



PRESS RELEASE

Automobili Pininfarina Chief Product and Engineering Officer Paolo Dellacha. As part of a series of exclusive new films shown on a day dedicated to Automobili Pininfarina and the new Battista pure-electric hypercar, this preview of the Battista and its rigorous test programme will be broadcast online at the website of the inaugural Concours Virtual [here](#) at 14:00 CET on 07 August.

Automobili Pininfarina CEO Per Svantesson said: *"The opportunity to showcase the work of the Automobili Pininfarina team as part of the Concours Virtual coincides with the first Battista prototype test vehicles nearing completion at the home of our hypercar and Pininfarina SpA in Cambiano, Italy.*

"Throughout a challenging period, our engineers and experts across the business have worked tirelessly to ensure we bring Battista to life this year. We now have the opportunity to show our prospective clients and the community gathering online for the Concours Virtual the remarkable progress we have made."

Geoff Love, Co-Chairman of the Concours Virtual said: *"We are delighted that Automobili Pininfarina has chosen the Concours Virtual to showcase their prototype technology. With so few physical events taking place this year, manufacturers have searched for innovative ways to present their future plans.*

"Concours Virtual is the perfect environment with its global audience of collectors and true enthusiasts. We are very much looking forward to presenting Automobili Pininfarina on the 07 August."

Three all-new films will be broadcast at the Concours Virtual:

TIME: 14:00 CET

TITLE: Past, Present and Future: Shaping Automobili Pininfarina

HOSTS: Paolo Pininfarina – Chairman, Pininfarina SpA and Per Svantesson – CEO, Automobili Pininfarina

DETAILS: As the Pininfarina SpA design house continues to thrive, with the strength 90 years of exceptional design innovation, Automobili Pininfarina has the ambition to become the world's most admired luxury carmaker. Paolo Pininfarina, Chairman of Pininfarina SpA, will share his unique views on why the famous 'tradition of innovation' of the design house founded by his grandfather Battista 'Pinin' Farina is



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as relevant today as ever before, while Per will discuss his plan to make sustainability an essential principle of luxury, starting with the launch of the Battista pure-electric hypercar.

TIME: 14:20 CET

TITLE: Battista Anniversario - Concorsi Virtual World Premiere

HOST: Luca Borgogno – Chief Design Officer, Automobili Pininfarina

DETAILS: No more than five Battista Anniversario will be crafted, with this pure-electric luxury hypercar created as a tribute to iconic designer Battista 'Pinin' Farina. In this exclusive presentation, Luca Borgogno will give his personal perspectives on the bespoke exterior and interior design features that make the Battista Anniversario so very special.

TIME: 14:40 CET

TITLE: Battista Coming to Life: The Prototype Story

HOST: Paolo Dellacha - Chief Product and Engineering Officer, Automobili Pininfarina

DETAILS: In this film, Paolo will explain the objectives and processes of his dedicated engineering team as they accelerate technical development of the 1,900hp, pure-electric Battista. As the camera dives under the skin of the Italian design masterpiece, secrets relating to tuning, testing, manufacturing and more will be revealed.

Ends.

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www.automobili-pininfarina.com/media-zone



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EDITOR'S NOTES

THE AUTOMOBILI PININFARINA BATTISTA

The Battista will be the most powerful car ever designed and built in Italy and it will deliver a level of performance that is unachievable today in any road-legal sports car featuring internal combustion engine technology. Faster than a current Formula 1 race car in its 0-100 km/h sub-two second sprint, and with 1,900 hp and 2,300 Nm torque on tap, the Battista will combine extreme engineering and technology in a zero emissions package. The Battista's 120 kWh battery provides power to four electric motors – one at each wheel – with a simulated WLTP range of over 500 km (310 miles) on a single charge.

ABOUT AUTOMOBILI PININFARINA

Automobili Pininfarina is based in operational headquarters in Munich, Germany, with a team of experienced automotive executives from luxury and premium car brands. Designed, engineered and produced by hand in Italy, the Battista hypercar and all future models will be sold and serviced in all major global markets under the brand name Pininfarina. The new company aims to be the most sustainable luxury car brand in the world.

The company is a 100 per cent Mahindra & Mahindra Ltd investment and has been named Automobili Pininfarina following the signing of a trademark licence agreement between Pininfarina S.p.A. and Mahindra & Mahindra Ltd. Pininfarina S.p.A. will take an influential role in supporting design and production capacities based on their unique 90-year experience of producing many of the world's most iconic cars.

Anand Mahindra, Chairman, Mahindra & Mahindra, Paolo Pininfarina, Chairman of Pininfarina S.p.A., and Dr Pawan Goenka, Chairman, Mahindra Racing, launched the new car brand at the Rome Formula E race on 13th April 2018. Mahindra has quickly built up experience of cutting-edge 'race-to-road' sustainable high-performance technological innovation having competed in every Formula E race since the world's most innovative motor racing series began in 2013.

ABOUT THE CONCOURS VIRTUAL

The Concours Virtual Presented by Hagerty is a world class Concours d'Elegance, attracting over 200 of the world's greatest cars. The event, which opened on June 30th and goes on until August 9th, is hoping to raise £75,000 for Unicef. It has not only attracted an amazing collection of cars but a unique group of expert judges, from Wayne Carini, the TV star of the Discovery Channel's 'Chasing Classic Cars', to classic car collector and Pink Floyd drummer Nick Mason, and Goodwood Festival of Speed and Revival founder, the Duke of Richmond.

The Concours has 18 classes, ranging from Cars of the Art Deco period to Concept Cars of the 1970s, and 70 years of Formula 1. The classes are being judged by more than 40 judges from the world of classic and supercars, who will ultimately choose the Best in Show. Alongside the Concours cars, the event also celebrates some of the world's most innovative manufactures on the concept lawn and presents a number of high quality brands in the retail quarter. The Virtual Concours has been organised by Hothouse Media, publishers of the global quarterly classic car magazine Magneto and the annual Concours Yearbook.