



Ferrari's New "California" Model Presented in Sicily

Ferrari's new "California" model has been presented to the world's top motoring journalists in Sicily, at the Kempinski Hotel Giardino di Costanza in Mazara del Vallo.

Sicily ([PRWEB](#)) January 5, 2009 -- The five-star Kempinski Hotel Giardino di Costanza was the elegant setting for Ferrari's presentation to the international press of its latest model, the new "California" front-engined, high performance "gran turismo."

From October 13 to November 7, the Kempinski Hotel, and the beautiful and exciting roads of the hills and shoreline of western Sicily, hosted more than 300 journalists from all over the world who were invited to test-drive the new supercar. A chance to discover the attractions of both the new Ferrari and of the unspoiled beauty of western Sicily.

Significantly for the Kempinski Hotel and for Sicily, it was the first time ever that Ferrari decided to hold the presentation of a new model away from its headquarters in Maranello, near Modena in Northern Italy. This allowed journalists to drive the new "California" on a route starting from Mazara del Vallo, then through the Salt Pans of Mithia, along the the Segresta Archaeological Park with its famous Greek temples, and arriving in the idyllic medieval town of Erice, set high above Trapani and overlooking both the sea and the dramatic scenery of the Sicilian countryside.

The success of this event suggests that the Kempinski Hotel can be the perfect setting for any major event designed to leave a strong and lasting impression.

"We are proud to be a part of this thrilling presentation, which puts us in the international spotlight," commented Paolo Sanavia, General Manager of the Kempinski Hotel. "Western Sicily, which is surprisingly little known by mainstream international tourism, has all the right ingredients for an event of this kind. A mild climate, magnificent scenery, and exciting roads with exquisite panoramas. These key elements are perfectly complemented by the traditional luxury, combined with efficient, modern facilities of the Kempinski. I am pleased to record that the Ferrari management were impressed with the wide range of services and the recently renovated convention facilities, which they found to be on par with those offered by the biggest international hotels. Not to mention our warm Sicilian hospitality and the many rich flavours of our island!"

The most prestigious hotel in Western Sicily:

The Kempinski Hotel Giardino di Costanza opened its doors in 2005. Surrounded by vineyards and olive groves, the hotel is just a few kilometres from Mazara del Vallo in the Province of Trapani. The sea is a stone's throw away. The Kempinski is easy to reach: just an hour's drive from Palermo and Trapani airports. The stunning resort combined with the famous international brand of Kempinski, leader in the luxury hotel sector, are the secret of its international success. The hotel has 91 rooms and suites all told, each with a terrace or balcony, and the décor is classic-contemporary inspired by the traditional Sicilian style.

The cuisine - extremely important for any hotel - is in the capable hands of Executive Chef Salvatore Barbara. The Dubbesi Restaurant meets the demands of gourmets and wine connoisseurs who are looking for authentic Sicilian dishes spiced up by the latest creative touches in Mediterranean cooking.

The Kempinski Giardino di Costanza also offers the "Lido Costanza", a private beach with a restaurant on the



shore. For the wellness of guests, there is Nakhlah Longevity, Lifestyle and Beauty, which incorporates the Daniela Steiner Beauty Spa and Olis, where guests can have a diagnostic, therapeutic and educational protocol drawn up by specialists of international renown. The Kempinski Hotel Giardino di Costanza also devotes particular attention to families, providing both mini and baby clubs.

There is no shortage of convention facilities either: the recently refurbished "La Villa" - originally a 19th century baglio (fortified Sicilian farmhouse with a large courtyard) that was part of the original complex - equips Western Sicily with a state-of-the-art venue for meetings, conferences, incentives and large and small events, which can be hosted in three different rooms with a seating capacity respectively of 500, 250 and 160.

Kempinski Hotel Giardino di Costanza
Via Salemi km7, 100 - Mazara del Vallo (Trapani)
Tel.: +39 0923 675000 Fax +39 923 670326
www.kempinski-sicily.com

High resolution pictures can be downloaded from the website:
<http://www.kempinski-sicily.com>

Press Office Marina Tavolato, Travel Marketing, Rome
Tel. +39 06 822940, Mobile +39 333 1299646
www.travelmarketing.it

###



Contact Information

Marina Tavolato

Travel Marketing

<http://www.travelmarketing.it>

+3906822940

Online Web 2.0 Version

You can read the online version of this press release [here](#).