

Schumacher's Mechanic now working at Daytona Auto Centre

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Woodbridge, Ontario, December 24, 2009 - F1 Grand Tour Ferrari Engineer and Mechanic joins Daytona Auto Centre's service team.



Mr. Massimo Conti , a Ferrari veteran, worked with Michael Schumacher and boasts well over 14 years on the track. A picture is worth a thousand words!

Daytona Auto Center of Woodbridge, Ontario has specialized in delivering unprecedented levels of sales and service to fine sports' car owners for over fifteen years. "We've catered to a clientele that appreciates technical expertise and sound judgment that is both proficient and prudent when it comes to managing and maintaining vehicles "says co-founder John Duca. "During these times of economic crisis, we are focusing our efforts and resources to increasing and expanding our core expertise – and that's in the service, maintenance and upkeep of fine cars; that's why we've recruited one of the world's best in Ferrari" continues Duca referencing their announcement of Mr. Massimo Conti's highly anticipated arrival at Daytona Auto Centre.



Mr. Conti served as Chief Mechanical and Technical Engineer with Team Ferrari under the leadership of Michael Schumacher, world renowned Formula One race car champion. Mr. Conti boasts specialized expertise with Ferrari's, Lamborghini's, Formula One racing cars and historical vehicles such as the 333 SP.

“Bringing Mr. Conti onboard represents our stand to maintaining higher standards not just for our service but for the standard of car care our customers expect and deserve” says co-founder and Chief Mechanic, Alex Armelin. “For all Ferrari owners, I invite them to bring their vehicles in to have the true needs of the cars they care for assessed, and to be superimposed with one of the world’s most masterful mechanics inside the realm of Ferrari’ says Armelin.

Mr. Conti joins Daytona April 14th 2009, and there will be a Special Dealer Reception in his honour. Join Daytona and meet in person their newest and most intriguing family member. “I am delighted to bring to Daytona my first-hand F1/Schumacher mechanical experience, to all Ferrari owners across Ontario – from my new home, Daytona” says Conti

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