OWNER'S INTELLIGENCE PAPER 01 · THE FIRST-PURCHASE JOURNEY

01

YOUR FIRST SUPERCAR

How to Actually Do It

One owner's journey from a childhood F40 to a Ferrari FF — and the checklist he wishes he'd had.

€129,000	**≈ 3 months**	**€145,000**	**100% cash**
purchase price, 2013 Ferrari FF, negotiated with 2-year warranty	from the first serious thought to delivery at home	exit price 18 months later — ownership at near break-even	no financing, no leverage: the first-timer's sanity rule

This paper is a departure from our usual public-source analysis. It is lived experience: one documented purchase, one documented exit, and every mistake left in.

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01
EXECUTIVE SUMMARY

Buying your first supercar is roughly twenty percent money and eighty percent everything else: process, psychology, patience and relationships. The money question gets answered surprisingly early — one day you look at your numbers and realise the answer is yes. Everything that decides whether the experience becomes a lifelong pleasure or an expensive regret happens after that moment, and almost none of it is written down anywhere.

This paper is an attempt to write it down. It follows one real purchase from beginning to end: a 2013 Ferrari FF, bought in 2022 from a consignment seller through the official dealer network in Budapest, transported sight unseen across half of Europe, registered with the help of a BMW dealership after the nearest Ferrari dealer never answered, driven for eighteen months, and sold again at near break-even. Every number is real. Every mistake is left in, including the one the author explicitly tells you not to repeat.

What this paper is: a documented first-purchase journey with the transferable rules extracted — on budgeting, model selection, dealership etiquette, pre-purchase inspections, warranties, logistics, storage, tyres, and the daily discipline of ownership. What this paper is not: advice for people who already walk in and out of Ferrari dealerships. If you have owned several of these cars, you have your own version of this story — and we would genuinely like to hear it.

The core findings, condensed: pay cash you will not miss; buy the modern car unless you can wrench yourself; never buy sight unseen; negotiate the warranty, not just the price; arrange your logistics before you wire money; plug the car in every single night; and treat the dealership as a business relationship, not a friendship — because the moment they recognise you as a serious customer, the doors that matter start to open, up to and including the off-market phone call that no classified ad will ever give you.

> *“Buying your first supercar is twenty percent money and eighty percent process, psychology and relationships.”*

02
THE LONG FUSE

Nobody decides to buy a Ferrari at forty. The decision is made decades earlier, and adulthood merely finds out whether you meant it. For the author, it was a Sunday walk with his parents through one of the better neighbourhoods, interrupted by an uproar of sound as an F40 came around the corner — the owner lived on that street, and for one moment a poster car existed in the physical world. He never saw an F40 in the wild again. Exhibitions, videos, museum floors, yes. The street, never. That is what these cars are: statistically almost non-existent, emotionally permanent.

The fuse burns slowly and looks harmless. Model cars, built and bought and collected. Exhibition visits. In the author's generation, Miami Vice — and the famous fake Daytona, which was a rather good fake until Ferrari North America insisted it had to go, giving television one of its great send-offs when a weapons dealer blew it up on screen. It sounds ridiculous to younger readers, and it is meant to. This is how the journey actually starts: not with a spreadsheet, but with memories that refuse to fade.

And for the author it was always Ferrari — the racing history, and the difficult, uncompromising figure of Enzo Ferrari himself, a man whose biography makes clear he was not easy to get along with, which somehow makes the cars mean more, not less. Your brand may be different. Lamborghini, McLaren, Aston Martin — the mechanism is identical. Somewhere in your past there is a car that came around a corner. This paper is about what happens when you finally get to answer it.

> *“You do not decide to buy a Ferrari at forty. You decide at eight — and spend three decades finding out whether you meant it.”*

03
THE DECISION

For the author, the moment came in 2022. Through 2020 and 2021, with COVID still working through the industry, the business had done well and the savings had quietly accumulated. Then one day, sitting at the desk looking at the numbers, the realisation: you can do it. You can buy your first Ferrari.

What follows is not celebration. It is insomnia. The thought is genuinely exciting — you spread your wings a little, you start pricing dreams — and then the second question arrives and refuses to leave: how much is sane to spend? It keeps you up at night. It follows you through the workday. And it should, because this is the moment where discipline is either established or lost. The author's answer took weeks and came down to a single argument: sixty- and seventy-hour weeks over years, no vacations, and one childhood dream that had never let go. You live once. You worked for it. Do it — but do it on rules.

THE CASH RULE

For a first supercar: cash only. Not financed, not leased, not leveraged. The money must be genuinely spare — not earmarked for retirement, house repairs or family, and its loss must change nothing about your life. The test is simple: if you can wire the money, forget about it, and sleep — you are ready. You are not investing. You are driving the money around.

Company cars are a different calculation entirely: compare the three-year depreciation of a cash purchase against the total leasing cost, and lease whenever the lease is cheaper. That logic is fine for tools. A first supercar is not a tool, and treating it like one is how first-timers end up owned by the car instead of the other way around.

THE PISTA TEMPTATION

Yes, there are scenarios where financing looks clever. Suppose a 488 Pista — a car trading well into the half-million range — surfaces at a genuine distress price and you are €300,000 short. The value might rise; the financing might pay for itself. It might. But there is no insurance for that thesis. It is a car: not gold, not a house — an asset on four wheels that can be wrecked on a Tuesday. If you cannot absorb that outcome in cash, the deal of a lifetime is somebody else's deal. First-timers sleep better owning outright.

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> *“If the money is gone tomorrow and your life does not change, you are allowed to spend it. Anything else is financing a fantasy.”*

04
CHOOSING YOUR LANE

The first real fork in the road is not which model — it is which era. The analog classics of the seventies and eighties, the 308s and 328s and the 512s, are magnificent machines and the purest Ferrari experience money can buy. They are also a commitment: real maintenance bills, real downtime, and real difficulty using them casually. The honest question is not whether you love them. It is whether you have the time and the skill to wrench on them yourself, or the budget to pay someone who does. The author had neither, admitted it, and chose the modern era — the F1 and dual-clutch cars from roughly 2010 onward, which are, kept properly, dramatically less troublesome than their reputation suggests.

With a starting budget of around €100,000, the search began close to home — and produced an immediate lesson. The first car on the radar was a grey California with a rare two-tone interior: low mileage, well kept, sensibly priced, a genuinely good entry-point Ferrari and an easy car to live with. The author was a day away from buying it when someone else did. That is the lesson, and it never stops being true: a good car at a fair price does not wait. The market for well-specced, well-maintained examples moves in days, sometimes hours. Hesitation is a bid of zero.

In 2022 the sub-€100,000 shelf was thin, and it forced the search wider — upward in budget and outward in geography. Both moves proved decisive. The map below is what that money buys today; treat the price bands as orientation, not gospel, because condition and history move individual cars by tens of thousands.

Model	Layout	Why it works as a first car	What to watch
360 Modena	Mid-engine V8	The classic ~€100k entry point; huge knowledge base, honest analog-to-modern bridge.	F1 gearbox wear items; service history gaps; cambelt service intervals.
California	Front V8, folding hardtop	The easiest Ferrari to live with; genuine daily usability; often gently used.	Image snobbery is your discount — the car is better than its reputation.
599 GTB	Front V12	A slightly stretched budget buys one of the great modern V12 grand tourers.	Running costs scale with the cylinder count; check every service stamp.
FF (high-mileage)	Front V12, AWD	Occasionally near €130k; four seats, four-wheel drive, a rare sight — barely 2,300 built.	The PTU. Non-negotiable inspection item — see below.
456 / 612 Scaglietti	Front V12	The outliers: unfashionable, undervalued, deeply satisfying.	Low prices on big V12s are prepaid repair bills. Budget accordingly.
308 / 328 & friends	Classic analog	The purest experience — if you can wrench or fund someone who can.	Time, parts, patience. Be honest about all three before you fall in love.

THE PTU QUESTION

The FF's four-wheel drive runs through a Power Transfer Unit — elegant engineering and the model's one famous weak point. Do not guess about it: Maranello has an official diagnostic procedure that any franchised service team can run, and it will tell you the unit's actual condition before you buy. This is the general rule wearing one model's clothes: every model has its known weak point, every weak point has a proper test, and your job is simply to insist the test is run. Buyer's-guide videos and owner forums will tell you what to ask about; the dealership's service team can answer it definitively.

> *“A good car at a fair price does not wait for you. The California taught me that in exactly one day.”*

05
THE DEAL

The widened search surfaced a 2013 Ferrari FF at the official Ferrari dealership in Budapest — Bianco Avus over a black interior with Alcantara Daytona seats, Alcantara headliner, the passenger display, generous carbon. Not the author's dream colour, but a spec where everything else was right: an interior with essentially no wear, full dealer maintenance history, and honest disclosure of its flaws — stone chips at the front, minor imperfections, nothing structural. It was a consignment car: a client of the dealership had ordered a new 296 and needed the garage space, so the dealer was selling on his behalf through the network.

For a first-timer, the initial contact with a Ferrari dealership carries a barrier that exists mostly in your own head. Will they even talk to me? Can I negotiate? You can — but the register matters. A lowball opening does not read as shrewd; it reads as unserious, and unserious inquiries are exactly what these dealerships filter out all day. The author's approach was polite, specific and persistent: detailed questions about technical condition, history and known issues, answered patiently across multiple calls. The dealership had maintained the car itself and knew precisely what it was selling. Trust was built the old-fashioned way — and the seller helped, filming the car at his property, imperfections included, hiding nothing.

The agreed price was €129,000 — and the real negotiating win was not the number. It was the warranty structure wrapped around it, plus a full technical check by the dealership's own service team before handover. One structural detail deserves emphasis: in a consignment deal the purchase money is wired to the seller directly, not to the dealership. That is normal — but it means the trust you build through the dealership, and the transparency of the seller, are not soft factors. They are the security architecture of the entire transaction.

THE WARRANTY MATH

A Ferrari Approved warranty costs roughly €4,000 per year — and it is the single most transferable negotiation lever in the used-Ferrari market. In this deal the car changed hands with two full years of coverage: the seller funded year one as part of the price, the author paid for year two out of pocket, because the plan was to keep the car well beyond twelve months and peace of mind on a V12 is cheap at that price. Read it either way — €129,000 with a year of warranty included, or effectively €125,000 for the car itself. Either way: negotiate the warranty as hard as the price. It is where first-time deals are actually won.

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THE 6% REALITY

Ferrari dealerships are independent businesses licensed by the factory. They are not there to make your life easier for free — they will make your life dramatically easier when you pay them, and there is nothing cynical about that. On consignment cars the house typically takes around five to six percent of the value. A pre-purchase inspection on a car you found elsewhere will cost real money, likely well beyond a couple of hundred euros — pay it anyway; it is the cheapest insurance in this entire process. Understand the economics, respect them, make sure everyone in the chain earns something, and the network starts working for you instead of past you.

THE SIGHT-UNSEEN MISTAKE

Here is the confession this paper is built around: the author bought the FF without ever seeing it. No visit to Budapest, no personal inspection, contracts signed on the strength of phone calls, videos and the dealership's own workshop report. It worked. Everything the seller and dealer said turned out to be true.

Do not copy this. It worked because of luck layered on top of an honest seller and a franchised dealer with its reputation attached — and luck is not a process. The rule for your first purchase: inspect the car yourself, commission a proper PPI, and treat the visit as part of the journey rather than a cost. If the author did it again today, he would get on the plane.

> *“You cannot lowball a Ferrari dealership into respect. You can negotiate your way into it.”*

06

THE LOGISTICS NOBODY WARNS YOU ABOUT

Buying the car is the glamorous half of the transaction. Then comes the part no brochure mentions: the car is 1,200 kilometres away in another country, you are about to leave for a business trip to the United States, and somebody has to move, import, inspect and register a six-figure V12 while you are on the wrong continent.

The transport itself was the easy part: a specialised German car-logistics firm, single-car covered transport from Budapest to Wuppertal, around €2,000. The market for this service has matured considerably since 2022 and good providers are easier to find today — but the specification stands: covered, single-car, insured, door to door. An open multi-car transporter is for commodity metal, not for this.

The hard part was an unexpected one. The author wrote to his nearest Ferrari dealership — personal e-mails, follow-up phone calls — asking them to receive the car, look it over, and handle the German import registration. No meaningful response ever came. Disappointing when you are new and the badge still glows — but, in fairness, understandable: dealerships are flooded with inquiries that lead nowhere, and an unknown name asking for logistics help does not yet look like business. The fix is in Section 09. The immediate lesson is blunter: at the moment of your first purchase, you have no relationship capital in the network. Plan for that.

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Rescue came from an unexpected direction. The author's long-standing contact for his company cars — Lena Lahne, sales manager at BMW Procar in Wuppertal, and a genuine motorhead — understood immediately what was happening and simply said: have it delivered to us, we will take care of it. They did, comprehensively: the car was received, placed inside the showroom under a do-not-touch sign, inspected, cleaned, registered with the authorities, plates mounted — all while the author was in the US. Paid work, gladly paid, executed far beyond the invoice. There are genuinely good people in dealerships, and they are not always wearing the badge you expect.

THE ALLY RULE

Build your logistics ally before you wire the money — and accept that it does not have to wear a prancing horse. Any dealership where you already have a real relationship, any workshop that knows you, can receive a transport, safeguard a car and run a registration process. An import adds paperwork a domestic purchase never sees: budget time for it, name the responsible person for it, and never let the car travel toward an address where nobody is expecting it.

> *“Build your logistics ally before you wire the money. It does not have to wear a prancing horse.”*

07

THE SHOWROOM MOMENT

The author flew back from the United States and drove straight to the BMW showroom. And there it stood: the first Ferrari he had ever paid for with his own money, white under the lights, thirty years after an F40 came around a corner on a Sunday walk.

What goes through you in that moment is genuinely hard to describe, and this paper will not embarrass itself trying. Two details survive. First: he was too nervous to film it — a few photographs, hands not entirely steady, and that is the honest tell of a real moment. Second: the cold start. A V12 at full voice inside a closed showroom is an event, and the BMW service team gathered around it like schoolboys — because an FF up close is a rare sight even for people who handle cars all day, with barely 2,300 ever built.

Days later, the pickup: a perfect sunny day, the first drive home, every gearchange memorised in real time. This is the part of the purchase you cannot shortcut and cannot outsource, and it is worth every complication that preceded it. You do not buy this at a counter. You go through the motions — and the motions are the product.

> *“I was too nervous to film it. That is how you know the moment is real.”*

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08
LIVING WITH IT

Modern Ferraris — roughly 2010 onward — have an undeserved reputation for fragility. Kept properly, with full service history, the seven-year maintenance programme honoured and an owner who pays attention, they are remarkably robust: the engines essentially never fail unless run without oil, and most of what goes wrong traces back to neglect rather than design. But 'kept properly' is a specific discipline, and nobody hands you the list at the handover. Here it is.

The battery tender is not optional. These cars drain their batteries at rest, and a low battery in a modern Ferrari does not mean a slow crank — it means electronics acting up, phantom failure messages, limp mode, and a very expensive-feeling morning. The author learned this the way everyone learns it: by assuming one night off the tender would not matter, and paying the price in warning lights. Plug it in every night, every generation, no exceptions. It is the single cheapest piece of reliability you will ever buy.

Tyres decide more than horsepower. For reasons nobody has satisfactorily explained, supercar owners are strangely reluctant to replace tyres. Check the date codes on any car you buy: four to five years is the absolute maximum, and the better move is simply to fit fresh rubber on day one. Two thousand euros transforms the car — the difference is day and night, in grip, in confidence, in how the chassis communicates. The author's repeated experience across his Ferraris: Michelins suit these cars markedly better than Pirellis. Take that as one owner's consistent finding, not a laboratory result — but take it.

Warm means warm. Two temperatures gate every spirited drive: oil and rubber. Drive the engine warm before asking anything of it — and drive the tyres genuinely warm, which means 35 to 40 degrees, not the 20 degrees that feels warm to a hand. A modern Ferrari's power delivery, above all a V12's, is relentless in a way no ordinary car and few EVs prepare you for. Respect the power band, ease yourself in across weeks rather than minutes, and never confuse owning the car with having mastered it.

The dry-sump detail that saves engines. These are dry-sump cars. Checking oil like a normal car — cold, static, dipstick — gives you a false reading, and topping up against a false reading is how healthy engines get hurt. The level is measured with the engine warm and running, per the manual's procedure. Read the manual. Actually read it. Then watch for drips and leaks like it is a hobby, because on a V12 it should be.

Wash it yourself. Do not outsource the care. Washing the car by hand is where you learn its every panel, find the new stone chip early, and notice the things an inspection would bill you for discovering. Only car people will understand this paragraph, which is fine — this paper is for car people. It is not a chore. It is a large part of the point.

Cosmetic work: do it properly or not at all. The FF's front end carried stone chips the author eventually could not unsee, so the front bumper was repainted — through the Ferrari dealership, documented in full. That is the standard: cosmetic work is no sin as long as it goes through the right hands and into the file. Which brings us to the file.

THE PROVENANCE BOOKLET

Document everything. Every service, every repair, every cosmetic correction, every imperfection — photographed, dated, filed. The author keeps a dedicated booklet per car: full provenance, service records, damage history, all of it. Two reasons. First, honesty: any competent inspection will find every flaw anyway, and a seller who discloses first is a seller who gets trusted. Second, money: at sale time, a complete documentation folder is the difference between a suspicious negotiation and a smooth one — and it shows up in the price. The ledger in Section 09 is what that discipline looks like in euros.

STICKY BUTTONS — THE CLIMATE TAX

Ferraris built into roughly 2016–17 used a soft-touch coating on interior buttons and surfaces that degrades with heat, humidity and time — dissolving into a genuinely gross tackiness that sticks to your skin. Rectifying a fully affected interior properly runs around €2,000–3,000, buyers see it instantly, and they deduct it just as instantly. Two consequences: check every switch on any pre-2017 car you inspect, and store your own car accordingly. A secured garage is the minimum for insurance purposes — an open carport does not qualify — and a climate-controlled or heated space is what actually preserves those surfaces. The garage question is not an afterthought to settle after purchase. It is a precondition.

One more chapter of ownership happens outside the garage. Driving fast in a Ferrari is trivially easy and therefore uninteresting; motorways prove nothing. The joy lives on B-roads — working through the gears, the downshifts of a V12 in full cry, a sound the author considers unparalleled in the car world, rawer still in the pre-2020 cars before particulate filters softened the scream. Enjoy exactly that, and conduct yourself accordingly: no burnouts, no showing off, no upsetting the neighbourhood — every smartphone is a broadcast station, and stupidity in a Ferrari trends. Be aware, too, that the gap between people who can afford these cars and people who never will is widening, and envy is real: think twice about routinely parking it in public. The author's own record after years of ownership is unbroken — thumbs up, smiles, conversations, not one middle finger — but that record was earned by behaviour. Buy the car for yourself, as an enthusiast. If you are buying it to impress others, save the money; it will not work, and the feedback will find you.

> *“The car does not care what you paid for it. It cares whether you plugged it in.”*

09

SYNTHESIS — THE EXIT, THE LEDGER, AND THE CHECKLIST

Every first car has an ending, and it usually arrives the same way. Sometime in 2023, sitting in the FF — a car that had given essentially no technical trouble beyond self-inflicted battery drama — the author felt the sensation most owners will recognise: it has to go. Not because anything was wrong, but because the deeper pleasure of this world is breadth. Every model drives differently, feels different, teaches something different, and there was one he had always wanted to try: the GTC4Lusso.

The FF sold on consignment through the official dealer network for €145,000, less the customary six percent commission. Set against everything that had gone into the car, the eighteen months of V12 ownership closed at a net cost of roughly five thousand euros — excluding fuel and insurance, which are consumption, not capital. For an FF, that is a quietly remarkable result, and it was not luck: it was the disciplined purchase, the warranty structure, the dealer-documented cosmetic work and the provenance booklet, all cashing out at once. Sceptical buyers relax when the folder is complete. Complete folders get prices.

The FF ledger — 18 months of ownership	EUR
Purchase price (incl. year-1 Ferrari Approved warranty, funded by seller)	129,000
Year-2 Approved warranty (paid by the author)	4,000

The FF ledger — 18 months of ownership	EUR
Covered single-car transport, Budapest → Wuppertal	≈ 2,000
Service, repairs and cosmetic work over the ownership period	≈ 6,000
Total invested	≈ 141,000
Sale on consignment via official dealer network	145,000
Less ≈ 6% consignment commission	− 8,700
Net proceeds	≈ 136,300
Net cost of 18 months of V12 ownership (excl. fuel & insurance)	**≈ 4,700**

Running costs, for calibration: insurance came to roughly €3,000 per year — through a perfectly normal insurer, not a specialist. Call your regular insurance contact; you will be surprised. The premium depends heavily on age, driving history, address and above all storage — which is why the secured garage from Section 08 is a financial parameter, not just a preservation one. Timeline, for calibration: from the first serious thought to the car standing at home took about three months. It can take longer, and it should if the right car has not appeared. The one non-negotiable is certainty — the car has to be the one you cannot get out of your head. Then, and only then, pull the trigger.

THE OFF-MARKET CALL — WHAT THE RELATIONSHIP EVENTUALLY BUYS

The arc of this story runs from a first-timer's unanswered e-mails to a very different kind of phone call. The FF's successor, a grey GTC4Lusso T with a full red interior, was found at €177,000 with some 40,000 km at a franchised dealer in Frankfurt — first dismissed on the photos ('I can't do that interior'), then revisited daily, then bought on the spot during a business trip. And once that dealership knew the author as a real customer, the network began working in reverse: the 488 GTB he drives today — Blu Tour de France, the dream spec — arrived as a photo on his phone. An off-market car, never advertised, offered first to a known buyer. The dealership then handled a full documented disassembly, dealer-executed painted shields to factory procedure — a feature costing around €14,000 from the factory — and fresh tyres. None of that is purchasable on day one. All of it is the compound interest on politeness, seriousness, and making sure everyone in the chain earns their margin. And yes: a V8 Lusso T instead of the V12. The purists object; the power band does not. Drive it before you repeat the forum wisdom — and note that the fuel consumption is the same either way, so don't kid yourself.

THE FIRST-TIMER'S CHECKLIST

01 Set the budget — cash you will not miss, earmarked for nothing else. Wire it and forget it.

02 Be certain — the right car is the one you cannot get out of your head. No certainty, no deal.

03 Secure the storage first — a locked garage minimum; climate-controlled if the car predates 2017.

04 Call your insurer before you buy — coverage depends on you, your address and your garage.

05 Choose your lane honestly — analog classic only if you can wrench; otherwise 2010-onward.

06 Do the model homework — buyer's guides, forums, YouTube; know the model's weak point and its official test.

07 Inspect in person and commission a PPI — franchised service teams offer this; be politely persistent. Never buy sight unseen.

08 Negotiate the warranty as hard as the price — a Ferrari Approved year is ≈ €4,000 of leverage.

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09 Arrange covered single-car transport and name your logistics ally before any money moves.

10 Fit fresh tyres — check date codes, four to five years is the ceiling, and spend the €2,000.

11 Plug it into a battery tender every night. Every night.

12 Learn the dry-sump oil procedure from the manual — warm, running, per the book.

13 Warm the engine and the tyres — 35–40°C rubber — before any spirited drive.

14 Document everything from day one — the provenance booklet is your exit price.

15 Build the dealership relationship — be straight about budget and intent, let everyone earn, and wait for the off-market call.

16 Conduct yourself accordingly — drive for yourself, respect the road, and remember every phone is a camera.

> *“Eighteen months of V12 ownership for the price of a package holiday — that is what discipline at purchase buys you.”*

METHODOLOGY

This paper deliberately departs from the Marque Intelligence standard. Our model papers are built on public sources, named inline, with forecasts separated from measurements. This paper is built on lived experience: one purchase, one ownership period, one exit, all documented by the author, with prices, mistakes and lessons reported as they occurred. It is a sample size of one and is offered as exactly that — a path, not the path. Where the author's experience is opinion rather than fact (tyre brands, the V8-versus-V12 debate), it is labelled as such in the text. Market price bands reflect the author's reading of the European market in mid-2026 and will age; the process will not.

RESOURCES

Model-specific buyer's guides: for every modern Ferrari, Lamborghini and McLaren there are detailed video buyer's guides and owner-forum threads cataloguing the known weak points — consume them before you view a single car. A curated set of links is maintained in the paper library at www.marqueintelligence.com.

The AI shortcut: the explicit knowledge — checklists, known issues, service intervals for a 360, F430, 458, 488 or any other model — is a solved problem. Ask Claude, ChatGPT or Copilot for a model-specific pre-purchase checklist and tell it where you live, so insurance and registration answers come back localised. What AI cannot give you is the part this paper exists for: what it feels like, where the traps are, and how the relationships actually work.

Companion reading: the Marque Intelligence Supercar Models papers — including the FF and GTC4Lusso papers — cover the individual models in analytical depth, with cost scenarios and sources.

AN INVITATION

This is Owner's Intelligence Paper No. 01, and it is one story. If you have your own — your first supercar, your dealership experiences good and bad, the lesson you paid for — share it with us. The best of them will become future papers in this series, and possibly a podcast among fellow enthusiasts. It does not matter which badge you drive. It matters that you went through the motions.

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About the author. Uwe Riemeyer is the publisher of Marque Intelligence. He owns a Ferrari 488 GTB in Blu Tour de France and previously owned the Ferrari FF and a GTC4Lusso T documented in this paper. He is a Ferrari enthusiast first and an analyst second — a bias disclosed here, as in every Marque Intelligence paper, so the reader can weigh it. The events, prices and mistakes described are his own.

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