

## Schuler, Kelly (NHTSA)

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**From:** Sloane, Adam C. [ASloane@mayerbrown.com]  
**Sent:** Friday, September 17, 2010 5:06 PM  
**To:** RMD.ODI, RMD.ODI (NHTSA); Lopez, Delia (NHTSA); Schuler, Kelly (NHTSA)  
**Cc:** dwertheim@ferrariusa.com  
**Subject:** Recall 10V-389  
**Attachments:** Lettera ITA\_458 ENG (4).doc

Attached please find a representative copy of a letter relating to the defect at issue in Recall 10V-389 that was sent to more than one purchaser. I am submitting this document on behalf of Ferrari North America pursuant to 49 C.F.R. Section 573.6(c)(10). This letter was sent by Ferrari SpA from Italy, and Ferrari North America only very recently learned that the letter had been mailed on or after September 3, 2010. We regret the delay in the submission of this document to NHTSA. We believe that Ferrari SpA was not aware of the regulatory requirement to provide copies of such correspondence to NHTSA within five days after being sent.

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# Ferrari



Maranello, 3rd September 2010

Dear XXXX

If it were not mandatory by law to inform clients of the recall campaign via an official notification procedure, I would have been the first to inform you of the necessity to have your Ferrari 458 Italia checked.

I am now writing to you to tell you three things: firstly, to inform you that the procedure will be simple and quick and will rectify the problem identified; secondly, to reassure you that at Ferrari, we are fully aware of the importance of even the tiniest detail - this is something we have learnt from 60 years of racing. Attention to every single detail is a priority in the design, development and production process for each and every one of our cars. This is equally true for our street cars as it is for our race cars.

The third thing I have to say concerns all of us at Ferrari and, in particular, myself: we deeply regret that this episode, which unfortunately is a part of the reality of making automobiles, has had such public attention and caused you inconvenience. As part of a celebrated brand such as Ferrari, experiences such as this are what stimulates us to improve even further.

In conclusion, the problem, which has occurred on only a small number of the over a thousand vehicles delivered to date and in extremely high temperature conditions, concerns - as you probably already know - the fasteners for the rear wheelhouse heat shields. The entire problem will be rectified with a simple and quick procedure in the workshop.

I look forward to meeting you in person soon, to discuss all the wonderful things about your Ferrari 458 Italia.



Best regards,

Enrico Galliera

Senior Vice President Commercial and Marketing