

## **The Veuve Clicquot and Ferrari Art of Living Leads to an Exclusive Global and International Partnership**

Monaco (ots/PRNewswire) -

Ferrari and Veuve Clicquot have forged an alliance, promising an exceptional partnership at the international level and exciting projects to come. The link between these two iconic brands needs no justification beyond a common destiny.

To view the multimedia news release, please click here:

<http://www.multivu.com/mnr/58716-veuve-clicquot-ponsardin>

Both these names enjoy a world-renowned reputation, first and foremost: as Ferrari is the undisputed icon in car industry and motor racing, Veuve Clicquot is a mythical legend in the champagne world. As well, they are also both universally praised for their modern approach, foresight for the future, and for their lifelong quest for excellence - always grounded firmly in tradition. The two daring, highly innovative brands are deeply rooted in their histories, and both have had extraordinary leaders at the helm.

Firstly, the great Champagne House founded in 1772; history was made in 1805 when it was audaciously taken on by Madame Clicquot Ponsardin. This pioneer of her time, widowed at the young age of 27, succeeded in imposing her personal vision on a male-dominated world through her courage, determination, and imagination - to resounding success. Nicknamed "La Grande Dame de la Champagne", her leadership foreshadowed today's modernity. The inspirational strength of her character would later be incarnated in her intrepid great-granddaughter, the Duchess d'Uzes - as she was the first woman in France to receive her driving licence and drive racing cars! This modern, inspired, bold approach has endowed the House champagnes to sparkle with the exclusive nature that embodies the name of Clicquot.

Another splendid name of original notoriety is that of Ferrari, the Italian car brand of legend founded in 1947. Heralded as the most prestigious car in the world, it has long worn the crown of success on the road and international circuits alike. As a luxury car manufacturer, Ferrari quickly became a benchmark for the world in

both technology and design.

Jean-Marc Lacave, President of Veuve Clicquot Ponsardin has declared: "Veuve Clicquot is proud to become the event partner of Ferrari and is looking forward to share its excellence and 'Art de Vivre' throughout worldwide events."

Such strong personalities, touting an inspirational pedigree, created two international successes based on common values. With an unquestioned expertise in their respective domains, they historically pursued a never-ending quest for performance, for high standards, creativity, and boldness. This envisioned world was founded on certain ideals - it instilled an art of living and a preferred taste for the unique and the exceptional.

Today's art of living embraces a passion for the beautiful; to see life in red and yellow is to enjoy the premium world of Veuve Clicquot, constantly accompanying and setting today's trends.

The ambitious partnership between Clicquot and Ferrari is proud to announce planned global events to celebrate their alliance in all major markets. This year we will see the 2 prestigious brands side by side at mythical classic car events well as Ferrari new model launch and racing shows around the world. Naturally, new "lifestyle events" will be created, and special joint ventures will also cause a sparkling social stir. Coming soon, the pair's design team are innovating extraordinary and celebratory new creations.

The Ferrari Chairman Luca di Montezemolo has declared: "Ferrari chooses its partners exclusively among leading companies, and Veuve Clicquot is with certainty a brand of excellence in the special Champagne World."

The Ferrari-Veuve Clicquot story has only just begun to be told. Celebrating Ferrari Formula 1 Grand Prix wins in China and Barcelona, the 2 prestigious brands will continue to show their passion at the prestigious Monaco Grand Prix this week-end.

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Video:

<http://www.multivu.com/mnr/58716-veuve-clicquot-ponsardin>

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