



FOR IMMEDIATE RELEASE

Ferrari, From the Other Side

“I knew Richard Rivoir and Brian Burnett over the years, and their story is worth sharing.”

Bruce Meyer, the Car Guys Car Guy

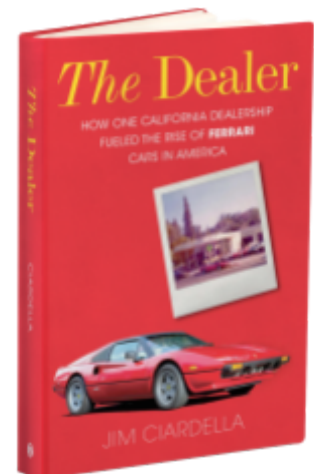
Dateline: LOS GATOS, California, July 19, 2022—If you want to know what really happened to the number one Ferrari dealership in North America, *The Dealer, How One California Dealership Fueled the Rise of Ferrari Cars in America*, is now available.

When Ferrari of Los Gatos opened, few people could afford an expensive sports car. In 1976, the average annual income was \$12,686, and a new home cost \$48,000. In addition, motorists in California could only buy gas on odd- or even-numbered days based on the last digit of their license plate due to the global oil crisis. Times were tough, and people were hesitant to take chances, especially with a car that cost more than a house.

During that same time, Brian Burnett and his friend Richard Rivoir had the idea of starting a Ferrari dealership. *The Dealer* tells the story of how Ferrari of Los Gatos fueled the rise of the iconic Italian sports car in the U.S. market and became the number-one Ferrari dealer in North America. Even Enzo Ferrari took notice, flying Brian and the other dealers to Italy to show his appreciation for their success. Customers included movie stars, sports celebrities, entertainers, and some with unusual sources of income and a strong desire for a low profile. And along the way, Burnett made friends, enemies, and millions of dollars, only to lose everything in the blink of an eye.

Author Jim Ciardella reveals a side of Ferrari no one has ever seen, with behind-the-scenes stories as told to him by Burnett and Rivoir, their customers and employees, and other North American dealers. He’s available for interviews virtually or in person.

The Dealer can be purchased wherever books are sold or on the author’s website www.jimciardella.com where more information and unique purchase options are available.



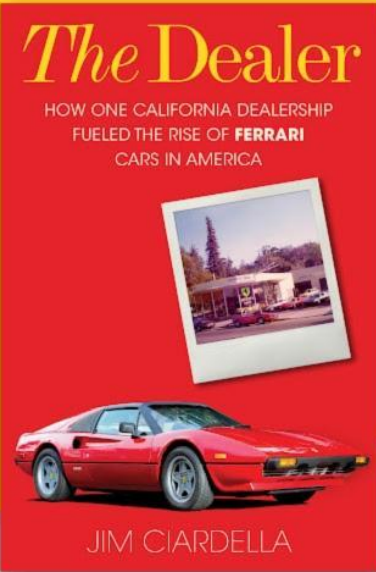
“As a former longtime resident of the Los Gatos area, I spent a lot of time hanging out at Ferrari of Los Gatos and even bought and sold a few cars there. This terrific book provides the fascinating history behind the legendary dealership in a very entertaining way.”

Mike Gulett, founder of My Car Quest

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