cefalù to Marsala.

The tour will be an emotional journey between land and sea on board of the luxury yacht where indulge in relax and by driving **Ferrari** along the curvy roads of Sicily, from the coast to inland. A

glamorous holiday which don't miss out the distinctive aspects of this land: history, landscapes, food and wine.

"A Taste of Sicily by Yacht & Ferrari" it's a tour that points out Made in Italy expressed in any aspect from design to culinary art, from creativity to culture, a tour that translates itself in *bien vivre*.

Aironblue – The Yachting Escape

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