

DUBAI DEBUT FOR THE \$2M BATTISTA HYPERCAR BRINGS EXTREME ELECTRIC PERFORMANCE AND BEAUTY TO THE MIDDLE EAST

- > Dubai welcomes the zero-emissions 1,900 hp Battista electric hypercar for its Middle East debut on Monday 29th April
- > The most powerful car that will have been designed and built in Italy highlights the beauty of electrification – the first poster car for the electric vehicle (EV) generation
- > 0 – 100 km/h in under 2 seconds makes the Battista faster than a Formula 1 car
- > Automobili Pininfarina confirms Battista production starts in late 2020 with company's second model, codenamed PF1, to be revealed later this year
- > Limited to 150 cars worldwide, specialist luxury car retailer Adamas Motors partners with Automobili Pininfarina in Dubai
- > New Battista in Dubai images available [here](#)

(Munich/Dubai, 28th April 2019): Automobili Pininfarina introduces its stunning pure-electric 1,900 hp Battista hypercar to the Middle East tomorrow, Monday 29th April, at its regional launch event in partnership with specialist luxury car retailer Adamas Motors.

The pure-electric Battista, painted in a stunning colourway of Grigio Luserna satin-grey carbon with Blu Iconica design accents, will be on display and presented to an enthusiastic audience of car collectors, supercar owners, business leaders, automotive influencers and members of the media.

Having arrived in Dubai just 10 days after its successful North American debut in New York, this world-first car will be faster to 100 km/h than a modern-day Formula 1 car and represents a new level of desirability for electrification in the UAE, one of the world's most successful markets for supercars. The Italian-designed and hand-built hyper GT makes a clear statement that electric cars can be beautiful, desirable and extremely powerful – the classic supercar ingredients.

Luca Borgogno, Design Director, Automobili Pininfarina, said: *"We are proud to be in Dubai for the Battista's Middle East debut. Just a few weeks after it was launched at the Geneva International Motor Show, where it received an amazing reception, we have arrived in one of the world's most discerning countries for supercars and luxury cars. The Battista's classic hypercar proportions combined with cutting-edge technology that delivers 1,900 hp and zero emissions will be a new experience for its owners in the UAE, and we believe will make them fall in love with ultra-high-performance electric vehicles."*

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A maximum of 150 Battista hypercars will begin production at the iconic Pininfarina S.p.A. automotive atelier in Cambiano, Italy, in the second half of 2020. Just 50 are anticipated to be available to cover the Middle East and Asia markets; therefore high demand is expected for this zero-emission high-performance car.

The Battista's arrival in the Middle East coincides with the beginning of Automobili Pininfarina's search for strategic partners to execute the next phase of its development plans. Following the enthusiastic reception of the Battista, Automobili Pininfarina plans to launch a full range of high-end, zero-emissions SUVs, broadening its consumer reach in the luxury electric vehicle market.

Following the selection of Adamas Motors as the brand's specialist retail partner for the UAE, a second retail partner for the Middle East will be announced soon to cover the important Saudi Arabia market. Meanwhile, potential customers are invited to apply to own a Battista using an online service within the company's website: <https://www.automobili-pininfarina.com/viewing>

The Pininfarina Battista

The Battista will be the first of Automobili Pininfarina's pure-electric luxury cars when it arrives next year. Its rarity, beauty and extreme performance credentials define its targeted price point of between \$2m and \$2.5m, with each car expected to be bespoke to its customer.

Electric power facilitates its development as the most powerful car to be designed and built in Italy, with its 120-kWh battery providing power to four electric motors – one at each wheel – that combine to produce a targeted 1,900 hp and 2,300 Nm (1,696 lb/ft) torque.

With its beautifully elegant design by the world-famous Pininfarina S.p.A. styling studios in Italy – the name behind the styling of over 60 Ferraris – a single-charge range targeting 300 miles or a non-stop drive from London to Paris, or even Dubai to Abu Dhabi and back twice a day, and a sprint to 60 mph in less than two seconds – faster than a Formula 1 car – the Battista represents a new reality for electric car desirability and a new poster car for the EV generation.

Automobili Pininfarina

Automobili Pininfarina was announced in April 2018 as the world's newest car brand and the only car brand currently solely focused on producing a full range of luxury electric cars. Within just 12 months, the company based in Munich has recruited an enviable list of design and engineering experts who have led the development of landmark performance cars such as the Bugatti Veyron, Lamborghini Urus, Mercedes-AMG Project ONE, Pagani Zonda and Porsche Mission E. Automobili Pininfarina recently announced that its second luxury model, codenamed PF1, will be presented at the famous Monterey Car Week in California in August.

Ends

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www.automobili-pininfarina.com/media-zone

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TECHNICAL SPECIFICATIONS: PININFARINA BATTISTA

All data shown are target estimations and subject to confirmation by manufacturer.

PERFORMANCE

Range	450 km
Acceleration 0-100 km/h	Under 2.0 secs.
Acceleration 0-300 km/h	Under 12.0 secs.
Power output	Up to 1,900 hp (1,400 kW)
Max. torque	Up to 2,300 Nm
Top speed	Over 350 km/h
Drive	All-wheel drive with torque vectoring function
Drive modes	5 different drive modes

Brakes

Type	Carbon-ceramic 6-piston front and rear, 390 mm front / 390 mm rear
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Tyres

Supplier	Pirelli Tyre S.p.A.
Type	Bespoke Pirelli P Zero tyre (mounted on a 21-inch rim in an exclusive new design for the Battista)

Body

Structure	Full-carbon fibre monocoque with carbon fibre body panels Aluminium crash structure front and rear
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Battery Pack

Layout	T-shaped battery pack in centre tunnel and behind seats
Supplier	Rimac
Battery energy	120 kWh

Charging

Charging technology	DC fast charging capability
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Editor's notes

Automobili Pininfarina and the Battista

Automobili Pininfarina will offer a range of pure-electric luxury cars from late 2020. The first, the Battista, takes the name of Battista 'Pinin' Farina, the founder of Pininfarina, the Italian automotive styling house he began in 1939. It will be designed and hand-crafted under contract by Pininfarina S.p.A. in Cambiano, Italy.