

Bridgeway to Success™

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**IT'S VALUES THAT
MAKE FERRARI
FERRARI.**

A Formula for Greatness

Few names in the world of auto racing conjure the mystique of Ferrari. No team has won more races or more world championships. From its racing debut in 1930 to an unprecedented streak of five consecutive titles in the new millennium, Ferrari evokes a reaction like no other.

The essence of Ferrari's culture has recently been made public. The following are excerpted from the booklet, "*I nostri Valori*" (Our Values):

- 1) *Ethics*. We behave honestly, consistently and correctly.
- 2) *Respect for colleagues*. We co-operate with, support and appreciate our colleagues.
- 3) *Diversity*. We draw ideas from different cultures and make them a point of strength.
- 4) *Team Work*. We contribute to the company's goals by working as a team.
- 5) *Excellence*. We strive to create, sustain and improve our competitive advantage.
- 6) *Innovation*. We encourage and exploit innovations and creative solutions.
- 7) *A Positive Environment*. We provide comfortable, orderly and clean surroundings.
- 8) *Efficiency*. We are thoughtful and efficient when planning and using resources.
- 9) *Determination*. We pursue our goals tenaciously, willingly and enthusiastically.
- 10) *Speed*. Our thoughts and actions are characterized by rigor, accuracy and speed.

Ready to win "championships"? Don't underestimate the importance of culture. Take it from Ferrari.

Michael Canic