

# DAYTONA PRIME

## THE INTERESTING BIRTH OF THE 365 GTB

ARTICLE BY JOROEN BOOIJ

PHOTOGRAPHY BY PIETER E. KAMP

If the Daytona can be called a milestone in Ferrari history, then this car is the genesis of that landmark. It is the very first prototype of what became the 365 GTB/4, but in fact, it is more accurate to name it the pre-prototype. What became the species of 365 GTB/4 began life as a 275 GTB/4 test mule with most Daytona features, but not all, and therein lies the tale.

Several years ago I had the wonderful opportunity to speak with Leonardo Fioravanti - the man who, under Pininfarina's wing, helped Ferrari bring the Daytona to fruition. Leonardo Fioravanti was the lead designer at Pininfarina in that era, responsible for many iconic forms that are respected to this day along with the Daytona, including the Dino, F40, P5, P6, Pinin, 512 BB, 365 GT 2+2, 308 and 288 GTO - an impressive list of accomplishment.

Despite the range of successful creations, the Daytona still proved to be his flagship design, with the creator launching off with an anthology of detail about the car from the moment we sat down. I had intended to explore the other accomplishments of his career at the time, but his interest none-the-less circled back to the Daytona.

He said: "The Daytona was more or less born by chance. I saw chassis' of 275 GTBs coming in the workshop on a lorry. One day one of those bodies was one step ahead in its building process. It came with wheels, an engine, seats and a steering wheel, but it was still rather naked. Upon seeing it I thought by myself: We are doing it all wrong. I started sketching and came up with a proposal for a new car. Farina said: 'It is impossible to replace the 275 already; the model is yet too new.'

"But he did like what he saw. And so we showed it to Enzo Ferrari who immediately liked the side view but was not so much enthused for the front. I had

taken into account the very long wheelbase of the 275, which had made the design rather overbodied. We altered the front and asked Mr. Ferrari once more for his opinion - this was most unusual - but it was a good result. He liked it."

And so the 275 received its replacement after just over 800 were built. But not before the 365 had been through the process of several prototypes. In fact, the very first of these six had a completely different nose job than the car we came to know as the Daytona; something Fioravanti hadn't told me.

Leonardo Fioravanti continues from his book, "Il Cavallino nei Cuore" (See page 83):

"The 275 GTB was not enjoying the envisaged success, neither in commercial nor in sporting terms; it was generally considered to be 'old'. The /4 version, with some minor styling modifications, had just been launched (in late 1965) but I felt it needed changing, and quickly. Even though there was no official programme in this respect, I allowed myself to suggest it: On a large sheet of black card I put together various photos of the model, highlighting those areas I felt were most out-of-date.

"I was inspired to start thinking about a radically more aerodynamic car, albeit still front engined. I drew for an entire week, in the office and at home, Sunday included, until I was satisfied but exhausted: I had the clear sensation of having done something 'outrageous' but creatively satisfying. Perhaps in part because as one of the 'semi-secret' congregation of Pininfarina and Ferrari supporters of the mid-engine layout, and [myself] already dreaming about a P5 and P6, I could hardly bear the idea that the last front-engined Ferrari sports car should be any less than a stunning model, and of little sporting merit, after the numerous absolute masterpieces that had gone before! The task was immense, but





PIETER E. KAMP IMAGE

*The 365 GTB prototype, s/n 10287, recently on display at the Museo Ferrari in Maranello, and certified by Classiche.*

spontaneous... and as nobody had asked me to do it so I felt completely free.

"For me this meant paying the utmost attention to aerodynamics and an attempt to achieve beauty through proportions, all-round visibility, emphasizing the presence of the front engine. The whole was characterized by the innovation of the transverse head lamp fascia, paired with the radiator and brake air intakes in a single design. In the recent past, Ferrari had one of the first cars with headlights faired behind aerodynamic Plexiglas covers. What better opportunity, having been freed of the restrictions of the client, to propose a different, original interpretation based on principles of optical engineering? I had the idea of having the fascia wrap around the wing through to the wheel arch to add the other signalling functions... together with the narrowing of the radiator and brake air intakes in a unified whole] that I had reprised on other Ferraris. Unsure whether the fascia would pass type approval testing, I also completed a number of drawings with traditional head lamps, worthy of being presented to Pininfarina and Renzo Carli, which were approved. The proposal to change the 275 GTB so soon reached the Commendatore who was curious enough to want to see my work and during a visit with Ermanno Della Casa, in the December of 1966, asked for 'the sections to be drawn immediately' so as to be able to check the design compat-

ibility with the mechanical organs which for me were those of the 275 GTB.

"Some time later we were given the go ahead for the 1:1 scale mock up which in the April of 1967 was presented with a tentative programme, given the difficulties in homologating the new head lamps."

A very interesting and telling insight into the Ferrari/Pininfarina design process, but subsequently, I found out that this actual car was in the process of being restored not far from my home in The Netherlands.

But then you can't know all, and that goes for the owner of this car as well: Gerard van Bergen, a 73 years old car salesman and the owner of this unique Ferrari. He bought it in 2003 without knowing it was a prototype. How was that possible? "Well, in trade, things go in and out", he says with a bright smile. Van Bergen has been a trader for most of his life and is still an active car salesman, now together with one of his sons. He has restored several classics together with a friend for a hobby, mostly Mercedes: "We did a 300 SL Roadster, Gullwing, a Pagoda and a 190 SL which we turned into a 190 SLR. But slowly I became more and more interested in Ferraris, too", he says. "I bought a Testarossa, a F512M and restored a crashed F40. But my wish was to find a 1960s GT. Then I came across this car in Switzerland. It was





*In front, remnants of the 275 GTB berlinetta nose, destined to change. In back, all 365 GTB, almost complete.*





A NOTE ON THE EARLY HISTORY  
OF S/N 10287:

Dear Cavallino,

I spoke with my brothers in Italy and unfortunately they remember very little of the car's story. Below is a little bit of information and some color as to who my father was. Not sure if it can be of any use in the story you are publishing.

Our father, Count Vincenzo Balestrieri Cosimelli, an industrialist from Rome, a two time Off-shore Powerboat Racing World Champion, had the 365 prototype for about a year or so, while he was waiting for his Daytona Spyder to be ready.

My vague recollection is that our father had originally ordered a 365 GTB/4. Before the GTB/4 was delivered to him, in talking with Enzo Ferrari, he was told that a Spyder version was in the planning. Our father decided to hold off on the GTB/4 and was given the prototype [s/n 10287] while waiting. We are not even sure whether our father actually ever had title to the car or if it was just given to him on loan. Eventually the car was traded back when his Daytona Spyder was delivered; a beautiful red one, with pop-up headlights.

As a side note, I believe my older brother may still have the original document pouch and books from the prototype car.

Regards,  
Alex Balestrieri

Alessandro "Alex" Balestrieri is the owner of Albaco, a leading dealer in Ferrari literature and memorabilia. These rare images are from his family archives.

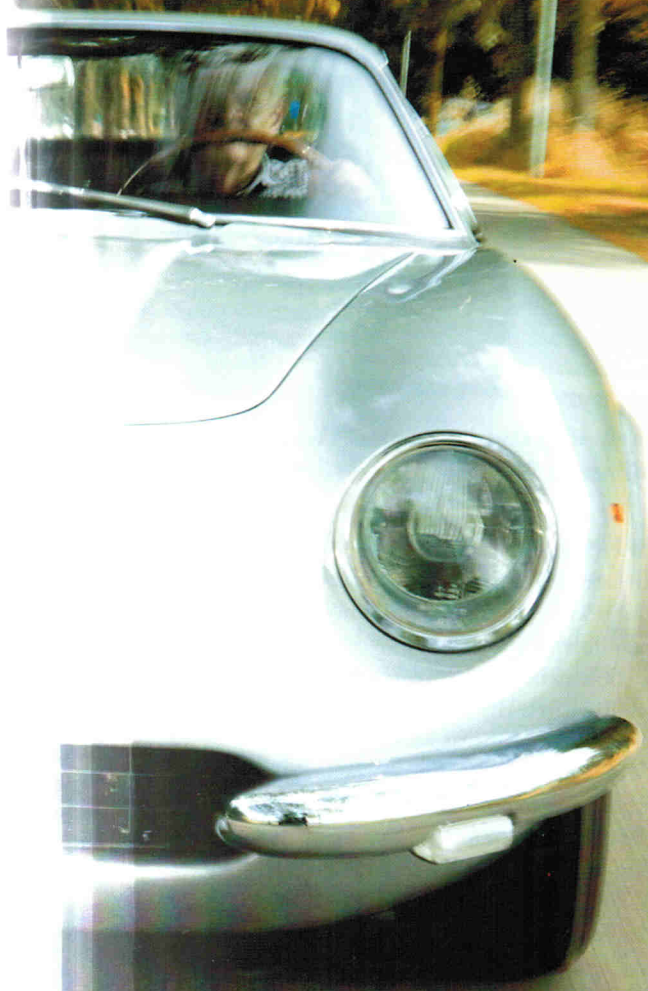








*The 365 GTB Prototype, s/n 10287, at speed -  
an impressive face even if never continued.*



PIETER E. KAMP IMAGE





*These are the only images anyone has been able to find of s/n 10287 during initial testing at the Modena Aerodromo.*

in a pretty sad state but I managed to get it running and took part in a club rally in 2003. 'Do you have any idea what that car is', some of the older club members asked me. 'Well, it is something that needs an awful lot of work', I replied. But slowly I found out that it really was a very special car and I became desperate to find out all of its history." What followed was a year's long search.

It was during his researches that Van Bergen came in touch with Marcel Massini, who was adamant it was indeed a prototype. With chassis number 10287, it turned out to be the first of six: A 275 GTB-based car that had come to life at Scaglietti's workshop in the spring of 1967. Scaglietti, in turn, was commissioned by Pininfarina to construct the study and under the code name 'Study 109' it materialized. But after that things became muddy very soon. One fact, however, is that the car was used for testing at the Modena Aerodrome, and images document this, although the testing nor the car itself was ever made immediately public.

See separate account of this period from Alex Balestrieri on page 61 preceding.

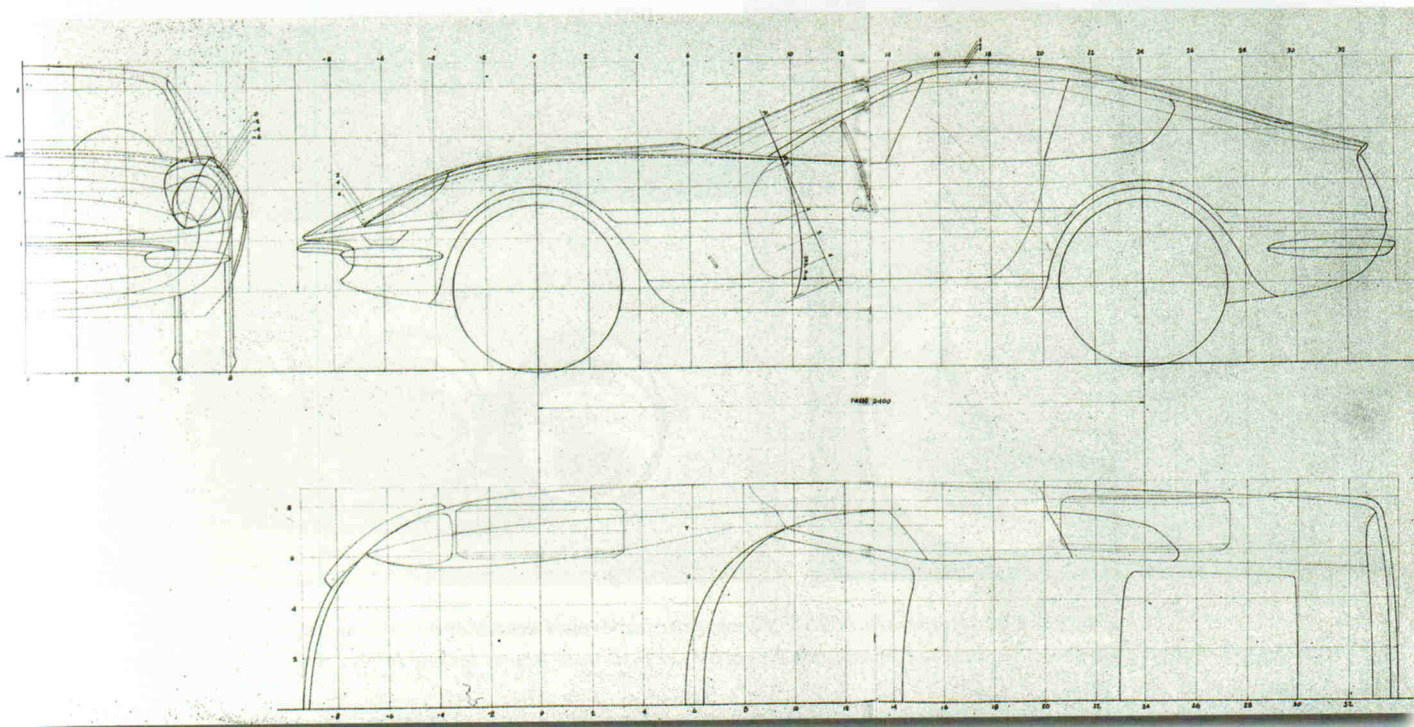
**I**n fact, it was sold even before the 365 GTB/4 was unveiled in 1968, changing hands to FIMA S.p.A for 8 million Liras (about the same as a new 275 GTB) and registered in Rome. The next owner, a Gian Paolo Salgarella of Bologna, paid 3 million Lira in 1972,

but then the car was said to have been damaged. Not much later it was exported to the US and found new homes in Georgia, Mississippi, Illinois and finally southern California, respectively.

Somewhere in between the car underwent a bit of a face lift when the color was changed from grigio to rossa and the headlights were changed to those from the 275 GTB model. Van Bergen believes that must have been to make the car more attractive for selling: "A prototype didn't mean much to many people in those days in America. 275 GTBs had been in a price rise for some time, so this must have had something to do with it", he says. Now red and wearing Perspex headlight covers, the car found a new owner in Dutchman Henk van de Meene in 1988. He stored it in his Swiss garage and sold it in the early 1990s to Carlo Perego, also in Switzerland. It then takes another ten years before Van Bergen becomes its ninth consecutive owner.

Shortly after having bought it, Van Bergen decided to begin a ground up restoration. His first thought was to do it himself, together with his restoration friend, but it soon becomes clear this job asked for specialists. Van Bergen: "We were doing an inlet manifold with lots of patience, when a Ferrari club member came over to have a look. 'What on earth are you doing there? I know you like Mercedes, but this is way too heavy. It needs to be lighter.' And so we started all over again."





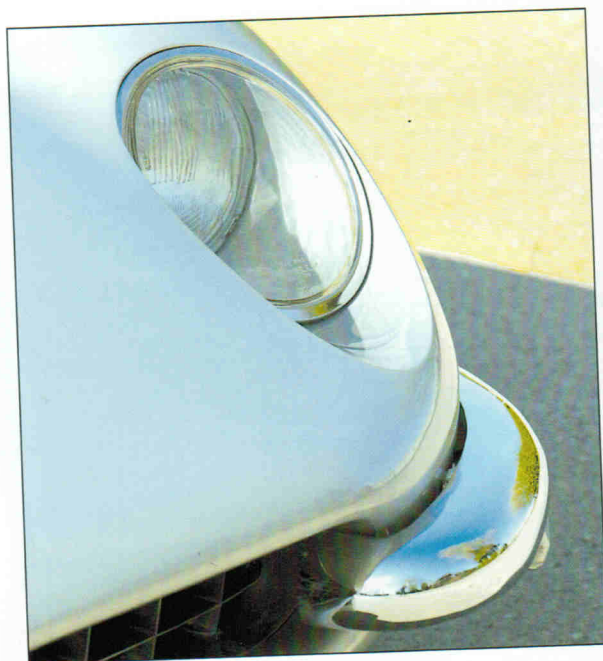
*Actual Pininfarina drawings for the prototype 365 GTB, with the 275 GTB holdover nose.  
From the book "Il Cavallino nei Cuore" by designer Leonardo Fioravanti. See page 83.*

Working from few photographs it became clear that the body had been modified, too. Van Bergen: "For the right hand headlight we could just reuse the housing, which was now placed on the left hand side. The rear wings were pretty bad, too, and needed lots of new metal." Meanwhile, he started a search for light units of the right type. Not easy. "The Fiat 850 Coupé has very similar headlights, but the glass on these is ribbed. We could only just see on the pictures that the Ferrari did not have that. It took me two years to find out what they were, Carello number this and that. Then I found a pair in the US and the man wanted \$1,250 dollars for them. Yes, I could have had new lights made, but I wanted the real thing. I always thought it would be worth it in the end."

It's no exaggeration that he wanted to make the car absolutely correct, judging from the photographic record he has kept with the car. The leather-clad aluminum dashboard; the factory paper that's been used behind the door plates; the seat frames that have been restored and coated; the paint primer that was applied to the car's body a year before it went to the spray booth in order to have it perfectly hardened out; the cellulose paint that was made to its original specification... all to be as original as possible.

And then there's the engine. Arguably the most significant part of this unique car, apart from the initial headlamps, is under that long bonnet, as you'll stumble upon the world's only Lampredi V-12 engine of the 243 type. It's an experimental engine with dry sump, double spark plugs on each cylinder and three rather than the usual four valves per cylinder. The block's base unit is the 330 GT's four liter, bored out to 4380 cc capacity, but any comparison of that to the aluminum cylinder heads falls short. Restorer Alex Jansen of Forza Service in Oss, who took on the car's engine work, assumed these heads were cast by Ferrari themselves: "They are totally flat which means the combustion chambers are formed by the hollowed out tops of the pistons. These flat heads also mean that the camshafts, two per cylinder bank, fit under a single valve cover. This also effectuates there was ample space for the double spark plugs, which were moved to the side." What did remain unchanged was the location of the six double 40 DCN Webers on top, although the characteristic crackle black air filter box had to make room for the six open trumpets as on Ferrari's competition cars. This unique engine may have more hidden secrets: Ferrari's P4 racers come with a similar construction for the spark plugs and also have double inlet valves with just one exhaust valve per cylinder.





PIETER E. KAMP IMAGES

*The 365 GTB prototype, s/n 10287, showing the important details of its conception. This prototype shows Ferrari's willingness to commission an entire car just to see how it looked in real time, before committing.*

There's no doubt the engine gives a spirited sound, too. Van Bergen switches on the petrol pump and turns the little key. The starter engine turns slowly and it takes a few revolutions before the twelve cylinders are filled and the engine starts with its characteristic metallic rasp. "This is not the ideal car for twisty broads", says its caretaker above the noises of the rumbling V-12. "It needs revs and runs at its finest when you shift gear at some 7000 rpm." But before coming even close to that, he warms it up gently. Only once the 90 degrees Celsius level is reached, he floors it and the prototype soon dances from one roundabout to the other - leaving the everyday traffic behind puzzled. In lower revs, the engine does indeed sputter now and then - the camshafts, says engine builder Jansen - but as soon as a straight turns up and the revolutions rise it breathes properly and it's then, when the needle of the rev counter jumps up like the Hertz-gauge on an amplifier, that the goose bumps come.

Compared to any modern sports car or GT, the seating position in the leather-clad bucket seats is remarkably high up. It does give a very good overall view, also aided by the thin A-pillars. The long nose stretches in front of you with the major instruments clustered behind the simple Nardi wheel: Odometer, oil temperature and pressure gauge plus rev counter, running up to 8000. The red line starts at 7, meaning Van Bergen is not afraid to use the just-rebuilt and unique engine. The dashboard itself is calmer than that of later Daytona production cars, with their eight-clock panel. This one has the remaining instruments placed towards the center - four more chrome-bezeled gauges for water temperature, petrol, ampères plus clock. Six toggle switches for the lights, petrol pump, heater vents and rear window heater finish it off. Oh, and there's this very Italian cigarette lighter, which won't be used by Van Bergen anymore.

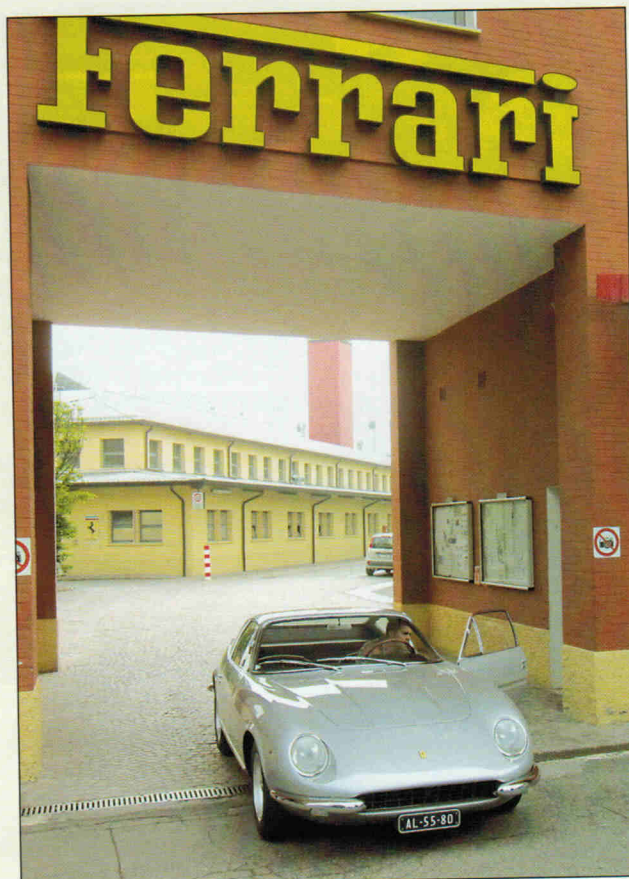
The odometer shows 32,400 kms - the restorers have resisted the temptation to put it back to zero - and Van Bergen has just driven it for few kilometers since the car's restoration was finished. Most of the miles since the restoration were made on the closed trailer behind his Mercedes ML up and down to Italy. First he took the car to the manicured lawns of Villa d'Este, while he made a little detour to Maranello on the way back to show the car to Marco Arrighi of Ferrari Classiche. For the only thing missing was the coveted Classiche certificate. That turned out to be a last hurdle as Arrighi, together with Massini, found sketchy pictures of the car, just clear enough to see that it used three rather than two rear lights. The question was if it had left Maranello with these back in 1968. It turned out to be so, and thus Van Bergen saw himself compelled to take the hacksaw to the back of his just-restored car. Ferrari made him a gesture when they told him the people who'd worked so hard to get the car finished could just as easily do the work in order to place those correct light units. Van Bergen: "That was fantastic. Because even though it was Ferrari Classiche, it felt to me as if I needed to hand over one of my children to an unknown surgeon, I would have insisted on sleeping next to the car if that would have been necessary!"

And so, despite the ups and downs, the near impossible parts to find and the deadline, which stretched from a year to almost ten years, Van Bergen is over the moon with the end result. And so is Ferrari, which awarded Certification and rewarded the restoration with a prominent display in their Maranello Museum. So, does Gerard van Bergen still dream of any other car now? He needs time to think of that, but comes up with a Daytona Competizione: "It needs to be something extravagant anyway. An ordinary Daytona is just too common for me now."



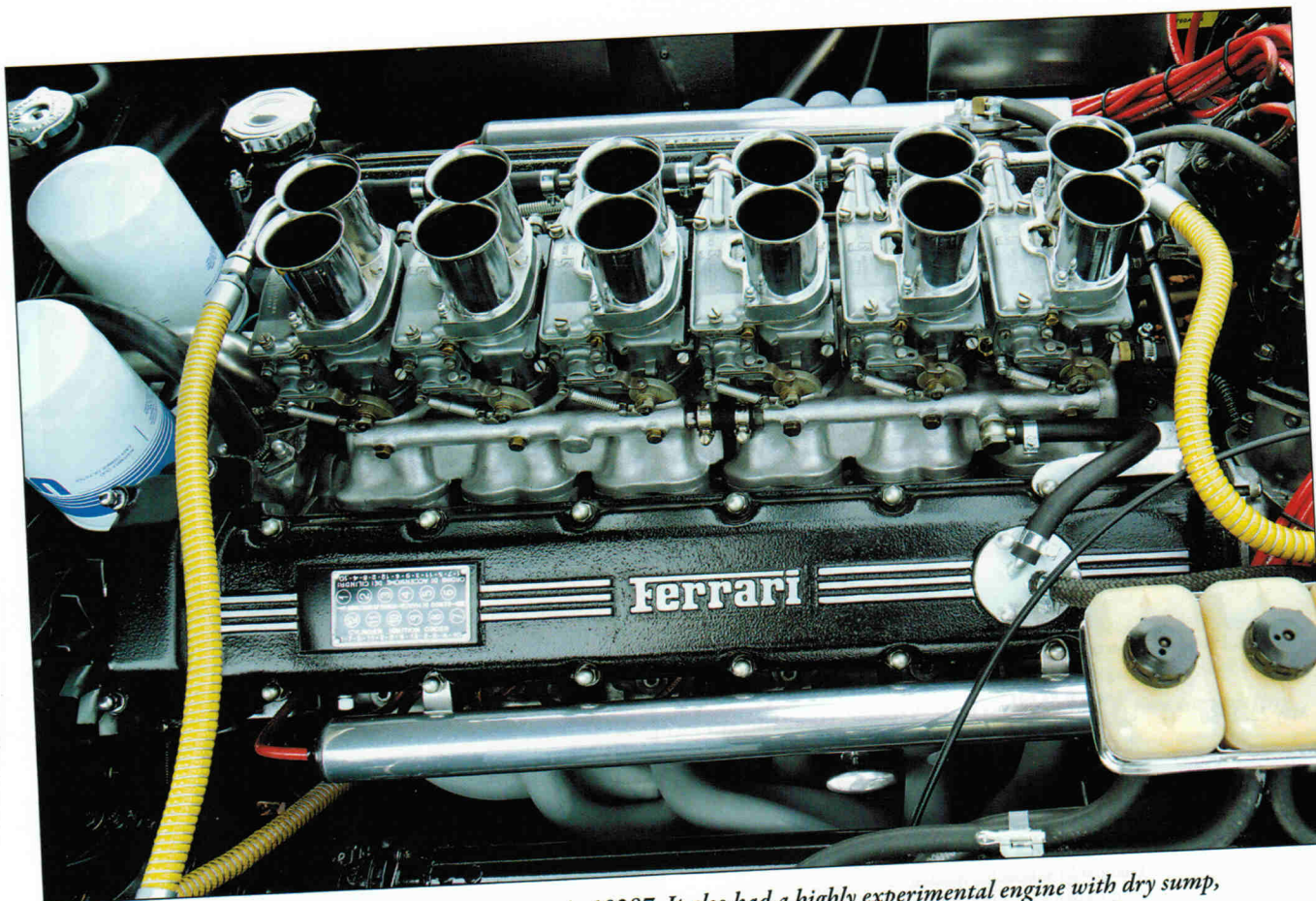
**FERRARI 365 GTB/4 BERLINETTA SCAGLIETTI PROTOTYPE**  
**1967, CHASSIS 10287... COMPILED BY MARCEL MASSINI**

Exterior color:	Originally Grigio Argento 106-E-1 Salchi
Interior color:	Originally Pelle Nero VM 8500 Connolly
Chassis type:	596 (275 GTB/4)
Engine type:	243 - basically a type 209 (330 GT 2+2), Heron head, 4380 cc displacement, block fitted with 3-valve heads, dual ignition and twin plugs per cylinder, engine block stamped #251 (Daytona engine type), also stamped #GTB 68, #2
Carburetors:	Three Weber 40 DCN (or six?)
Gearbox internal #:	757 (9x32)
Front end:	Similar to a 275 GTB/4, from windshield backwards similar to a Daytona The first Daytona prototype Open headlights, original six tail lights replaced with four standard tail lights Rear bumperettes replaced with full width rear bumper
Early 1967	Completed
1967	Extensively tested at the Modena Aerautodrome
April 18, 1968	Certificate of origin issued
May 8, 1968	Registered on Italian license plates of Rome "Roma B 85391"
May 22, 1968	Sold by Ferrari through official dealer Motors S.a.s. di Carla Allegretti e C., domiciled in Rome, to the first private owner FIMA S.p.A, domiciled at Via Celebria 56 at Rome, Italy, declared sales price was Italian Lire 8,000,000
February 1, 1972	Sold by FIMA S.p.A. to the second private owner Gianpaolo Salgarella, resident in Bologna, Italy, who paid Italian Lire 3,000,000
May 23, 1972	Exported from Italy to USA (the Italian ACI/PRA registration documents state the car was demolished which was a normal statement when a car was actually exported)
1974	Owned by Donald W. Fong, resident in Atlanta, GA, USA
1977	Dismantled engine seen by Gerald L. Roush at Fong's place
1978	Owned by Charlie Kemp, the then official Ferrari dealer in Jackson, MS, USA, repainted red
1978	Sold by Kemp to Victor N. Goulet, resident in Chicago, IL, USA
September 23, 1978	Shown by Goulet during the Ferrari Club of America Central States Regional event at Blackhawk Farms Raceway in Rockton, IL • (pictured page 24 of "Prancing Horse" magazine, issue #56)
1988	Still owned by Goulet, now living in Southern California, USA Registered on California license plates "2 CSE 148" Being quietly shopped around by Classic Motors of La Jolla, CA
1989	Owned by Dutch dealer Ed Swart, resident in Rancho Palos Verdes, CA, USA
January 29, 1989	Shown by Swart during the Ferrari Owners Club USA 275 GTB meeting at the Queen Mary in Long Beach, CA, USA
1989	Sold by Swart (through Sanders van der Velden and Hans Hugenholtz) to Henk P. C. Van de Meene, resident in Bosch-en-Duin, Holland, but kept in Switzerland Later Sold to Italian dealer Carlo Perego, resident in Le Mont-sur-Lausanne, Switzerland



May 1993	Seen at the Grand Prix of Divonne-les-Bains, France with dealer Carlo Perego, using Swiss dealer plates "VD 1552-U"
1993	For sale by Italian dealer Carlo Perego, resident in Le Mont-sur-Lausanne, Switzerland, using Swiss registration plates "VD 64762", later also using Swiss dealer plates "VS 1600-U"
September 1, 1995	Shown by Perego during the 20th Anniversary Meeting of the Club Ferrari Suisse in St. Moritz, race #20, using Swiss license plates of the canton Vaud "VD 64762"
September 23, 2003	Sold by Perego to Gerard W. M. Van Bergen, resident in Boven Leeuwen, The Netherlands Registered on Dutch license plates "AL-55-80"
July 2004- March 2012	Totally restored at Forza Service in Oss, The Netherlands, new interior by Henk Van Lith HVL, body painted by Bart Romijnders in Beneden Leeuwen, NL
May 25-27, 2012	Shown by Van Bergen at the Villa d'Este Concours d'Elégance at Como-Cernobbio
May 28, 2012	Inspected by Ferrari Classiche in Maranello, awaiting factory certification of authenticity
2013	Color featured in the Dutch magazine "GTO by AutoWeek", issue #3, text by Jeroen Booij and photos by Pieter E. Kamp
2014	Taillights corrected to six small circular Carello taillights
April 8, 2015	Factory Certificate of Authenticity #3332 F issued
May 4, 2015	Shown to Ferrari Classiche in Maranello
May 2015	Displayed at the Ferrari Museum in Maranello
February 2015	Color featured in Cavallino 211





*It's not only the nose that was unique to s/n 10287. It also had a highly experimental engine with dry sump, double spark plugs on each cylinder and three rather than the usual four valves per cylinder. The block's base unit is the 330 GT's four liter, bored out to 4380 cc capacity, and with 40 DCN Webers on top.*







PIETER E. KAMP IMAGES

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