Ferrari – South African trademarks

Updated 8 November 2026

Ferrari is an Italian maker of luxury sports cars, also known for its Formula 1 team and its licensed clothing and merchandise.

How Ferrari has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#207
largest trademark owner in South Africa (of 121,626)

296
trademarks filed

5
different logos published since 2020

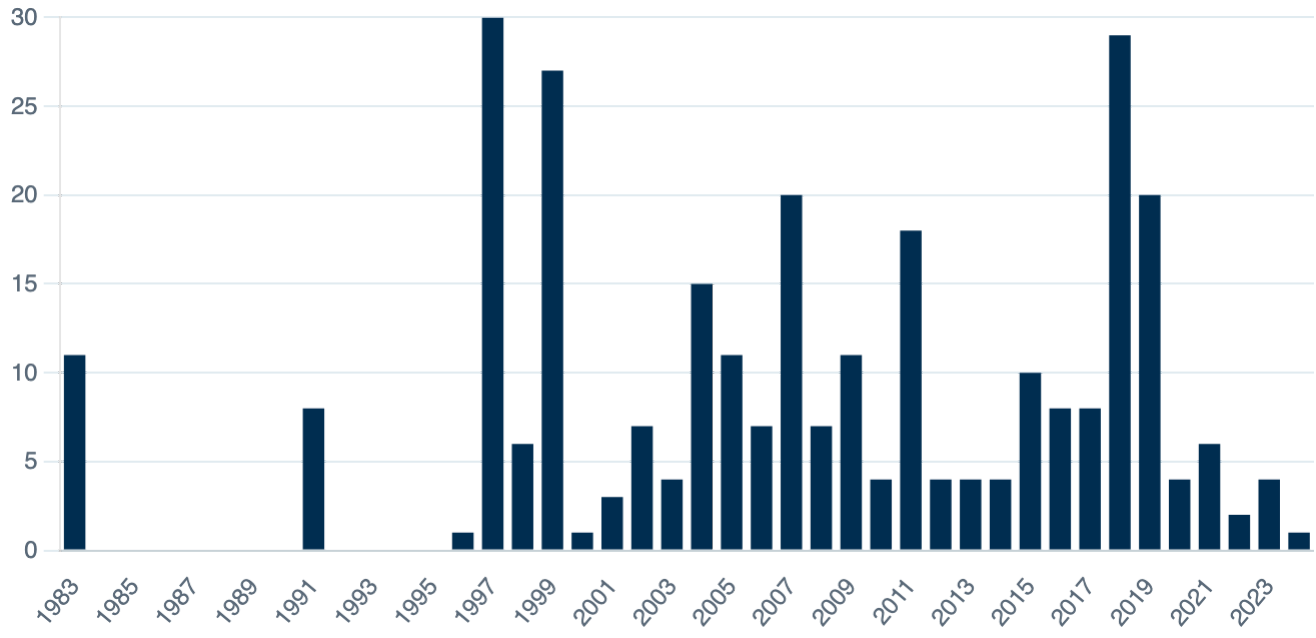
22
of 45 classes used

1983
first trademark filed

83
filed in the last 10 years

A portfolio built over time

Ferrari filed its first South African trademark in 1983 and has filed 296 since; its busiest year was 1997, with 30 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

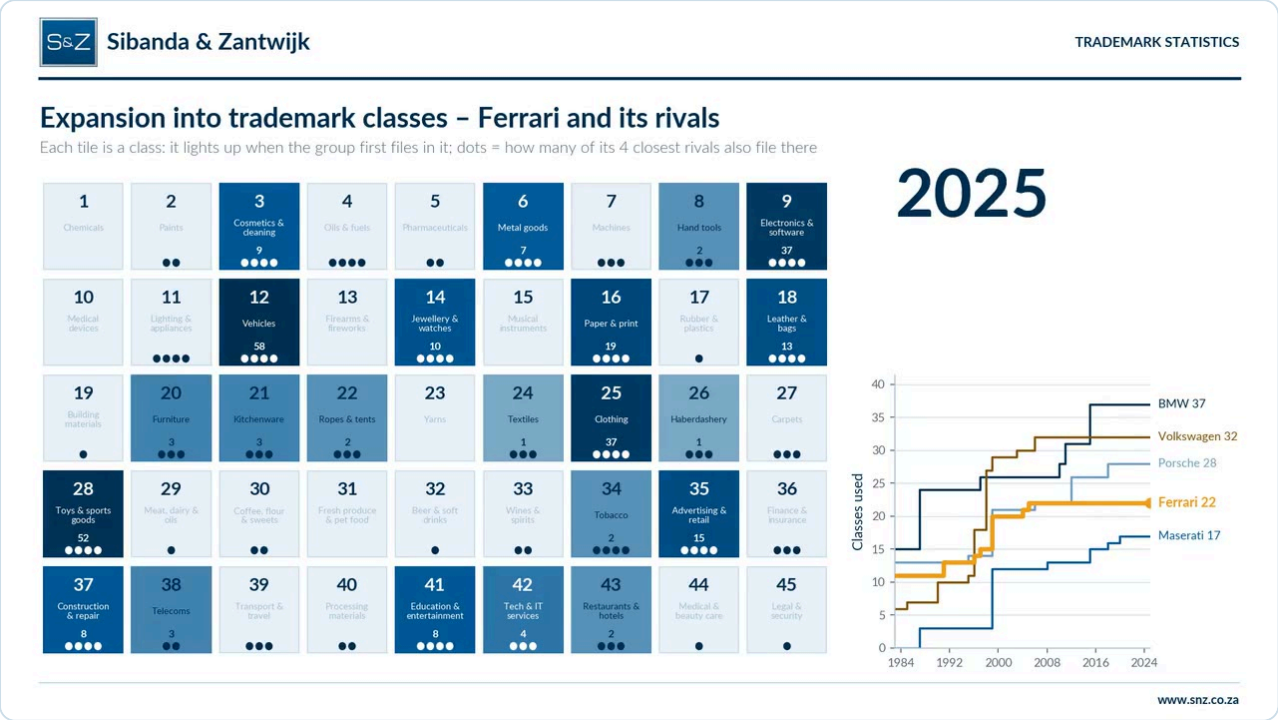
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Ferrari	303	1983–2025

Where Ferrari expanded its business

Trademark classes show what a business sells. Ferrari's portfolio is concentrated in vehicles (class 12), toys & sports goods (class 28), electronics & software (class 9). Its most recent moves were into ropes & tents (2005), telecoms (2004), textiles (1999).

Ferrari trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ferrari-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	58	19.6%	1983
28 Toys & sports goods	52	17.6%	1991
9 Electronics & software	37	12.5%	1983
25 Clothing	37	12.5%	1996
16 Paper & print	19	6.4%	1983
35 Advertising & retail	15	5.1%	1983
18 Leather & bags	13	4.4%	1983
14 Jewellery & watches	10	3.4%	1983

The brands Ferrari protects most

The word marks and logo names Ferrari has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	FERRARI	47	17	1983–2018
2	SCUDERIA FERRARI	24	15	1999–2018
3	SF	22	11	1997–2011
4	FERRARIDEA	8	8	1991–1991
5	SF SCUDERIA FERRARI	8	8	2007–2007
6	599XX	5	5	2009–2009
7	FERRARI OWNERS'CLUB	5	5	2021–2021
8	S F	5	5	1999–2005
9	SOUTHERN EQUITORIAL FERRARI AUTOMOBILI CLUB	5	5	2004–2004
10	458 ITALIA	4	4	2009–2009
11	458 SPECIALE	4	4	2014–2014
12	458 SPIDER	4	4	2011–2012
13	488 GTB	4	4	2015–2015
14	488 SPIDER	4	4	2015–2015
15	599 GTO	4	4	2010–2010

Logos filed most often (since 2020)

22 filings · 8 classes	3 filings · 3 classes	3 filings · 3 classes	1 filing · 1 class	1 filing · 1 class

Ferrari's logos

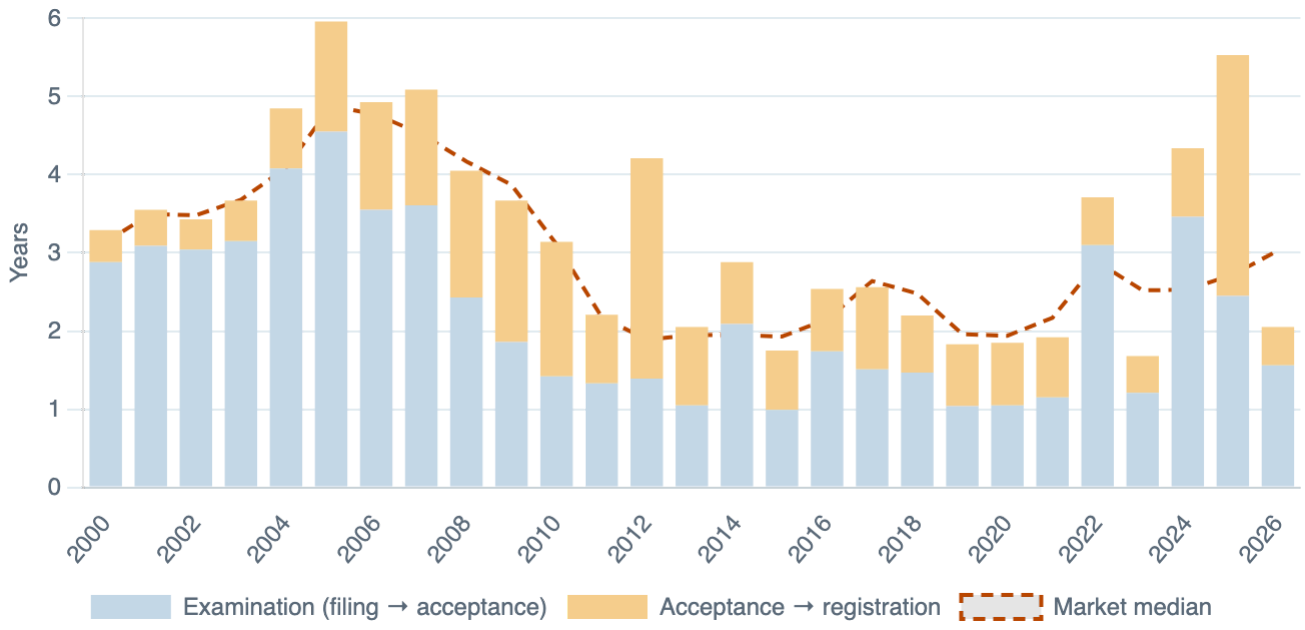
The 5 different logos Ferrari has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

8 classes	3 classes	3 classes	1 class	1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Ferrari's marks took a median of **2.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

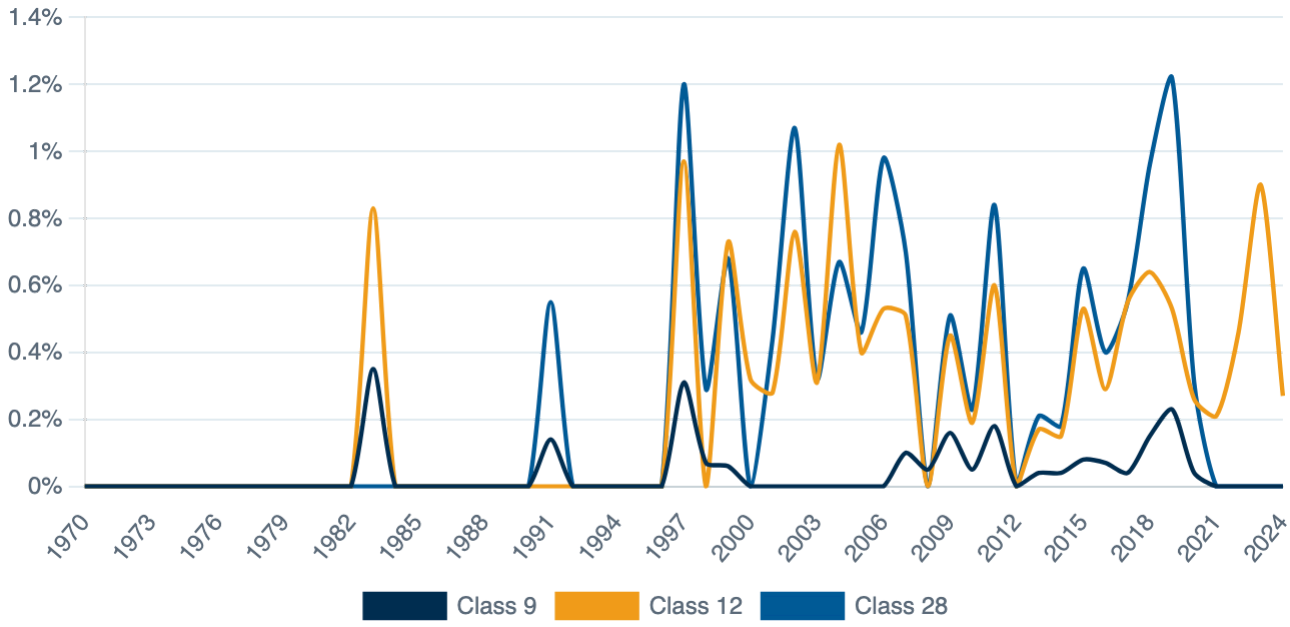


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Ferrari's classes

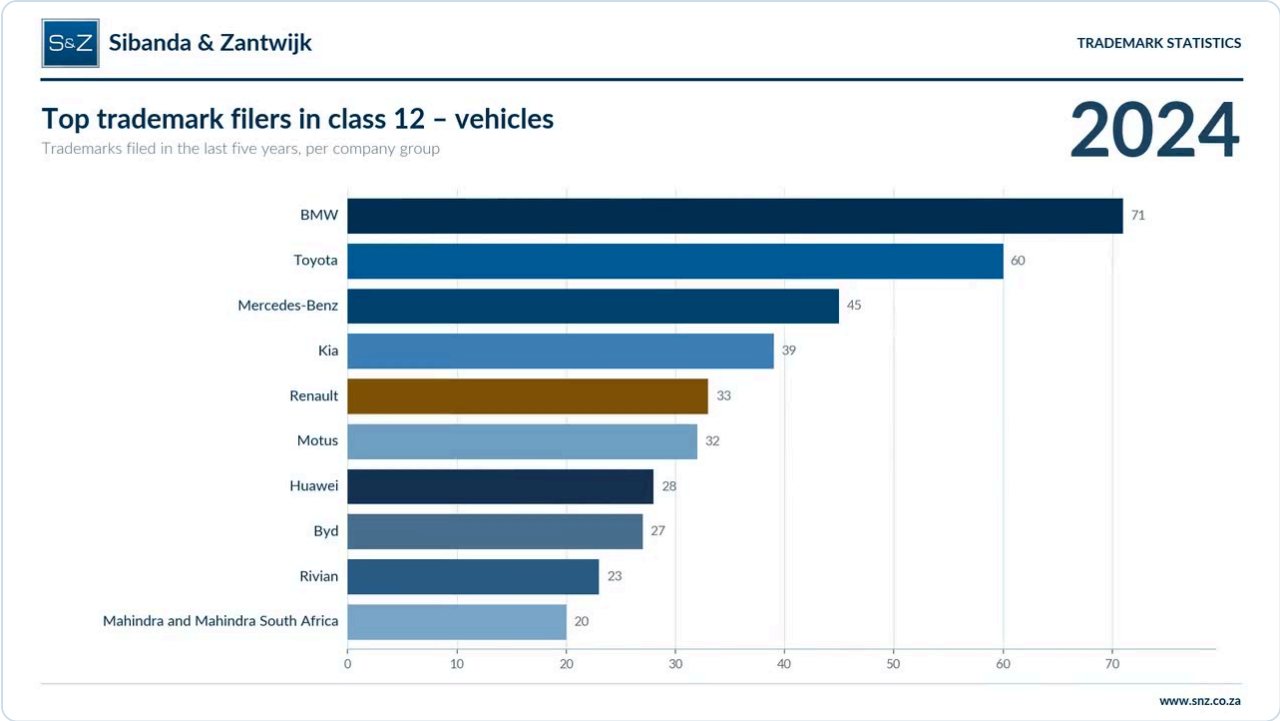
> Ranked by **number of trademarks filed in Ferrari's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Ferrari's market position, not who is most like it.

In the last five years, Ferrari was **#35** of 891 filers in class 12 (vehicles), with 9 of 2,078 trademarks; **#585** of 842 filers in class 28 (toys & sports goods), with 1 of 1,560 trademarks; **#3326** of 4,926 filers in class 9 (electronics & software), with 1 of 10,252 trademarks.



Ferrari's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Ferrari



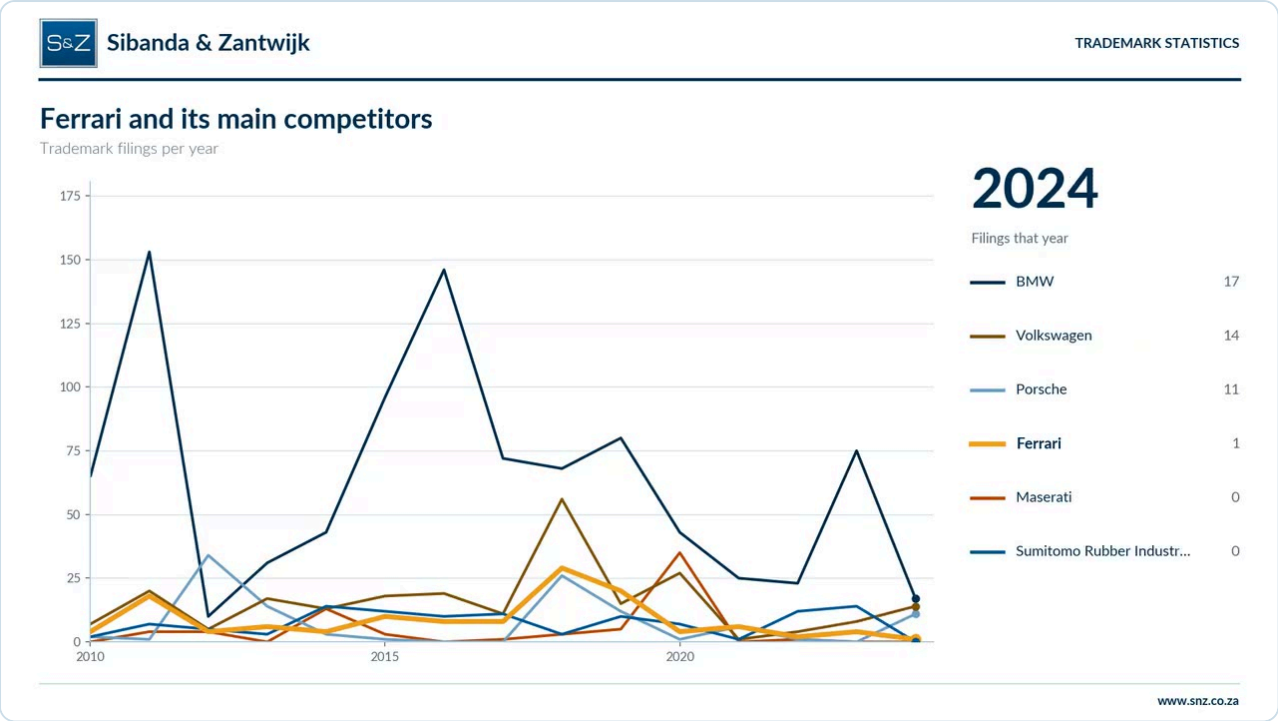
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ferrari-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Ferrari

> Ranked by **how similar their whole trademark portfolio is to Ferrari's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Ferrari's closest competitors in South Africa are BMW, Maserati, Porsche and Volkswagen.

Ferrari trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ferrari-south-african-trademarks/competitors-video.html

Trademark filings per year: Ferrari (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BMW	Direct competitor	81%
2	Maserati	Direct competitor	68%
3	Porsche	Direct competitor	67%
4	Volkswagen	Direct competitor	66%
5	Sumitomo Rubber Industries	Direct competitor	65%
6	Jaguar Land Rover	Direct competitor	65%
7	Michelin	Direct competitor	62%
8	Formula One Licensing	Other field	73%
9	Shimano	Other field	69%
10	Caterpillar	Other field	66%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Ferrari – relevant export countries

South Africa exported **US$10.0 billion** of the goods Ferrari's main classes cover in the last year – automobiles; tires; vehicles; cars (class 12); toys; playing cards; toy vehicles; games (class 28); computer software; computer hardware; computers; sunglasses (class 9); hats; shirts; clothing; jackets (class 25); books; posters; stickers; calendars (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Ferrari's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$4.2 billion	+4%	National	US$2,388
2	United States of America	74	US$1.6 billion	+3%	National	US$3,425
3	United Kingdom	72	US$1.4 billion	+3%	National	US$1,371
4	Canada	62	US$78 m	+1%	National	US$2,192
5	Switzerland	60	US$133 m	+2%	National	US$1,660
6	Australia	59	US$161 m	+2%	National	US$2,380
7	Singapore	59	US$46 m	+27%	National	US$2,144
8	Hong Kong SAR	57	US$6.7 m	+11%	National	US$1,715
9	Russian Federation	57	US$110 k	+27%	National	US$1,915
10	Ukraine	55	US$31 m	+33%	National	US$1,375

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Egypt	53	US$81 m	+8%	National	US$2,278
2	Nigeria	52	US$10 m	-6%	National	US$1,015 S&Z
3	Tanzania	51	US$35 m	+5%	ARIPO	US$450 S&Z
4	Namibia	51	US$266 m	+11%	ARIPO	US$450 S&Z
5	Malawi	51	US$38 m	+43%	ARIPO	US$450 S&Z
6	Zimbabwe	50	US$133 m	+10%	ARIPO	US$450 S&Z
7	OAPI (17 states)	50	US$26 m	+3%	National	US$1,563 S&Z
8	Uganda	49	US$5.4 m	+11%	ARIPO	US$450 S&Z
9	Mozambique	47	US$64 m	-4%	ARIPO	US$450 S&Z
10	Mauritius	46	US$25 m	+15%	National	US$1,154

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
FERRARI	17	US$3,451	US$3,779
SCUDERIA FERRARI	15	US$3,045	US$3,410
SF	11	US$2,233	US$2,671
FERRARIDEA	8	US$1,624	US$2,117
SF SCUDERIA FERRARI	8	US$1,624	US$2,117

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Ferrari's five most-filed brands: word marks of **other companies** (not Ferrari's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to FERRARI (classes 9, 12, 16, 25, 28; searched 2018-11-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to SCUDERIA FERRARI (classes 9, 12, 16, 25, 28; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to FERRARIDEA (classes 3, 6, 9, 14, 16, 18, 28, 34; searched 2019-03-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to SF SCUDERIA FERRARI (classes 12, 16, 18, 25, 28, 35, 37, 41; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to 599XX (classes 9, 12, 25, 28, 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

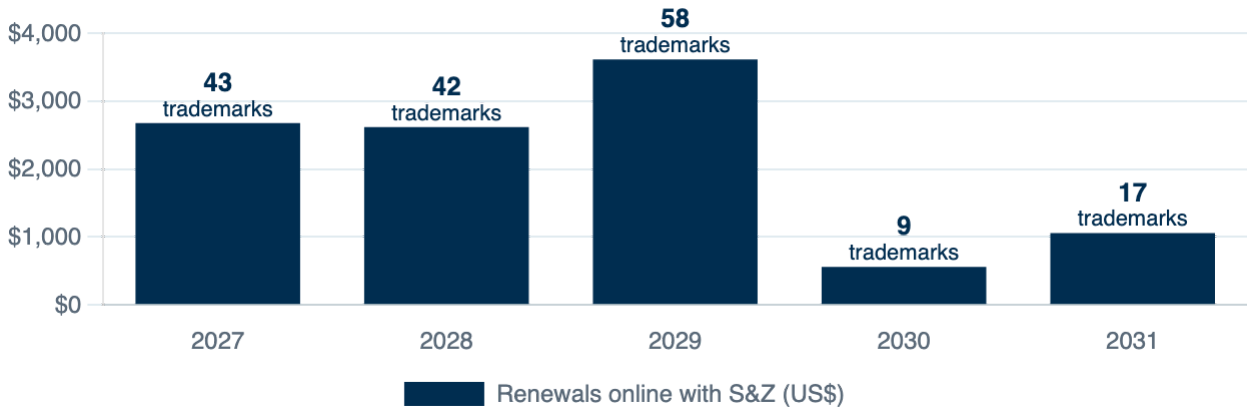
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Ferrari's next five years of renewals

169 of Ferrari's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$10,527 over the five years.



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