

OFFICIAL PUBLICATION OF THE PUGET SOUND AUTOMOBILE DEALERS ASSOCIATION

# THE PUGET SOUND DEALER

## Ferrari



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*(l. to r.) Roberto; Pasquale; and Tino  
Photo by Adam Buchanan*

# The Perrina Family

## *Pasquale, Tino and Roberto*

By Craig Chastain

**P**assion. There's no other word for it.

You feel it the moment you step into the historic Capitol Hill structure that has housed the world's most exquisite automobiles for decades.

You hear it in the unmatched sound of a Ferrari engine springing to life at the hands of a skilled technician.

You sense it as Pasquale, Tino and Roberto Perrina tell the story of Ferrari Maserati of Seattle.

"I've loved cars since I was a little boy," says Pasquale, the patriarch of the multi-generational Perrina automotive family. "When I was six years old I could identify any car in our town just by the sound of the engine."

In 1968, the young car enthusiast left his native Italy for America to follow and marry Lidia, the love of his life, whose family had resettled in Seattle. It wasn't long before he was an accomplished technician, first for British Motor Cars and then for Alfa Romeo. Twice honored among the top ten Alfa Romeo technicians in North America, by the early 1990's he was ready to embark on his own dealership venture when the Alfa Romeo franchise became available.

Pasquale the entrepreneur didn't have to look far for a new partner – son Tino had been watching and learning from his dad for years. Among Tino's first words, it should be noted, was "Ferrari."

"I always knew I would join my father in the business," says Tino. "I was a business major at Washington State and actually tried a 'real job' for about six months, but growing up working together in our garage really sealed my future. We ate, slept and drank Italian cars."

With a small bank account and a big vision, the Perrinas opened and grew their Alfa Romeo franchise in 1992 and added Lamborghini in 1997. In 1995 Alfa Romeo withdrew their U.S. operations and the family began to turn their attention to Ferrari and Maserati. The existing Ferrari franchise had been at the Seattle location at 12<sup>th</sup> and Madison since the mid-70's, and in 1999 the Perrinas moved in to establish Ferrari Maserati of Seattle.

“It was a true family business right from the start,” says Roberto. “We worked long hours, every day. I started by washing cars, our sister worked in the office, our mom managed everything and always waited up for us with a hot meal no matter the hour.”

Today, that family tradition has grown into a team of 20 gifted professionals with a national reputation for excellence in customer and community service. Each of them knows the responsibility that comes with representing some of the world's most elite automobiles.

“When you walk through the gates of the Modena factories, you literally feel Ferrari and Maserati,” says Tino. “We want our clients to have that same experience.”

World-class client service begins and ends, as one might expect, with Pasquale. His presence is felt from the showroom to the service bays, his advice and counsel an invaluable asset to his own technicians and to others around the country. He test-drives every new, pre-owned and serviced vehicle before it is returned to the customer.

“We're one of only six dealers in the nation who offers the Alfa Romeo



Adam Buchanan

***Pasquale Perrina. The family passion and tradition begins here. He built a family business that defines excellence and integrity***

8-C Competizione,” says Roberto. “Pasquale is still our best technician when it comes to Alfa Romeo – he's our own in-house quality control.”

Ferrari and Maserati clients bring high expectations to their relationships with the dealership.

“Our clients come from all walks of life, but when it comes to cars of this caliber, you either get it or you don't,” says Tino. “When someone makes a decision for a Ferrari or Maserati, they become part of our family.”

Roberto agrees. “Many of my clients have become close friends,” he

says. “We share a love for these cars, from the road to the race track.”

Indeed, the rich racing heritage of Ferrari has extended to the Seattle team. Formula 1 races are regularly on their calendars, and their technicians are frequently found in the pits at North American Ferrari Challenge events. They have hosted driver clinics at regional racetracks conducted by some of the top competitors in motorsports.

Most importantly, the spirit of giving back to community has been fervently passed from Pasquale and Lidia to their children. Long-time benefactors to Children’s Hospital, the family also supports Virginia Mason hospital, the Pacific Northwest Ballet and other charities. They frequently host charitable events in their showroom with elite automobiles providing a compelling backdrop.

On any Sunday, you’ll likely find most of the Perrina family assembled together for a traditional Italian food-and-family gathering. Amidst the chatter of grandchildren and lively conversation there is sure to be lots of car talk: Pasquale’s progress in renovating his beloved 1967 Fiat 500... the prospects for Ferrari at Sebring... the new Maserati Gran Turismo Convertible.

World class dream cars. An American dream. What you hear, what you feel, is the passion.