

Coachbuilders and body badges



A Survey of Ferrari Coachbuilder's Logos,
Scripts, and Body Badges

Submitted by Paul Russell

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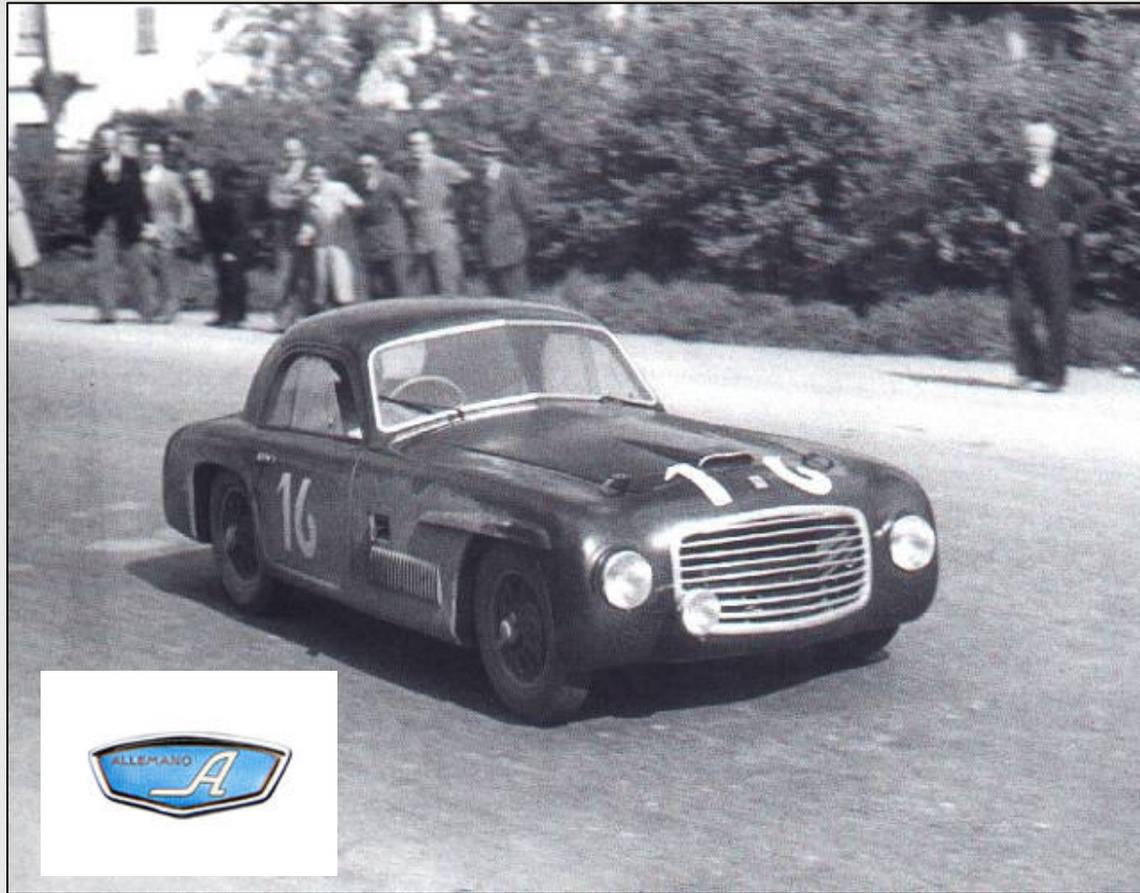
Conventions:

This survey of Ferrari Coachbuilders and their identifying badges and scripts is presented alphabetically by Coachbuilder.

Introductory slides include a few words about each firm as well as the reference chassis number from which the badge or script example was taken. Subsequent slides show badge and script variations, and include reference chassis numbers when available.

This presentation is a work in progress. Your help with additional information or corrections would be appreciated.

-Paul



Allemano

166 S Berlinetta MM 003

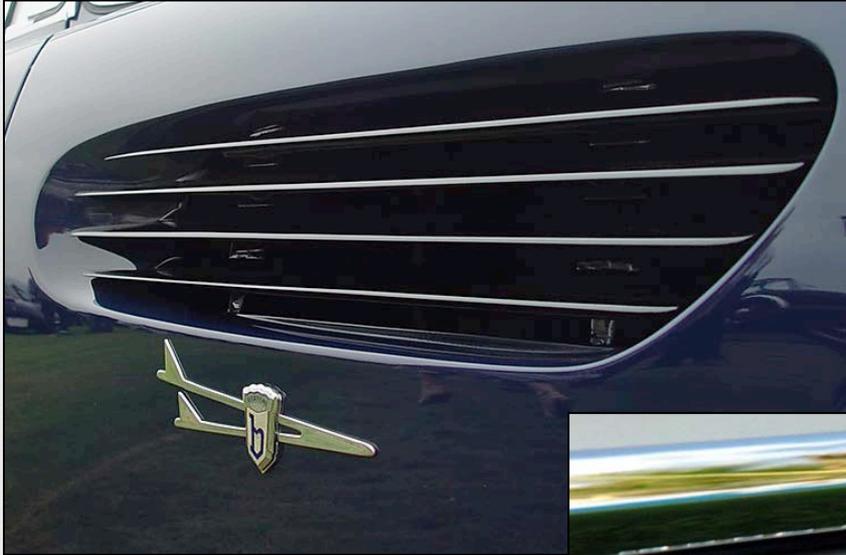
Notes: Founded in 1928 by Serafino Allemano, they produced a few early cars (001-S, 003-S). There is no indication of the coachbuilder on the car.



Bertone

0057 S 166 Inter Cabriolet, 1739 GT

Notes: Founded in 1912 by Giovanni Bertone, they began as wheel and carriage makers. Giovanni was a friend of Vincenzo Lancia (then at Fiat). They bodied their first chassis in 1921. Nuccio Bertone took over in 1950.



Bertone

3269 GT SWB, 1739 GT 250 GT



Boano

0461 GT 250 GT Cabriolet

Notes: Felice Mario Boano began with Sabilimenti Farina then joined Pinin Farina 1930. He bought (with Giorgio Albreti) Carrozzeria Ghia in 1944. He established Carozzeria Boano in 1954. After only 3 years, his son-in-law Ezio Ellena took over and started Carrozzeria Ellena.



Boano

0477 SA shown in red and in 1956



Boano

0485 SA 410 Cabriolet, and an unknown chassis



Fontana

0084 ES Uovo

Notes: Founded by Paolo Fontana, the firm is best known for the “Uovo” (Italian for egg). The Uovo was commissioned by Giannino Marzotto who used it to lead most of the 1951 Mille Miglia before having to retire with mechanical issues.



Ghia - Torino

0233 EL 212 Ghia Cabriolet: Door capping and badge variations

Notes: The firm was established in 1916 by Giacinto Ghia and Sig. Gariglio as Carrozzeria Ghia & Gariglio. It was purchased by Mario Boano in 1944, and sold to Luigi Segre in 1954. Stylists Giovanni Savonuzzi and Pietro Frua did much to influence Italian design in the decade spanning 1953-1963.



Ghia - Torino

0473 410 SA



Ghia - Torino

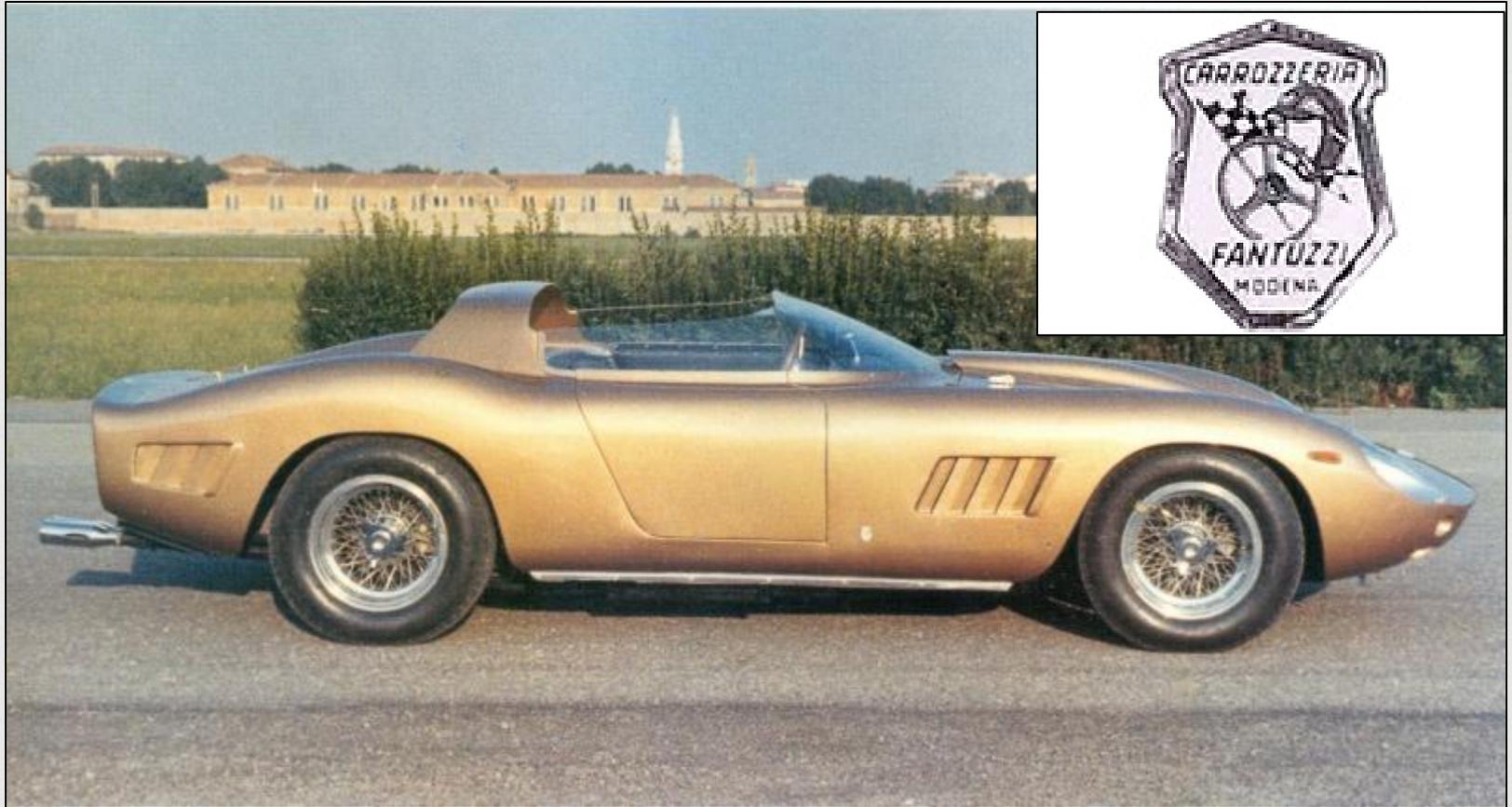
375 MM Ghia Berlietta 0476 AM



Ghia - Aigle

0137 EL 212 Export, 0195 EL 195 Inter (circa 1955)

Notes: Based in Switzerland, it was the 1st subsidiary of Ghia Torino. It became independent 1953. Their designs came mainly from the Ghia Torino studio designers (Boano, Michellotti, Frua).



Medardo Fantuzzi

4381 SA 330 LMB Fantuzzi Rebody

Notes: Founded by brothers Medardo and Gino, their affiliation with Maserati resulted in the A6 GCS, 350S and 200S. They are best known for their work on the Pinninfarina designed 250 TR/61 Spyder Fantuzzi. Their 330 LMB rebody (shown above) appeared in a Fellini film.



Motto

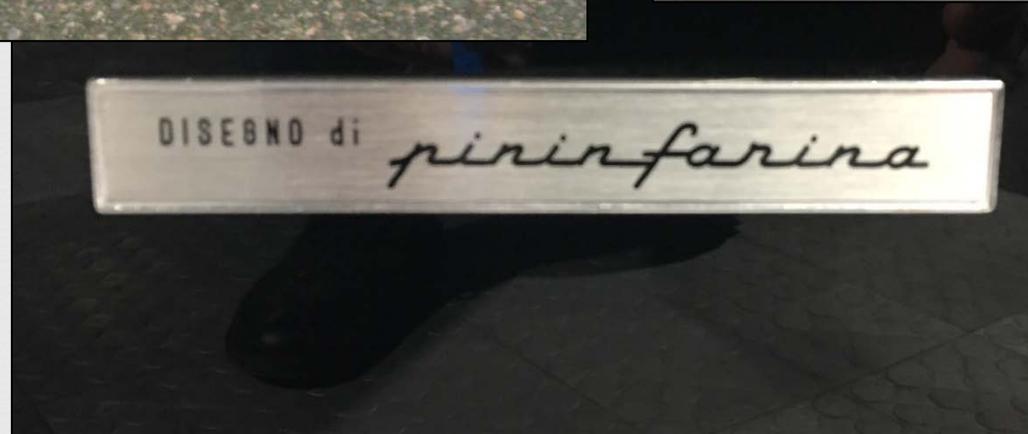
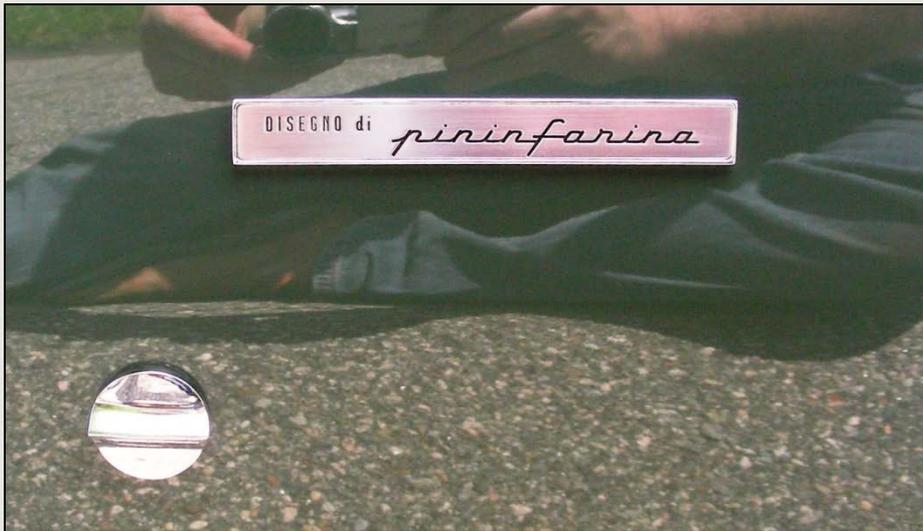
(unknown)

Notes: Motto was established in Turin in 1932 by Rocco Motto. The firm crafted aluminum racing car bodies for a variety of manufacturers. They worked with Ferrari on special bodies for the 166 Spyder (002C), 195 Inter (0177S), and 212 Export (0074E).



Nembo

Notes: Nembo was founded in 1960 in Modena by Giorgio Neri and Luciano Bonacini. They are best known for two cars created in 1964 known as Ferrari Nembo 250 GTs. One was based on a 250 GT, and the other from a 250 GT SWB. The Nembo Ferrari variants were designed by Tom Mead.



Designo di Pininfarina

5099 GTL (engraved), 10821 275 GTB4 (engraved), 17001 365 GTS4 (printed)



Pinin Farina

(Clockwise from top left) 0293 AL 375 America PF coupe, 365 California,
0382 AM 375 MM, 0407 GT 250 Europa GT

Notes: Batista "Pinin" Farina left his brother's Stabilimenti Farina carrozzeria in 1928 to found his own company. His early work for Lancia, Alfa, Hispano, Cadillac, WW II ambulances etc., put them on the map. Batista met with Ferrari in 1951 to form a kind of partnership. Pinin assigned his son Sergio to manage the Ferrari relationship. Since that meeting nearly all Ferrari road cars have been Pinninfarina designs. Batista retired in 1956, and was replaced by Sergio and his son-in-law Renzo Carli.



Pinin Farina

(Clockwise from top left): 0475 SA, 0488 AM 375 Plus PF Spyder,
0783 250 GT PF Cabriolet, 1285 SA 410 S3

Note: Attached and detached crowns are shown here and on the following pages.



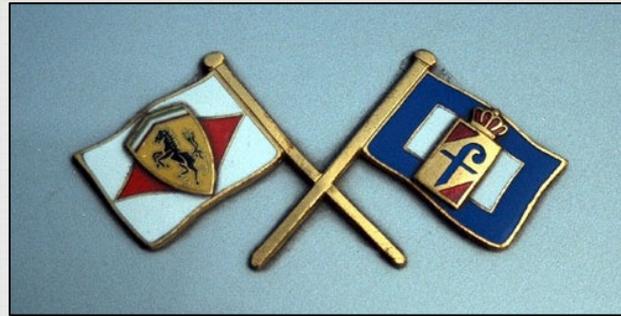
Pinin Farina

Clockwise from top left: 1493 250 GT PF Coupe (trunk), 1493 250 GT PF Coupe (side),
1495 SA (side), 1495 SA (trunk)



Pinin Farina

8783 330 GT 2+2 and 12127 365 GTC



Pinin Farina

Alternate flag and alternate crown styles



Scaglietti

Notes: Founded by Sergio Scaglietti in 1951, Scaglietti was originally a repair shop located across the road from Ferrari in Maranello. They became Ferrari's coachbuilder of choice for race cars and prototypes, and later (using Pininfarina designs) most of the important road cars including the 250 California, 250 GTO, and 250 TdF.



Scaglietti

“Z” badge (approx. 1955-1957): A cloisonné badge with “Scaglietti & Co.” bisecting a yellow and blue oblong with Modena on red at the bottom



Scaglietti

Squiggle "S" badge (approx. 1955-1957): A stylized blue "S" on an orange or yellow background with "Scaglietti & C. Modena" at the bottom



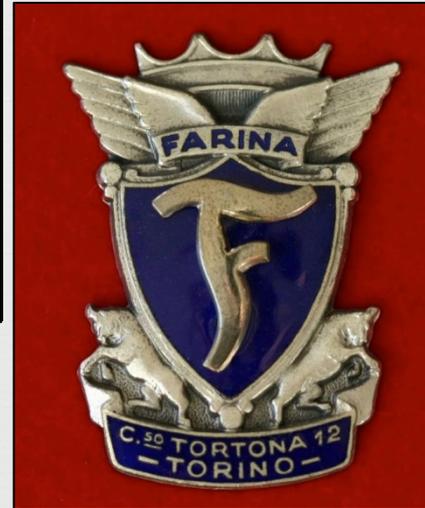
Scaglietti

"S" badge (approx. 1958-): A large white "S" on a blue and yellow background with "Scaglietti & C -Modena-" over a blue background at the bottom (0764 335 S, TR body badge 1958 thin border, and badge with thick border)



Sports Cars (Drogo)

Notes: Founded by racing driver Piero Drogo in Maranello, this firm specialized in small sports cars and racers. They are best known for the Ferrari 250 GT SWB Breadvan of 1962. The carrozzeria dissolved by the end of the 60s.



Stabilimenti Farina

0037 S 166 Inter Coupe, 0063 S, unknown

Notes: Founded by Giovanni Farina (1906-1953), the older brother of Battista, Stabilimenti Farina was the training ground for Battista Farina, Frua, Michellotti, and Alfredo Vignale. Postwar, Farina's sons took over (including Nino, an F1 Champion). They closed in 1953.



Touring

0006 M 166 MM Barchetta

Notes: Founded 1926, Touring patented the Superleggera system of construction in 1937. They perfected the method building WWII Aircraft frames (hence the wings on badge). In 1963 they changed their name to Touring Superleggera to reflect their most famous innovation.



Touring

0026 M 195 Le Mans Berlinetta

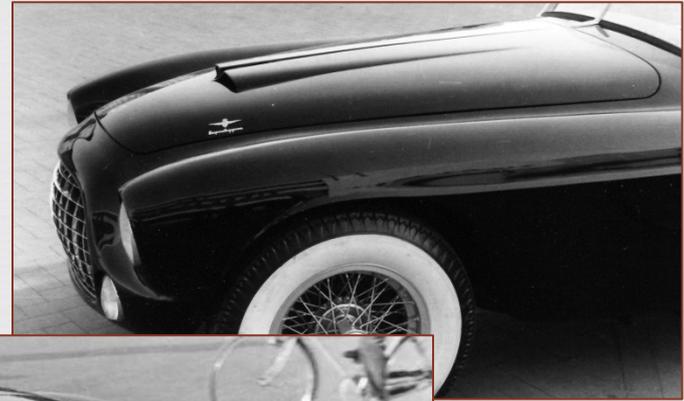


Touring

0060M (incorrect badge for the period) and 0078 E 212 Touring Barchetta

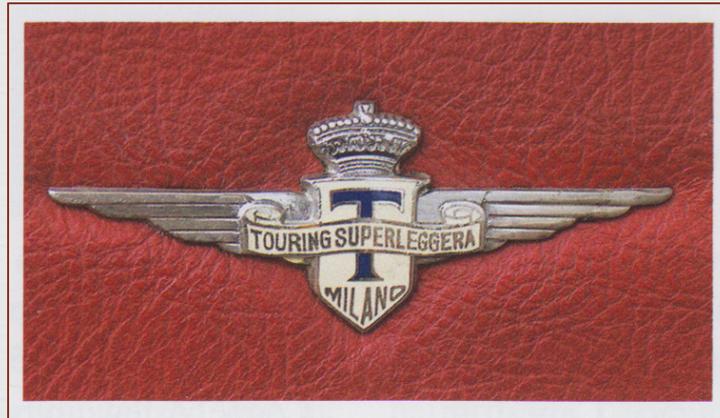


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Touring

0253 EU



Touring

0253 EU (original), unknown, unknown (1962?)



Vignale

0092 212 Vignale Coupe

Notes: Carrozzeria Alfredo Vignale was established in Turin in 1948. They designed and built cars for Ferrari, Maserati, Lancia, and many others. The firm was purchased by DeTomaso in 1969.



Vignale

212 Vignale, 0267 EU Vignale



Zagato

0018 M (1948), 0689 GT 250 GT Zagato Coupe

Notes: Founded in Milan by Ugo Zagato in 1919, they designed and built cars for many manufacturers, including AC, Alfa Romeo, Abarth, Aston Martin, Bristol, Ferrari, Fiat, Maserati, Jaguar, and OSCA.