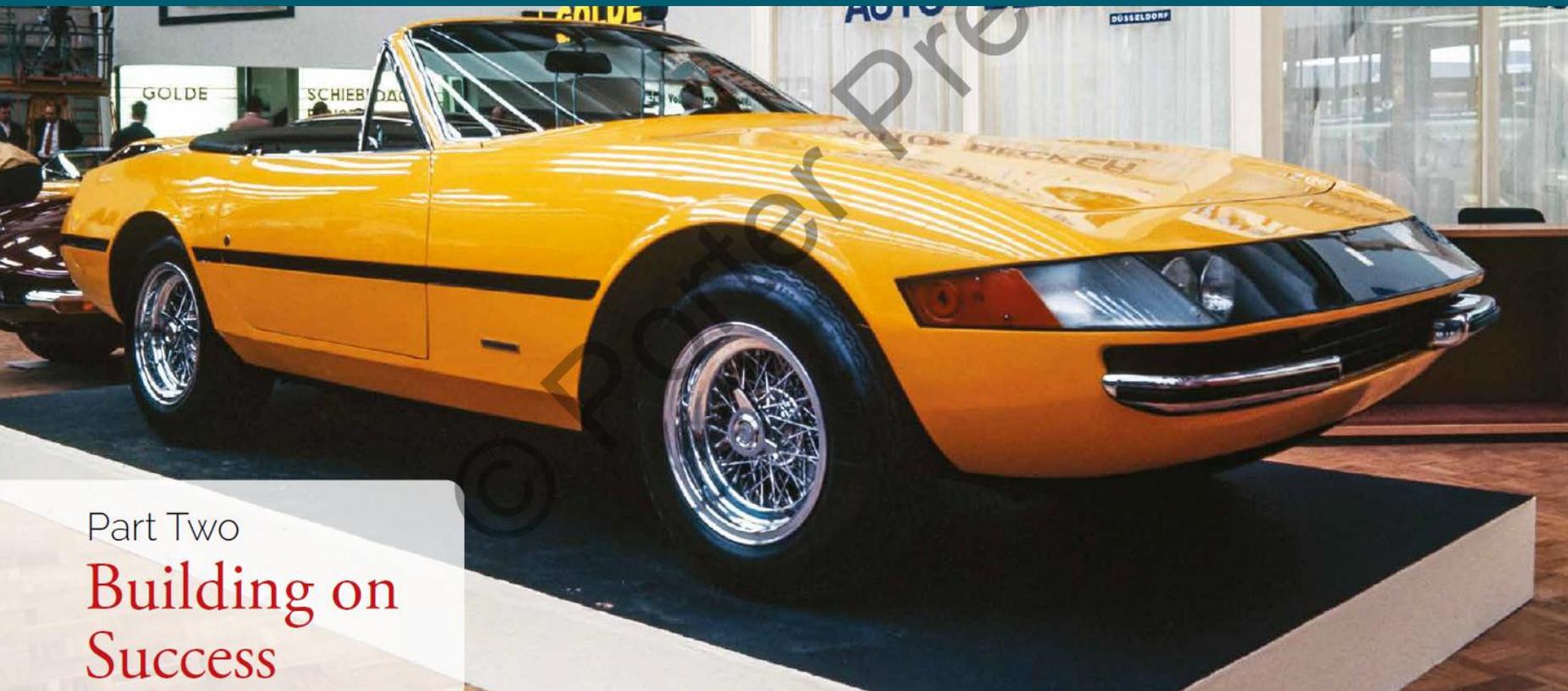


Ultimate **FERRARI 365 GTB/4 DAYTONA**

The Definitive History

THE ARRIVAL OF THE SPIDER

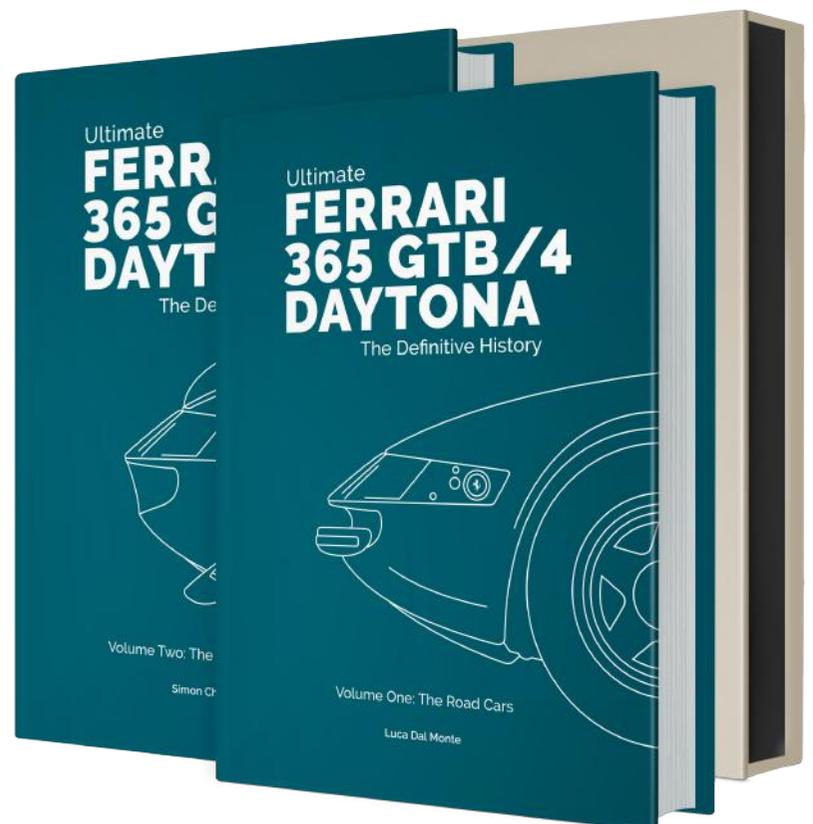


Part Two **Building on Success**

The definitive history of Ferrari's greatest GT car, presented in two large-format, limited edition volumes. The result of more than three years research by historic car experts, Ultimate Ferrari 365 GTB/4 Daytona delivers unprecedented detail. Hundreds of period images and spectacular, specially commissioned studio photography bring the story to life.

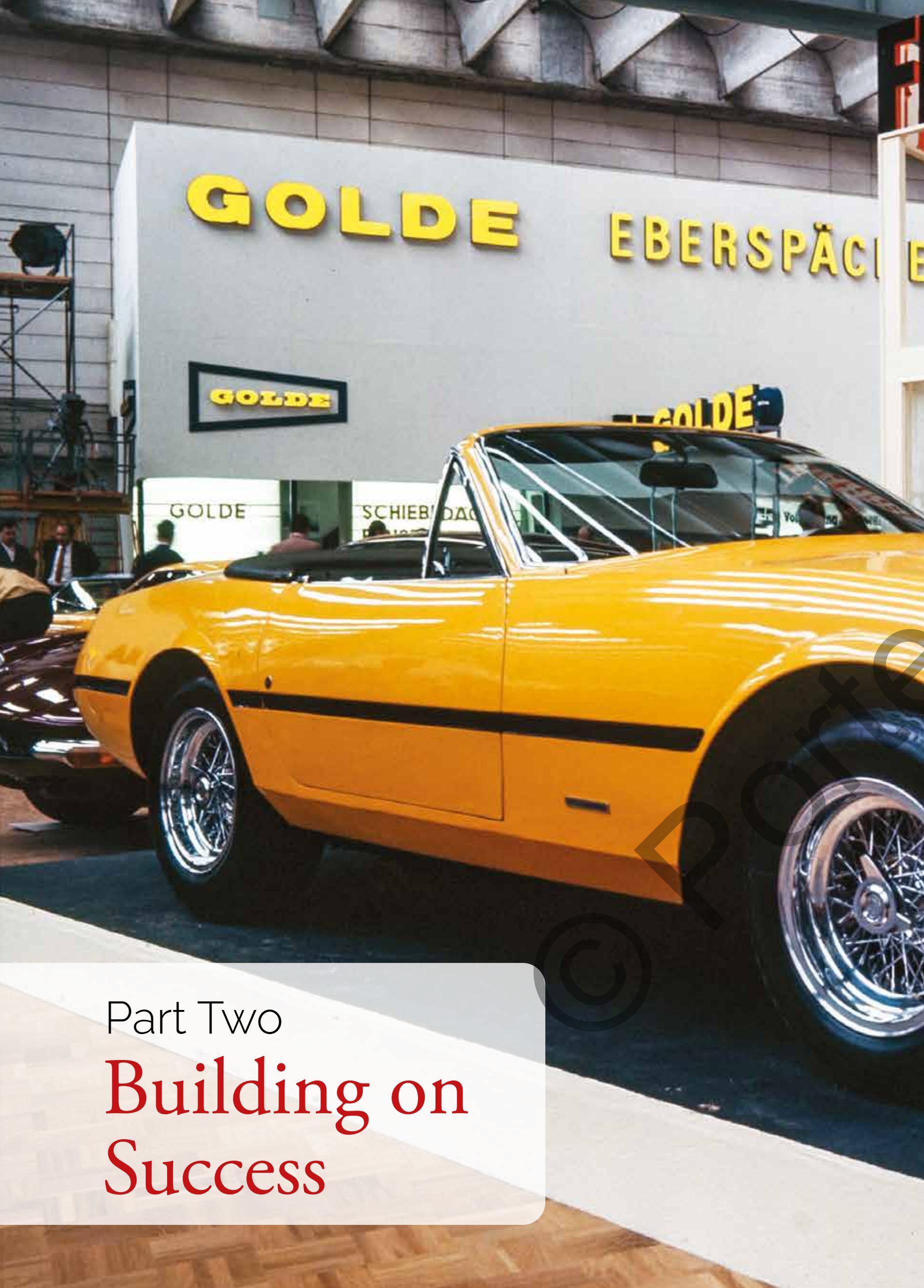
Ferrari's 365 GTB/4 Daytona is an instantly recognisable icon of the world's most compelling car brand. Launched in 1968 this landmark car introduced a modern, aerodynamic style to Ferrari's road cars and remains, for many enthusiasts, the finest GT car the company has ever built.

Now the complete, fascinating story of the Daytona is revealed in extraordinary detail in this two-volume limited edition, through extensive original research, interviews with key figures and expert analysis.



Pre-order your copy for priority delivery

Pre-Order Ultimate Ferrari Daytona



Part Two

Building on Success



Ferrari

PHOENIX G

Ferrari

AUTO-BECKER
DÜSSELDORF

AUTO-BECK

PreS

Chapter 6

THE ARRIVAL OF THE SPIDER

‘I felt no particular pressure, nor a real sense of challenge, when I went a step further and designed the open-top version of the Daytona,’ said Leonardo Fioravanti, referring to a personal picture of a yellow Ferrari 365 GTS/4, with the ‘S’ standing for Spider, spelled with the ‘i’, as Ferrari’s crosstown rival Maserati maintained the ‘y’ spelling. Fioravanti smiled, because just as he had known that the berlinetta version of the Daytona ought to have been introduced in the ground-breaking metallic red, he had also been certain that the launch colour for the convertible had to be yellow.

Like most Italians and nearly all car designers, Leonardo Fioravanti personally favoured the berlinetta version of the Daytona, despite the open car’s tremendous success, the icon it has become, and the soaring valuations that make it one of the most coveted Ferraris ever. ‘For a designer, a berlinetta represents a complete car, a 360-degree project. The open version is always a derivation. You always feel like something

■ With the top down, the Daytona Spider turns raw V12 power into pure sensation.

*Jeroen Vink Photography
via Studio 34X*

■ With the headlights at rest, the Daytona’s front becomes a smooth, unbroken surface and cleaner sculptural shape. Chassis 16549 pictured.

*Jeroen Vink Photography
via Studio 34X*







■ Compared to the berlinetta, the Daytona Spider looks lighter. The open cockpit alters the balance, giving the long bonnet and rising tail a more athletic silhouette. *Jeroen Vink Photography via Studio 34X*

is missing, and I'm not just talking about the roof, of course.' With that in mind, could the Daytona Spider be considered one of the most beautiful open-top cars ever built? Fioravanti had no doubts. 'Yes, because,' he added, with such conviction that his sincerity was undeniable, 'it's clear that the Daytona Spider is by all means a beautiful car.'

The berlinetta version of the Daytona was an immediate commercial success. Despite its front-engine layout – most sports car manufacturers were moving to mid-engine designs – the sheer beauty of its body lines and amazing proportions made it clear that Ferrari had finally embraced the future. In what were the waning days of the economic boom that, earlier in the decade, had made the Italian lira the strongest currency in Europe, Italians went wild for the new Ferrari. As they so often liked to do, Italians – in this case, sports car-loving Italians with financial means – split into two factions: those who would drive no car other than the earth-shaking Lamborghini Miura and those who, now more than ever,

were totally won over by the Grand Old Man's new berlinetta and felt irresistibly drawn to the Prancing Horse.

Whilst Italy remained Ferrari's largest European market, sales of the Daytona were strong across the Continent, with Germany and Switzerland customarily leading the way. An unprecedented number of 156 right-hand-drive units were sent to the United Kingdom, whilst sales thrived in Beirut – a city that, at the time, was considered a Middle East counterpart of Switzerland and a reliable refuge for Ferrari during periods of global economic uncertainty. Then came the North American market, where customers anxiously waited for Ferrari's latest creation, and the US press secured European-specification cars to test drive in order to profile the model in their magazines. With this vast sales potential in mind, Ferrari quickly began planning a convertible version of the Daytona.

Only 122 units of the Ferrari GTS/4 were produced, yet these spiders arguably represent the pinnacle of beauty and sensuality that an open-



■ Unveiled at the 1969 Frankfurt Motor Show, the Daytona Spider immediately stood apart as a glamorous, open counterpoint to the berlinetta. Its debut drew instant acclaim, even from Jaguar management, as 'Lofty' England and Bob Knight inspect the car.
The Revs Institute

THE ARRIVAL OF THE SPIDER

■ Alongside the factory's sports prototypes, this yellow Daytona Spider stands out amongst the sea of red.

Keith Bluemel Archive

top car can achieve. With its stunning aesthetics, formidable performance, and exceptionally limited production, the Daytona Spider remains one of Ferrari's most coveted and valuable models.

'For me, designing Ferraris was like breathing,' Fioravanti said whilst introducing the work he undertook in transforming the Daytona Berlinetta into a spider. Just four months had passed since the Paris debut of the berlinetta when, in February 1969, he set about designing the open-top version of a car that had already stunned the world. 'We knew from Ferrari that orders were coming in every day for the 365 GTB/4, and in the general excitement of the moment, the shared thought – between Commendatore Ferrari in Maranello and Sergio Pininfarina and Renzo Carli in Cambiano – was to immediately make an open-top version of the Daytona.'

Fioravanti's face lit up. 'Take a minute to think about the implication of all this,' he said with tangible pride. 'Another front-engine model just as we were finishing the first mid-engined, road-going Ferrari.'

Enzo Ferrari knew that the number of spider units would be limited, but he was also acutely aware that, as US importer and close friend

Luigi Chinetti kept reminding him, American customers demanded a new open-top Ferrari, and the Daytona was the perfect model. Of the 122 spiders that were built, all but 26 were shipped to the United States.

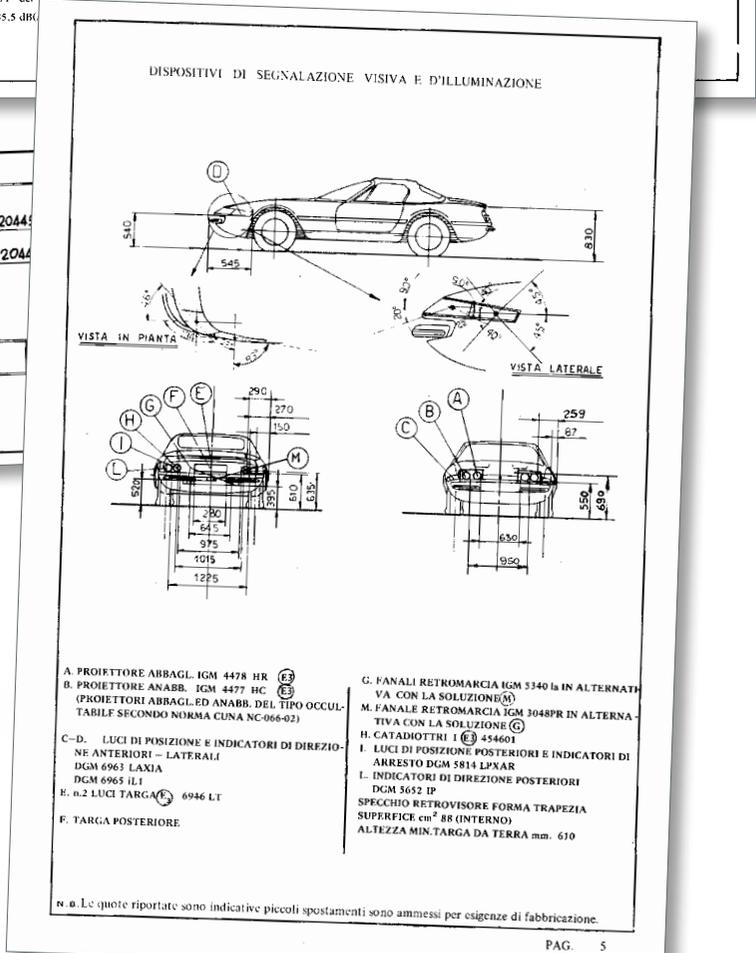
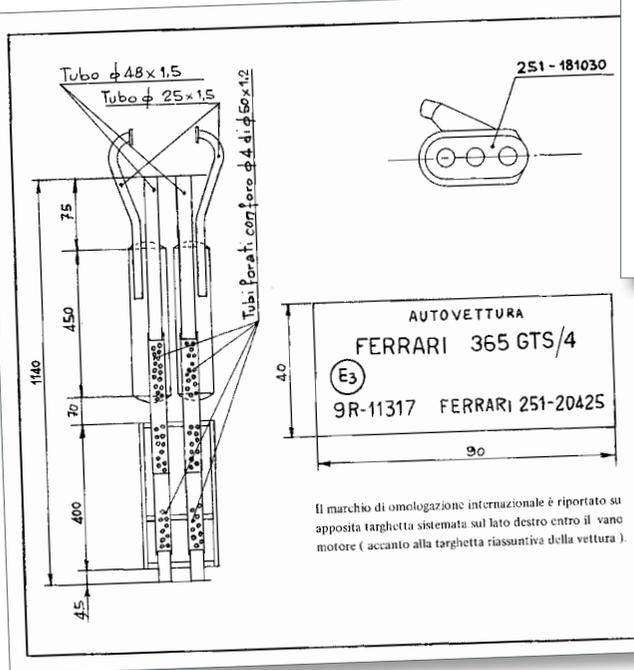
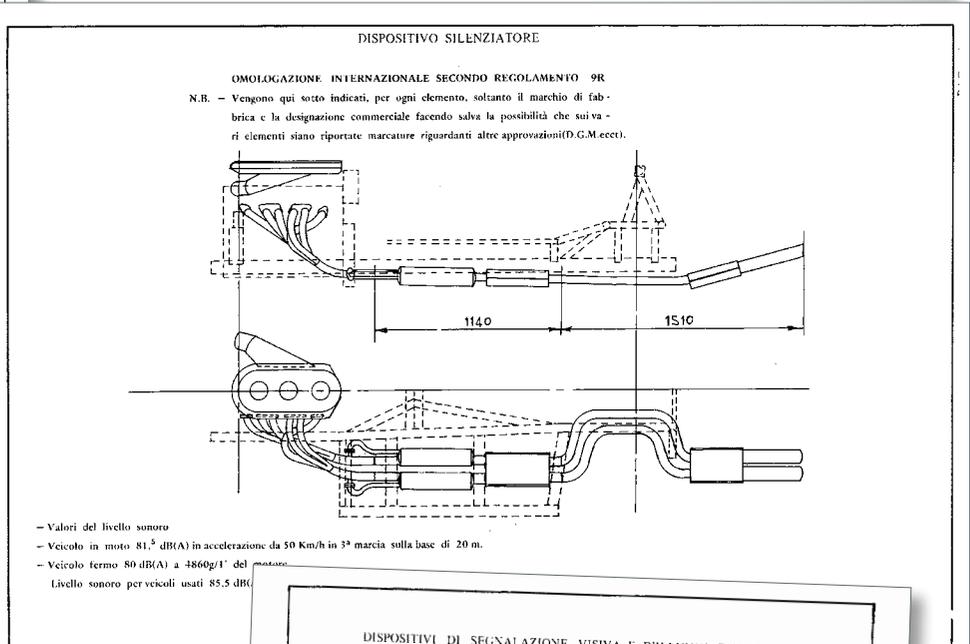
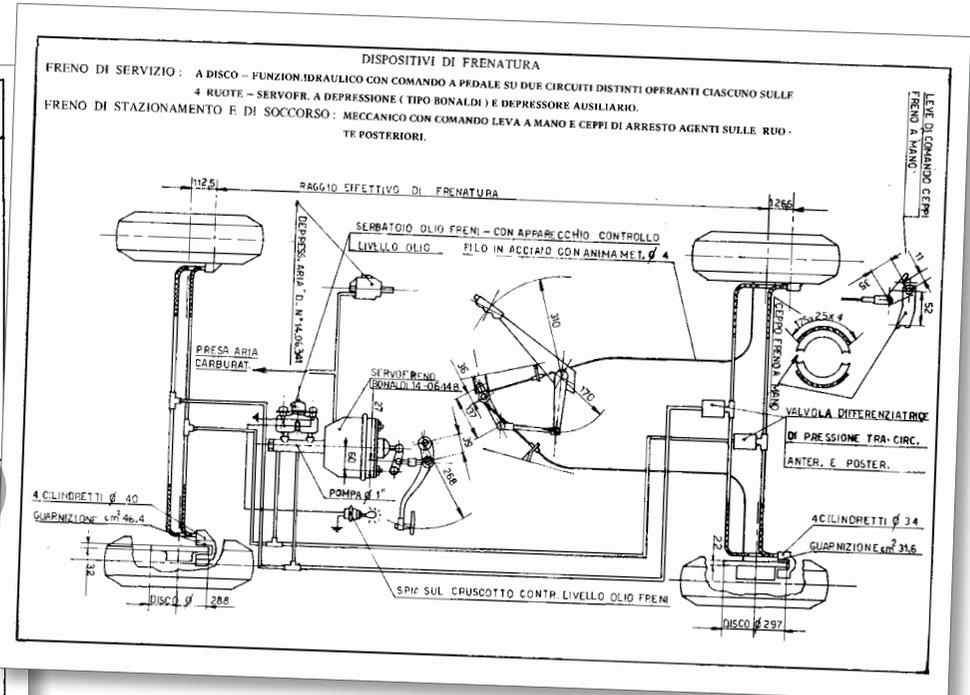
The first time that an open-top version of the Daytona was mentioned in writing was in an internal Pininfarina memo two months into 1969, in which the various on-going projects with Ferrari were summarised. The note read: 'Ferrari has asked Pininfarina to study the possibility of the Scaglietti company making a convertible version of the GTB/4. Pininfarina will make the related sketches.' The memo was sent to Leonardo Fioravanti and Chief Designer Franco Martinengo, who, three years earlier, had designed what many consider his masterpiece – the Alfa Romeo Spider 'Duetto'.

Two key points stand out in this first mention of an open-top Daytona. Firstly, as with the berlinetta, the spider wasn't assembled on Ferrari's production line in Maranello but rather in the smaller Scaglietti facility in Modena. Secondly, despite its official designation – 365 GTS/4, with the 'S' for Spider – throughout discussions leading up to the launch, everyone at Ferrari and



MOR.DGM-105

Ferrari SpA s.p.a. MODENA	AUTOVETTURA FERRARI 365 GTS/4	ANNO 1973																							
	Omologata dal Ministero dei Trasporti e dell'Aviazione Civile, Direzione Generale della M.C.T.C. Per quanto riguarda il rumore ai sensi del regolamento N.9 annesso all'accordo di Ginevra del 20.3.1958. Certificato n. E3 9R 11317 in data 3.2.1973.																								
TIPO DELLA STRUTTURA celato CARROZZERIA aperta (nel sedile anteriore)..... 2 POSTI (totali)..... 2 DIMENSIONI LUNGHEZZA MAX..... m. 4,45 LARGHEZZA MAX..... m. 1,74 ALTEZZA MIN. DAL SUOLO (a carico)..... m. 0,125 ALTEZZA MAX. (a scarico)..... m. 1,25 PASSO (a carico)..... m. 2,40 DIAMETRO MINIMO DI VOLTA..... m. 12,85 CARREGGIATA { anteriore..... m. 1,44 posteriore..... m. 1,453 PESI TARA Kg. 1610 condac. Kg. 70..... kg. 1680 PESO COMPLESS. +2 persone+40kg di bag. anteriore..... kg. 1790 posteriore..... kg. 950 PESO MAX. AMMESSO SU ASSE anteriore..... kg. 950 posteriore..... kg. 950 STERZO A SINISTRA (a richiesta a destra) SOSPENSIONI : Anteriori e posteriori a ruote indipendenti con bracci trapezoidali oscillanti, mollioli elicoidali, barra stabilizzatrice e ammortizzatori idraulici. RUOTE { Motrici..... posteriori con cerchio..... 7,1/2L x 15 PNEUMATICI { anteriori Michelin 215/70R 15X posteriori..... FRENI (vedi pag. 2)	MOTORE anteriore POSIZIONE anteriore MODELLO 251 FUNZIONAMENTO otto TEMPI N. 4 CILINDRI N. 12 DIAMETRO mm. 81 CORSA mm. 71 CILINDRATA TOTALE cm ³ 4390,36 POTENZA FISCALE CV 50 RAPPORTO DI COMPRESIONE 1 : 8,8 CV 344 POTENZA MAX effettiva a giri/1' 6500 kgm 41 COPPIA MAX a giri/1' 4600 RAFFREDDAMENTO ad acqua con pompa e radiatore FRIZIONE monodisco a secco O CAMBIO DI VELOCITÀ 5 marce in avanti e R.M. <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>MARCE</th> <th>Rapporti</th> <th>Velocità calcolata a n.giri max pote</th> </tr> <tr> <th></th> <th>Cambio</th> <th>(1) Rapporto: pignone e coronato</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>1 : 2,075</td> <td>81</td> </tr> <tr> <td>2</td> <td>1 : 2,112</td> <td>110</td> </tr> <tr> <td>3</td> <td>1 : 1,572</td> <td>159</td> </tr> <tr> <td>4</td> <td>1 : 1,25</td> <td>200</td> </tr> <tr> <td>5</td> <td>1 : 1,04</td> <td>259</td> </tr> <tr> <td>R.M.</td> <td>1 : 2,67</td> <td>a 6500g/1'</td> </tr> </tbody> </table> TRASMISSIONE partenza da fermo sec. 25" 2 / 1 km. lanciato sec. 12,9 km/h. 280 PRESTAZIONI { Velocità max dichiarata km/h 280 consumo (nor. CUNA) / 100km/h 23 IMPIANTO ELETTRICO ALTERNATORE..... 12V 55A BATTERIA..... 12V 74Ah Dispositivi illumin. e segnalament.: ammissibili SERBATOIO: Capacità litri 128 SILENZIATORE: (vedi pag. 3) 1) Rapporto di riduzione pneumatico mm. 335	MARCE	Rapporti	Velocità calcolata a n.giri max pote		Cambio	(1) Rapporto: pignone e coronato	1	1 : 2,075	81	2	1 : 2,112	110	3	1 : 1,572	159	4	1 : 1,25	200	5	1 : 1,04	259	R.M.	1 : 2,67	a 6500g/1'
MARCE	Rapporti	Velocità calcolata a n.giri max pote																							
	Cambio	(1) Rapporto: pignone e coronato																							
1	1 : 2,075	81																							
2	1 : 2,112	110																							
3	1 : 1,572	159																							
4	1 : 1,25	200																							
5	1 : 1,04	259																							
R.M.	1 : 2,67	a 6500g/1'																							



■ The 365 GTS/4's homologation paperwork provides the necessary details to the changes and updates made to the spider to get it approved for production.
 Marcus Willis

■ With its exposed headlights illuminated, the car has a clearer, more focused face. The long bonnet gains definition, as the beams emphasise its clean surfaces.

*Jeroen Vink Photography
via Studio 34X*





THE ARRIVAL OF THE SPIDER



■ With the top down, the dashboard looks clean and purposeful, with its well-defined instruments, slim steering wheel, and leather surfaces creating an elegant cockpit.

Jeroen Vink Photography via Studio 34X

■ Surprisingly practical for an open V12 model, the boot has plenty of space, enough for weekend bags.

Jeroen Vink Photography via Studio 34X



Pininfarina consistently referred to the model as ‘Cabriolet’, using the French term that Italians were more familiar with at the time. And of course, despite the fact that it was not its official name, the car was also overwhelmingly referred to – by both Ferrari and Pininfarina – simply as Daytona.

It was after this memo that, in February 1969, Fioravanti began work on the spider. ‘For me, it was automatic,’ he said. ‘After designing the berlinetta, it was automatic to design the open-top version. In my mind, in a way, I had always known that this opportunity would come. So, when the call came, I was prepared and wasted no time. And this time around, I didn’t even have to work in secret at home!’

On 31 March 1969, just over a month after being tasked with developing the new open-top model, Fioravanti’s first sketches of what would become the Daytona Spider were approved by Sergio Pininfarina and Renzo Carli. Immediately

thereafter, they were taken to Maranello for Enzo Ferrari to make his selection. In Pininfarina’s own words, the sketches shown to Enzo presented ‘both traditional solutions and others with the roll bar aesthetically integrated’. Once the decision was made, Fioravanti began work on the real-life prototype. ‘I had Scaglietti send me a rough body of the berlinetta. Maybe he had already cut the roof, I don’t remember. However, whether it was done in Modena or in Turin, the roof was cut.’

Now Fioravanti had to decide which rear-end features of the berlinetta he would retain and where he needed to come up with something new. ‘In the rear,’ he recalled, ‘the back panel with its four chrome-framed taillights was unquestionably beautiful, so it made no sense to change it. It was a smooth surface that was embellished by the little lip [spoiler], so I left it the way it was.’



Although he refrained from calling it a challenge, the real test lay in designing the section of the car's rear surface that would replace the roof of the berlinetta, where the fabric top – traditionally used for open Ferraris – would rest. Here, Fioravanti faced the task of preserving the spider's beauty and maintaining the berlinetta's well-balanced proportions. 'The problem that normally occurs when converting a berlinetta into a spider,' said Lorenzo Ramaciotti, 'is that once the top is removed, the carefully crafted proportions are suddenly lost, because a fundamental part of the car isn't there any longer. The roof, besides providing structural rigidity to the whole car, completes the design.'

■ Defined haunches, clean horizontal lines, and twin taillights define its broad, purposeful stance.

*Jeroen Vink Photography
via Studio 34X*

Fioravanti skilfully redesigned the Daytona's rear section up to the seats, smoothly sculpting the

surfaces with a levity that only the great designers, the visionaries, possess. And whilst the result was splendid with the top down – seamlessly redistributing the berlinetta's proportions into the convertible – once the top was up, it was crystal clear that the car was not originally conceived as a spider. Perhaps, once the decision to make an open version was made, Ferrari and Pininfarina should have fully committed to the concept by designing an all-open barchetta, totally eliminating the top.

Simplicity was one of the guiding principles that Fioravanti seemed to follow throughout his career. But to say, as he did, that transforming the Daytona Berlinetta into its spider sister was a 'simple' job would be an understatement at the very least. Yet this is always how he viewed it. 'I

