



## **FERRARI & QUINTESSENCE: A FAST FRIENDSHIP REVS UP THE "FERRARI EXPERIENCE"**

MONT TREMBLANT, Canada – The luxurious country lodge Hotel Quintessence will be the host for the exciting Ferrari Driving Experience, a series of 11 unforgettable two-day getaways during summer 2006 that will cost \$8,200 U.S. each, per participant.

The Ferrari Driving Experience is a series of elite events that brings together two prestigious companies working with the world's most discerning clientele.

“We are delighted to welcome Ferrari drivers from all over North America,” says Sean O'Donnell, Quintessence's managing partner. “We believe that the owners of these distinguished automobiles appreciate the countrified elegance and rugged refinement of "Q".

“Our executive staff is accustomed to fulfilling the needs of the top echelon of travelers and we look forward to the excitement of the Ferrari Driving Experience,” says O'Donnell.

A new event for the celebrated auto company, the Ferrari Driving Experience is a high-octane, two-day getaway that's all about living well -- thrills and luxury both on and off the track. About 15 privileged participants will rev up Ferraris for an intensive course in advanced driving techniques balanced by an indulgent stay at Hotel Quintessence, a superb country lodge.

For owners of private aircraft, the arrival at Mont Tremblant International Airport is unique – a true Quebec welcome. Passengers are greeted with a "coupe" of champagne in a charming terminal building warmed by a fireplace. The Ferrari Experience includes transportation to the sublime Hotel Quintessence where the camaraderie is fuelled by a swish cocktail party and exceptional gourmet cuisine. The pleasure peaks with a relaxing soak in an outdoor whirlpool tub and a deep sleep in a lavish suite, the perfect denouement to an exhilarating day.

One of North America's finest country hotels, Quintessence appeals to sportsmen and *bon vivants* alike for its renowned gastronomy, its exquisite "boutique" spa, a striking infinity-edge

swimming pool and lavish suites. Most appreciated is the hotel's personal service. The hotel has a splendid setting and stunning views: it is on the shore of magnificent Lake Tremblant, on the slopes of towering Mont Tremblant, and one km.(1/2 mile) from Le Circuit Mont Tremblant, a picturesque mountain race track which is significant in Canadian auto-racing history.

“The Ferrari Driving Experience takes the relationship of Q's clients and Ferrari owners to another level,” says Steve Courey, who is O’Donnell’s partner. Courey also is a Ferrari owner and driver who races in the North American “Challenge” series. A Challenge race weekend will take place at Le Circuit and Hotel Quintessence on June 16-17-18, after a Ferrari Driving Experience.

***THE FERRARI DRIVING EXPERIENCE: JUNE 14-15, 21-22 & 26-27; JULY 3-4, 13-14 & 17-18; AUG. 14-15, 21-22 & 23-24; SEPT. 18-19 & 25-26. EACH TWO-DAY SESSION COSTS \$8,200 (U.S.) FOR DRIVERS, INCLUDING TRACK TIME, TRACK LUNCH, INSTRUCTORS AND FERRARIS, PLUS GROUND TRANSPORTATION FROM MONTREAL'S PIERRE ELLIOT TRUDEAU AIRPORT (90 MIN.) OR MONT TREMBLANT INTERNATIONAL AIRPORT (FOR PRIVATE AIRCRAFT), A 25-MIN. DRIVE.***

***INCLUDED AT HOTEL QUINTESSENCE: 2 NIGHTS' LODGING, COCKTAIL RECEPTION, 2 GASTRONOMIC DINNERS & WINE, 2 GOURMET BREAKFASTS, USE OF HOTEL'S "BOUTIQUE SPA," FITNESS ROOM, LOUNGES AND HEATED OUTDOOR SWIMMING POOL. GUESTS IN THE SAME ROOM PAY \$850 (U.S.) FOR 2 NIGHTS AND ARE INVITED TO ALL NON-TRACK ACTIVITIES & MEALS.***

- ***QUINTESSENCE: THE ULTIMATE LUXURIOUS GETAWAY***

Hotel Quintessence is a luxurious 30-suite country lodge that raised the bar on *hôtellerie* when it opened in Mont Tremblant, a four-season resort that is Eastern Canada’s premier playground for automobile racing, golf, boating, hiking, cycling, mountain biking and winter sports.

Quintessence’s handsome structure of granite and mahogany give it the look of a European mountain *schloss*, a blend of Old World graciousness and contemporary country style. Each expansive suite at Quintessence has a gorgeous lake view, wood-burning fireplace, a private terrace and an opulent marble bathroom with heated floors, air-jet tub, private water closet and rain-shower. Impeccable service is a priority at "Q" and no detail is insignificant.

Quintessence is the hotel of choice for international drivers who race at Le Circuit Mont Tremblant and the hotel also has been host to Formula I Grand Prix drivers. Many Ferrari owners have experienced "Q" during Ferrari Challenge or Classic weekends. Here is one comment:

*“Quintessence is truly about luxury...everything from the décor to the warm ambience exudes style and taste. There aren't enough superlatives to express the comfort of the rooms and the sumptuous dinners in front of the grand fireplace. The staff is well trained and highly skilled. I have wonderful memories of many visits to Quintessence...it is the quintessential home away from home.”*

**Emmanuel Anassis, Champion Ferrari Challenge Driver & Chairman, DAC Aviation Int'l.**

- ***FERRARI DRIVING EXPERIENCE, 2 THRILLING DAYS :***

The Ferrari Driving Experience puts 15 privileged participants behind the wheel of the world's most dazzling, most coveted sports car, led by four professional instructors who share a passion for the ultimate driving escapade. With a fleet of brand-new Ferrari F430s provided, participants will learn the skills necessary to master this formidable 490-hp machine.

The Ferrari Driving Experience is not a racing clinic. Rather, it aims to enhance the driver's precision and awareness of safety and control, covering such subjects as threshold braking, weight transfer, acceleration, vehicle adhesion on wet surfaces and handling curves. The two days are divided into exciting driving clinics on the track (80 per cent) and intense workshops (20 per cent). The event culminates in thrilling laps around the track -- the legendary Le Circuit Mont Tremblant.

- ***RACING HISTORY AT LE CIRCUIT MONT TREMBLANT:***

The picturesque Le Circuit Mont Tremblant, surrounded by the Laurentian Mountains and only 2 km/1.2 mi. from the legendary ski area, opened in 1964. Among many milestones, the Tremblant track was home to the first Can-Am race in 1966. The Circuit also was host to the Formula One Grand Prix in 1968 and 1970 when celebrated international drivers such as Mario Andretti, Jackie Stewart, Graham Hill and Al Unser were the gladiators of the day.

Today's drivers at Le Circuit are professionals as well as dedicated amateurs from such prestigious clubs as the Ferrari Club, Porsche Club, Ducatti Owners Club, Corvette Club and the Jim Russell Drivers' School. The track was thoroughly renovated in 2000, repaving the racing surface and expanding run-off areas. It meets modern safety standards with sand traps, gravel traps and guard rails. Circuit's stats: 2.65 mi./4.26 km. distance; 15 curves. Track record 1 min., 22 sec.

***GETTING THERE:***

BY CAR: Hotel Quintessence is at the base of Mont Tremblant, 120km/ 75 mi. (a 90-min. drive) NW of Montreal via a superhighway. From Montreal, take Highway 15 N. and Route 117 N. past the town of Mont Tremblant (St-Jovite sector). Turn right (E.) at Montée Ryan.

AIR: Private or chartered planes fly into Mont-Tremblant International Airport at La Macaza, a 30-minute drive from Tremblant. Charter flights are available from Toronto and N.Y./Newark during winter.

**FOR INFORMATION:**

- HOTEL QUINTESSENCE: MICHEL TREMBLAY, (819) 425-3400, (866) 425-3400, [WWW.HOTELQUINTESSENCE.COM](http://WWW.HOTELQUINTESSENCE.COM)
- FERRARI EVENT MANAGER & HOTEL LIAISON, SABRINA D'AMICO, (514) 337-7274
- TO REGISTER: (866) 551-2828, [WWW.EXPERIENCEFERRARI.COM](http://WWW.EXPERIENCEFERRARI.COM)
- MEDIA: ANDREW TORRES, FERRARI NORTH AMERICA, DRIVING PROGRAM, (201) 816-2600
- LE CIRCUIT MONT TREMBLANT, (514) 731-5717, [WWW.LECIRCUIT.COM](http://WWW.LECIRCUIT.COM)