

Ferrari of Ft. Lauderdale Participates in Toys for Tots Charity Rally

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The annual Exotic Car Toy Rally benefitting Toys for Tots was held in Pompano Beach, Florida. Participating in the event was South Florida's largest Ferrari authorized Dealer, Ferrari of Fort Lauderdale. Gathering 60 of their most charitable Ferrari owners, the dealership hosted a socially distanced gathering before embarking on the group drive. One of the most impressive vehicles in attendance was the Monza SP1, a one of a kind limited production single-seater sports car that was created under Ferrari's new Icona series.



The event is a remarkable and awe-inspiring showcase of many of the world's most exotic cars in an effort to raise spirits, and collect toy and cash donations for underprivileged children.

Spearheaded annually by Fred Burton and the United States Marine Corps, the Exotic Car Toy Rally has been ongoing for over a decade, attracting countless car enthusiasts from different parts of the country.

Miami-based director Luis Corchon and his team of photographers, drone pilots, and videographers, captured the excitement and breathtaking experience of the rally.



This year's event took a different approach from years past, over 700 exotic vehicles visited the Goodyear Blimp hangar, which was the designated drop-off zone. A jaw-dropping experience for all exotic car lovers.

The vehicles gathered at Ferrari of Fort Lauderdale and then drove as a group with escort from the Broward Sheriff's Office to the Goodyear Blimp Hangar in Pompano Beach, where the toy donations were delivered directly to representatives of the United States Marine Corps. Leading the rally was Ferrari of Fort Lauderdale's President, Garrett Hayim who kicked off the drive with an evocative speech about the importance of giving back to the community, especially given the current global situation.

Patricia Hayim, the dealership's Vice President was driving a beautiful new Roma. Ferrari's latest model which is now available for pre-order.

Aside from his passion for photo and film, Luis Corchon is also a Ferrari enthusiast, and it is for this very reason that he signed on to film and edit the beauty of various exotic cars in the annual Exotic Car Toy Rally.

Fine Art Photographer Artem Shestakov worked closely with Vice President of Marketing John-Martin Vogel to coordinate the production of photos and video. Mr. Shestakov himself was behind the wheel of a 488 Pista Spider.

Throughout this glorious event, Luis Corchon was at the forefront, filming from the ground, while his team of drones captured the procession from the skies.

The final video can be seen on the official Instagram page of [Ferrari of Ft. Lauderdale](#).

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