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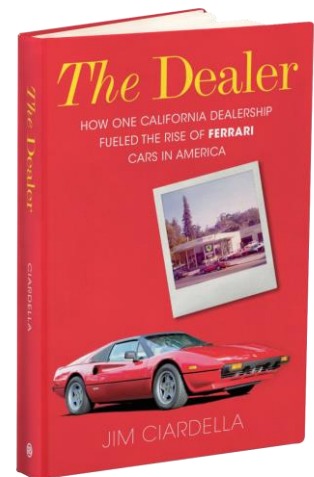
### *The Dealer* featured in Ferraris *Prancing Horse Magazine*

**“This is a captivating story of fascinating personalities, unexpected deals, colorful clients, and unforeseen experiences.”**

**Tim Kemmis, *Prancing Horse Magazine***

LAKE WORTH, Florida, April 7, 2023—*The Dealer, How One California Dealership Fueled the Rise of Ferrari Cars in America*, was reviewed in the Ferrari Club of America publication *Prancing Horse Magazine*. “A story well told, it’s a book that, once started, is hard to put down,” stated Contributing Editor Tim Kemmis.

The book shares the significance of Ferrari of Los Gatos, and its principal owner, Brian Burnett, in sparking the brand’s pivotal growth from the mid-1970s into the 1990s. The dealership approached customers differently than others and believed that anyone should be able to own a Ferrari. They transformed the way Ferraris, as well as other classic cars, were marketed, financed, and sold, and in the process became the number one dealer in North America.



In the review, Tim Kemmis continues, “Author Jim Ciardella takes us on an engaging journey that features enthusiasts Brian Burnett and Richard Rivoir starting the company. With their enthusiasm, the company grows and flourishes. Later, the partners fall out. But Burnett eventually resurrects the company, and its booming success attracts industry attention. Ultimately, and beyond Burnett’s control, Ferrari of Los Gatos is eventually scuttled by others.”

The 200 page hardcover book includes 20 black-and-white images and was published in 2022 by Prometheus Books, a division of the Rowman and Littlefield Publishing Group.

“The first time I met Brian Burnett he started sharing what happened during his 20-year ride at Ferrari of Los Gatos. Each of his stories ended with ‘Someone ought to write a book about it, I’m not kidding.’ After a year or two of listening, his passion rubbed off on me and I told him I’d write the book. Hundreds of interviews and thousands of research and writing hours went into *The Dealer*. I finished every interview amazed by what I’d heard and couldn’t wait to get my

thoughts down on paper. My goal was to create the same experience for my readers. I'm rewarded when one of them tells me they couldn't stop reading, or even better yet, I've read the book two or three times. That is all that any author could ever ask for," says author Jim Ciardella.

The Dealer can be purchased wherever books are sold or on the author's website [www.jimciardella.com](http://www.jimciardella.com) where more information and unique purchase options are available.

**“As a former longtime resident of the Los Gatos area, I spent a lot of time hanging out at Ferrari of Los Gatos and even bought and sold a few cars there. This terrific book provides the fascinating history behind the legendary dealership in a very entertaining way.”**  
**Mike Gulett, founder of My Car Quest**

Contacts:

Lacey DiCarlo  
Director of Marketing  
*The Dealer*  
(856) 889-4892  
[lacey@jimciardella.com](mailto:lacey@jimciardella.com)  
[www.jimciardella.com](http://www.jimciardella.com)

Emily Jeffers  
Publicity Manager  
Globe Pequot, a division of Rowman & Littlefield  
(203) 458-4511  
[ejeffers@rowman.com](mailto:ejeffers@rowman.com)  
[www.rowman.com](http://www.rowman.com)

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