



# Ferrari Purosangue Price List

November 2022

# Ferrari Purosangue: Unlike any other

The Purosangue, Italian for 'thoroughbred', is the Prancing Horse's first ever four-door four-seater. It is equipped with Maranello's iconic naturally-aspirated V12 which can unleash a massive 725 cv and sets a new standard in the automotive industry, thanks to its innovative layout.

The Purosangue, has a mid-front-mounted engine with the gearbox at the rear to create a sporty transaxle layout. The Power Transfer Unit (PTU) is coupled in front of the engine to provide a unique 4x4 transmission. This delivers exactly the 49:51% weight distribution that Maranello's engineers deem optimal for a mid-front-engined sports car.

The Purosangue stands head and shoulders above the rest of the market thanks to its performance and comfort. It is the only car with these proportions to sport a mid-front-mounted, naturally-aspirated V12.

Ferrari has also given the Purosangue the very latest iterations of the vehicle dynamic control systems, including independent four-wheel steering and ABS 'evo' with the 6-way Chassis Dynamic Sensor (6w-CDS).

The all-new chassis has a carbon-fibre roof to keep weight down and lower the centre of gravity. Redesigning from scratch also meant the designers could incorporate rear-hinged 'welcome doors' to make in and out easier while keeping the car as compact as possible. The cabin will comfortably accommodate four adults and the boot is the largest ever seen on a Ferrari and the rear seats fold to increase the luggage space.

The Purosangue offers class-leading performance figures (from 0 to 100 km/h in 3.3 s and from 0 to 200 in 10.6 s); the driving position and the heady, naturally-aspirated V12 soundtrack deliver an entirely new yet also entirely Ferrari driving experience. The fact that a vast array of comfort-focused content is provided as standard, such as the Burmester® audio system, make the Purosangue the most complete four-door, four-seater in the segment.



MODEL	MSRP
Ferrari Purosangue	689,800

**3 YEAR**  
WARRANTY

**7 YEAR**  
SERVICING

All model and option prices are subject to change. Dealer Price shown above does not include AUSPAC OPT.



# Ferrari Purosangue

## New Zealand Standard Specifications



### STANDARD SPECIFICATIONS

Side Slip Control (SSC) 8.0
E-Diff3 with SSC integration
Traction control F1 with SSC integration
8-gears Dual Clutch Transmission
PCV3.0 Virtual Short Wheelbase – Independent Rear Wheel Steering
Dynamic electric power steering
Vehicle dynamics control (Manettino with 5 settings: Ice, Wet, Comfort, Sport, ESC OFF)
Ferrari active suspension system
Carbon ceramic brake system (CCM4)
ABS EVO
PTU
4RM - S Evo
Adaptive cruise control, automatic emergency brake, lane departure warning, lane keeping assist, blind spot detection
Full matrix LED headlights
Two dual-stage front airbags + side airbags
Tyres pressure and temperature measurement sensor (TPMS)
Tyre repair and emergency kit
22"/23" alloy wheels
Rain and light sensors
4 zone air conditioning system
Key with transponder, anti-theft system, remote control for doors and trunk, keyless start system
Front and rear parking sensors
Electrochromic heated side mirrors with automatic closure
Rear parking camera
Carbon fibre roof
Infotematic System with new HMI with USB port on central tunnel, Bluetooth audio streaming
Car protection cover
Battery maintainer
ISOFIX for rear seats
4 full electric seats
Four doors with soft close
Automatic rear doors
16" Full digital display instrument cluster
10.2" passenger display

Standard features valid in Australia and New Zealand only



Market	New Zealand
Validity Date	1/11/22
Price List No.	FAU PURSAN 01
Currency	NZD

Recommended Retail Price List

Option	Modis Code	MSRP
<b>Exterior and Colours</b>		
Brake Calipers - Blk/Alum/Giallo/Rosso /Rosso Scuderia/Silverstone Grey/Blue/Gold	CAL	3,120.00
Wheel Arch in Carbon Fibre	CEXC	12,015.00
Rear Diffuser in Carbon Fibre	CEXD	16,174.00
Carbon Fibre Roof	CEXH	17,097.00
Carbon Fibre Underdoor Cover	CEXS	12,015.00
Carbon Fibre Outer Mirrors	CEXW	3,466.00
Carbon Fibre Wheel Caps	CFWC	1,733.00
Black Wheel Cups	CUPB	1,155.00
Panoramic Roof	ECRF	27,726.00
Sport Exhaust Pipes	EXA3	2,312.00
Black Exhaust Pipes	EXAB	3,466.00
Carbon Fibre Front Spoiler	FCWS	11,553.00
Scuderia Ferrari Shields on Fenders	LOGO	2,541.00
Classic Paint Colours	PNCC	17,097.00
Additional Colours	PNTA	8,548.00
Ferrari Historical Colours	PNTH	17,097.00
Special Colours	PNTN	17,097.00
Privacy Rear Windows	PRG1	6,354.00
Chrome Painted Standard Wheels	RICS	3,466.00
Liquid Silver Forged Wheels	RMLV	10,859.00
Matt Grigio Corsa Standard Wheels	RMSC	3,466.00
Forged Wheels Orbit Grey/Diamond	RSGD	13,401.00
Forged Wheels Nero Opaque/Diamond	RSND	13,401.00
Titanium Wheel Bolts	TIWN	2,312.00
<b>Interior and Materials</b>		
Car Key in Carbon Fibre	CFKY	1,155.00
Carbon Fibre Instrument Cluster	CIIP	11,553.00
Carbon Fibre Door Panels	CIPZ	16,174.00
Exterior Sill Kick in Carbon Fibre	CISK	4,621.00
Carbon Fibre Upper Tunnel Trim	CITZ	6,933.00
Coloured Leather Inner Details	CLDT	10,396.00



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Option	Modis Code	MSRP
Cockpit Carpets in Leather	CRPL	11,553.00
Coloured Safety Belts	CSB1	1,849.00
Coloured Upper Dashboard	DSH5	1,849.00
Embroidered Prancing Horse on Headrests	EMPH	3,003.00
Floor Mats with Embroidered Logo	FLMA	2,312.00
Ventilated Front Seats + Massage	FSVM	8,087.00
Leather Upholstery	INTP	8,087.00
Semi-Aniline Leather Interior	INTS	11,784.00
Carbon Fibre Steering Wheel with LEDs	LEDS	6,933.00
Colour Upon Request for Piping	PIP1	2,541.00
Heated and Ventilated Back Seats	RSVH	5,775.00
Colour Upon Request for Standard Stitching	STC1	2,079.00
Colour Upon Request for Special Stitching	STC2	2,079.00
Coloured Steering Wheel	STW1	1,039.00
Specific Design Seats	STYL	6,816.00
Upper Part in Coloured Leather	ULEZ	5,775.00
<b>Equipment and Travelling</b>		
Anti Stone Chipping Protective Film	CHIP	6,700.00
Front Bumper Protection Film	CHPP	3,697.00
Dedication Plate in Silver	DEDI	1,039.00
Front Suspension Lifter	ELEV	9,242.00
Run Flat Tyres	FLAT	6,933.00
1 Trolley + Duffel	LU01	11,090.00
1 Trolley + 1 48H	LU02	11,669.00
1 Duffel + 1 48H	LU03	10,281.00
4 Trolley	LU04	24,257.00
1 Trolley	LU11	6,239.00
2 Trolley	LU12	12,477.00
1 Duffel	LU21	4,852.00
2 Duffel	LU22	9,704.00
1 48H	LU31	5,429.00
2 48H	LU32	10,859.00
1 Suitcase	LU41	4,506.00



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Option	Modis Code	MSRP
1 24H	LU51	4,043.00
1 Suit Holder	LU61	4,043.00
2 Suit Holder	LU62	8,087.00
Aluminium Driver & Passenger Footrest	PLAL	578.00
Rev Counter in Aluminium/Bianco/Giallo/Rosso	RCD	NCO
Smokers' Kit	SMOK	1,155.00
Heated Steering Wheel	STWH	1,733.00
Umbrella	UMBR	1,100.00
<b>Other Specifications</b>		
Carbon Fibre Copper insert	CFC1	NCO
Carbon Fibre Inner Door Handle	CIDH	NCO
Design Equipment	EXCL	138,610.00
<b>Standard Equipment</b>		
Air Quality Sensors	AQS2	INCL
Kit Baule	FLRW	INCL
Smart Phone	SMRT	INCL
High End Audio System	SNDX	INCL
Surround View	SURR	INCL
Wireless Charger Smartphone	WIRE	INCL
Active Matrix LED Headlights	XLED	INCL

Extracampionario Price List

Option	Modis Code	MSRP
Exterior Variation	OAE1	4,621.00
Exterior Variation	OAE2	8,085.00
Exterior Variation	OAE3	15,015.00
Exterior Variation	OAE4	20,792.00
Exterior Variation	OAE5	11,552.00
Interior Variation	OAR1	1,155.00
Interior Variation	OAR2	1,616.00
Interior Variation	OAR3	3,466.00



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Option	Modis Code	MSRP
Interior Variation	OAR4	6,931.00
Interior Variation	OAR5	2,310.00
Interior Variation	OAR6	4,621.00
Interior Variation	OAR7	5,775.00
Interior Variation	OAR8	8,085.00
Interior Variation	OAR9	9,241.00
Spec Livery 1	OIV1	30,032.00
Spec Livery 2	OIV2	41,582.00
Reverse Stitiching	OTCR	1,155.00
Stitching Variation	OTCV	1,155.00
Airbrushed Logo	ALOG	19,636.00
CLDT in Extra Range Leather	CLDX	1,155.00
EMPH with Special Thread	EPHX	1,618.00
Floor Mats Extra Set	FLM2	1,849.00
Floor Mats Variation Spec	FLMX	1,849.00
Floor Mats Piping Leather Variation	FMLP	1,155.00
Photo Album	FOTO	6,931.00
Old Range Leather	INTJ	4,621.00
Smooth Leather	INTN	16,171.00
Special Leather	INTX	9,241.00
STW Tricolore Style Stitch	ITJS	2,772.00
Old Range leather Seats	ITNS	9,704.00
Smooth Leather Seats	ITXS	5,545.00
CRPL in Extra Range Leather	LEAC	5,775.00
SPEC livery Design 2	LI02	30,032.00
SPEC livery Design 3	LI03	30,032.00
SPEC livery Design 4	LI04	30,032.00
SPEC livery Design 5	LI05	30,032.00
SPEC livery Design 8	LI08	30,032.00
Outer Edgings Spec Livery	LI0U	11,552.00
SPEC Tricolore Livery 1	LIT1	41,582.00
Special Livery	LIVR	-
PIP1 in Extra Range Leather	PIPS	1,849.00



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Option	Modis Code	MSRP
Matt Paint	PNMT	50,823.00
2 Layer Special Paint	PNT0	23,101.00
2 Layer Paint Upon Sample	PNT1	45,048.00
Vintage Paint	PNTC	18,481.00
3/4 Layer Paint	PNTE	45,048.00
Maserati Paint	PNTM	18,481.00
Matt Painted Rims	RIMM	5,314.00
Glossy Painted Rims	RIMP	5,314.00
STC1 with Special Thread	ST1X	1,618.00
STC2 with Special Thread	ST2X	1,618.00

APPENDIX / NOTES / PAINTS

Australian AUSPAC specification includes following OPT as standard

AQS2, FLRW, SMRT, SNDX, SURR, WIRE, XLED - See Standard Equipment for description.



# Ferrari Tailor-Made

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Ferrari Tailor-Made is the exclusive new personalisation programme developed specifically for clients wishing to create a truly bespoke car that will be a clear expression of their own unique personalities and tastes.

The Tailor-Made programme continues a longstanding Maranello tradition which began in the 1950s and 60s, a time when clients personalised their cars as a matter of course and enjoyed huge freedom when it came to materials, colours and finish. The result was genuinely unique cars tailored to suit the desires of each individual owner.

Owners are assisted and guided through the selection process by their own Personal Designer who is charged with guaranteeing that the resulting cars are both unique and consistent with the Ferrari brand and its tradition. Once the car's details have been defined, the client can then track all of the various processes involved in its creation, right up until they take delivery. Naturally, they are very welcome to come to Maranello to pick up their car in person if they so wish.

Creativity, research, original materials, superb craftsmanship and attention to detail are the cornerstones of the Tailor-Made programme which offers three collections inspired directly by Ferrari's DNA: Scuderia, Classica and Inedita. Scuderia takes its inspiration from Ferrari's sporting history, offering a choice of racing-derived materials, finishes and liveries. The Classica collection, on the other hand, provides a modern twist on the styling cues and features of Maranello's iconic GTs. Lastly, Inedita lives up to its name by introducing an element of experimentation and innovation in terms of styling, colours and materials.





# Personalisation

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## Carrozzeria Scaglietti

Carrozzeria Scaglietti is the Ferrari personalisation programme developed to enrich the configuration of each Ferrari model. The programme offers numerous aspects and features from which clients can choose, specifically, in four traditional areas of specification: Racing and Track, Exterior and Colours, Interior and Materials, Equipment and Travel. At Ferrari showrooms clients can view material samples along with the virtual configuration programme to help choose between the many alternatives. It is also possible for clients to request content and specifications outside of the catalogue to make their Ferrari even more unique and personal.

## The Atelier

The Atelier in Maranello is the flagship for the One-to-One personalisation programme. The Atelier is a studio space located within the factory complex in which clients meet with product specialists to hone their customisation choices. Thanks to the Atelier, the personalisation options now available to owners are virtually endless. The only limitations being that the changes must not interfere with the car's safety, performance or homologation status. The main personalisation areas are: Exterior & Colours, Interiors & Materials and Travel Accessories.





# Ferrari Genuine Accessories

The Ferrari Genuine programme offers a vast range of kits, components and accessories specifically designed and manufactured for Prancing Horse cars. This means that owners can now enhance their cars with parts created and produced to Ferrari's own high factory quality standards.

The Ferrari Genuine programme is divided into three different lines—style, technology and car care—created to give owners enormous freedom of choice when it comes to personalising their existing cars.

In keeping with tradition, all the products offered by the Ferrari Genuine programme respect the heritage of the vehicle and are specifically created in consideration of the technical, styling and aerodynamic characteristics of the model. There is a specialised team which develops and designs the comprehensive range of accessories and custom specification options, created specifically to cater for every possible personalisation necessity and preference.



**FERRARI  
GENUINE**

ORIGINAL PARTS AND ACCESSORIES



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