Incident 966: Ferrari Executive Targeted by AI Deepfake Scam Impersonating CEO Benedetto Vigna

Description: A Ferrari executive was targeted by an AI-generated deepfake impersonating CEO Benedetto Vigna in an alleged fraud attempt. The scammer, using WhatsApp and a cloned voice, claimed an urgent, secretive financial deal required immediate action. The executive became suspicious after detecting slight artificial intonations; the scam failed when the executive tested the caller by asking about a recent book recommendation.

Editor Notes: The incident date of 07/16/2024 is an approximation. Reporting suggests it was on a Tuesday in July 2024 that the incident occurred.

Tools

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Entities

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Alleged: Unknown deepfake technology developer and Unknown voice cloning technology developer developed an AI system deployed by scammers , Fraudsters , Phishers and Scammers impersonating Benedetto Vigna , which harmed Unnamed Ferrari executive , Benedetto Vigna and Ferrari .

Alleged implicated AI systems: Unknown deepfake app and Unknown voice cloning technology

Incident Stats

Incident ID	966
Report Count	2
Incident Date	2024-07-16
Editors	Daniel Atherton

Incident Reports

Reports Timeline

● Incident Occurrence

● Ferrari Avoided Potentially Losing Millions To An AI CEO Deepfake In The Most Ironic Way Possible

● Why detecting dangerous AI is key to keeping trust alive in the deepfake era

Ferrari Avoided Potentially Losing Millions To An AI CEO Deepfake In The Most Ironic Way Possible

theautopian.com

Ferrari Avoided Potentially Losing Millions To An AI CEO Deepfake In The Most Ironic Way Possible

theautopian.com · 2024 ⌄

The world is an extraordinarily complex place. I feel like we've only just come to terms with the concept of images being photoshopped, and now AI deepfake voices and videos are making it difficult to trust anything. It's important to liste...

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Why detecting dangerous AI is key to keeping trust alive in the deepfake era

weforum.org · 2025 ⌄

The finance worker in Hong Kong thought nothing unusual about the video call. Their UK-based chief financial officer needed urgent approval for a confidential acquisition, and several familiar colleagues joined to discuss details.

After tho...

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Variants

A "variant" is an AI incident similar to a known case—it has the same causes, harms, and AI system. Instead of listing it separately, we group it under the first reported incident. Unlike other incidents, variants do not need to have been reported outside the AIID. Learn more from the research paper.

Seen something similar?   **+ Submit a Variant**
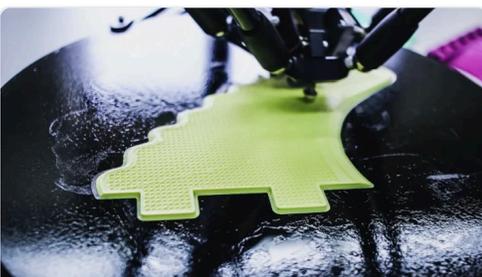
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.V2lraXBlZGlhIFZhbmRhbGlzbSBQc

Incident.7

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Research

Defining an "AI Incident"
Defining an "AI Incident Response"
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Related Work
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