



AUTOMOBILI PININFARINA POWERS UP WITH NEW GLOBAL HEADQUARTERS, MANAGEMENT TEAM ADDITIONS AND MAJOR EV TECHNOLOGY SUPPLY DEAL

- > Rimac to supply high performance EV powertrain and battery technology for new Automobili Pininfarina PFO hypercar
- > Automobili Pininfarina strengthens management team with ex-Porsche Mission E Engineering Project Lead Christian Jung joining as Chief Technical Officer
- > Nick Heidfeld makes first appearance as Development Driver for Automobili Pininfarina PFO bringing Formula 1 and Formula E experience from race track to road
- > Munich confirmed as Automobili Pininfarina's new corporate headquarters
- > B-Roll, Images and Highlights film all hosted on www.globalmediacentre.com

(Munich, 28th September 2018): Automobili Pininfarina has today made a series of power-packed announcements from its new Munich headquarters that will see it strengthen its management team, secure cutting-edge, world-beating electric powertrain technology, and put Formula 1 and Formula E experience in the PFO hypercar driving seat.

Building on the successful debut of the PFO luxury electric hypercar concept to supercar owners, luxury car retailers and automotive connoisseurs in Monterey and Pebble Beach last month, the Automobili Pininfarina team has returned to Europe to set in place the business foundations and partnerships that will lead to the delivery of the first PFO in late 2020.

Munich has been confirmed as the company's corporate and operational headquarters, providing access to expertise and engineering networks in arguably the world's most successful and technologically advanced car market. Munich's reputation as one of the world's most exciting cities and its proximity to northern Italy, the home of Pininfarina SpA – who will design and build the PFO under contract – was key to CEO Michael Perschke's selection of it for the global headquarters.

At a press conference in Bavaria's capital city today, Perschke and special guest Dr. Pawan Goenka, Mahindra & Mahindra Managing Director and Chairman of the Supervisory Board of Automobili Pininfarina, also introduced a stellar cast of partners and collaborators in this exciting new dawn for sustainable, luxury, high-performance cars.

Dr. Pawan Goenka said: *"The operating model for this business is exciting and absolutely relevant for the new mobility world in which we now live. It begins in Munich, bringing together the greatest minds and most innovative technology partners in the world, and investing in the right people and suppliers."*

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This will ensure Automobili Pininfarina delivers on its promise to develop a range of beautiful, technically advanced, zero emissions, luxury cars befitting the Pininfarina brand. PFO is the first result of this teamwork and will be a benchmark in the new EV hypercar arena."

Perschke said: *"Today marks a significant step for the launch of a range of Pininfarina-branded cars and for PFO, which will be the most powerful Italian-built sports car in history – and the first luxury hypercar to be conceived in Germany. We have developed a sophisticated brief to deliver a ground-breaking all-electric hyper GT car to clients from 2020, and now we are curating the partners and suppliers to deliver this dream. The results will be electrifying for owners of Automobili Pininfarina cars in the future!"*

Technical partnership confirmed with Rimac

As electrification becomes both a genuine powertrain performance option and a necessary engineering solution for the modern world, Automobili Pininfarina has secured a unique technical partnership with Rimac to provide battery and drivetrain expertise, software and hardware.

Having started his company as an innovative and cutting-edge supplier of electric powertrain products less than ten years ago, Mate Rimac and his team have made significant steps into the automotive establishment, supplying electric power to a number of global sports and supercar brands. The contract with Automobili Pininfarina marks a significant step for both parties, as Automobili Pininfarina secures an innovative, successful and highly proficient technical partner, whilst Rimac secures their first series production automotive supply contract.

Mate Rimac said: *"We are very excited about this challenge. Combining Rimac values – technology, innovation and performance with the heritage, history and Italian design of Automobili Pininfarina makes a perfect synergy for an exciting new hypercar – the PFO. This partnership is a big milestone for both companies and we are looking forward to bringing this incredible machine to life together."*

Dr. Christian Jung and Dr. Peter Tutzer join Automobili Pininfarina

As Automobili Pininfarina begins the countdown to delivery of the world's first luxury electric hypercar in 2020, its Management Team has been strengthened further with the appointment of Christian Jung as Chief Technology Officer. In addition, Peter Tutzer joins the business as PFO Senior Technical Advisor.

Jung joins as Chief Technical Officer having risen through the ranks of BMW Group in Germany and the USA, and Porsche AG. Jung moves from California where he has been based for about one and a half years, most recently as Faraday Future's Senior Director of Electrical Engineering and Platform Strategy. Before that he was Porsche's Director for E-Mobility Systems Design and a leading part of the initial project lead team for the Mission E and additional electrification projects.

Holding a PhD in mechanical engineering, Peter Tutzer has more than 35 years' experience in the automotive industry. Peter began his career at Porsche, where he was ultimately appointed as Chief Engineer for the company's race car programme. Peter then joined Pagani where he was responsible for the chassis, vehicle layout and packaging of the Pagani Zonda before joining Bugatti where he played an integral role in the engineering and development of the Bugatti Veyron. Responsible for the complete car layout – packaging and integration of chassis and aerodynamics –

Press Release

he also managed the complete car test and development programme. Peter has also held the role of Technical Director at Lotus Cars and, most recently, held the position of Chief Technical Officer at Thunder Power EV.

Nick Heidfeld confirms new role as Automobili Pininfarina Development Driver

Kickstarted by winning all major Junior Championships such as F3 and F3000, Nick Heidfeld now has an accumulated experience of 20 years in top-level Motorsport. This includes a successful Formula One Career spreading over 183 races, class wins at the famous 24h of Le Mans sportscar-race and the unprecedented achievement of podium appearances in four different race categories at the illustrious Monaco Grand Prix. He has been part of the all-electric Formula E Championship since its inception and has helped Mahindra Racing grow into a winning team over the last three seasons, prior to confirming his role as an integral member of the Automobili Pininfarina team.

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Editor's notes

Automobili Pininfarina is based in operational headquarters in Munich, Germany, with a team of experienced automotive executives from luxury and premium car brands. Designed, developed and produced in Germany and Italy, all 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 SpA and Mahindra & Mahindra Ltd. Pininfarina SpA will take an influential role in supporting design and production capacities based on their unique almost 90-year experience of producing many of the world's most iconic cars.

Anand Mahindra, Chairman, Mahindra & Mahindra, Paolo Pininfarina, Chairman of Pininfarina SpA, and Dr Pawan Goenka, Chairman, Mahindra Racing, launched the new car brand with Michael Perschke, CEO Automobili Pininfarina 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.

Automobili Pininfarina will combine this 'in-house' expertise in partnership with some of the world's leading automotive design and engineering suppliers to support its aggressive targets for performance and market launch in late 2020.

Press Release

Automobili Pininfarina and the PFO

Automobili Pininfarina was announced in Rome in April 2018 as the world's newest car brand with an ambition to sustainably develop and produce fully-electric, ultra-luxury cars at the pinnacle of design and desirability in their respective segments.

The Munich-based company will offer a range of cars designed and hand-crafted by legendary Italian automotive styling house Pininfarina SpA. The first, an ultra-exclusive, luxury electric hypercar codenamed PFO, will be launched at the Geneva Motor Show in 2019, with production beginning in 2020.

Through its growing team of automotive experts drawn from leading luxury and supercar manufacturers, combined with the vision to collaborate with leading players in the world of electrification, connectivity and design, Automobili Pininfarina will deliver innovation in engineering, technology, aerodynamics and performance, wrapped in a beautiful skin.

Extreme levels of technology and functional design lie beneath the PFO's carbon fibre exterior, supporting the delivery of staggering performance for a road car. Power and torque equate to 1,900 bhp and 2,300 Nm respectively, meaning PFO has the potential to accelerate to 62 mph in less than two seconds and break the 250 mph top speed barrier – all with a potential zero emissions range of over 300 miles.

Strictly limited to no more than 150 cars, Automobili Pininfarina released the first official image of the PFO electric hypercar concept model recently, following a positive programme of private viewings during the Monterey Car Week, 23rd to 26th August.

Previously released sketch images of the PFO have presented a full carbon body that is curvaceous and sculptural, encased in sweeping glass. A single dynamic strip of light cascades from the front of the car and takes the place of traditional headlights. Inside the car, the cockpit is focused around a 'vanishing point' concept for the main dashboard display that will look unique and exciting, focusing the driver's attention on the job in hand – a new definition of an intuitive, driver-centric layout.