



UK PREMIERE FOR PININFARINA BATTISTA WITH NICK HEIDFELD AT 77TH GOODWOOD MEMBERS' MEETING

- > Battista pure-electric hypercar set for UK debut presentation in April
- > Goodwood Members' Meeting (5th – 7th April) to host Battista for automotive enthusiasts and GRRC members in Automobili Pininfarina's exclusive pavilion
- > Rene Wollmann, Automobili Pininfarina's Programme Director, Sportscars, and Nick Heidfeld, Goodwood's record-breaker, talk technology and performance alongside the 1,900 hp hyper GT
- > Battista to be joined by the Duke of Richmond's Pininfarina-designed 1955 Lancia Aurelia B20 Series 4 Gran Turismo
- > UK specialist retail partners HR Owen and Rybrook responsible for sales and service of new Pininfarina Battista in UK
- > Battista images and film available [here](#)

(Munich, 27th March 2019): Following a stunning global reveal at the recent Geneva International Motor Show, Automobili Pininfarina today announces that the 1,900 hp, pure-electric Battista hyper GT will make its UK debut from Friday 5th April as part of the world's most exclusive motor racing event – the 77th Goodwood Members' Meeting.

Presented in a bespoke pavilion in the famous Goodwood Motor Circuit paddock, the new luxury hypercar will be joined by an icon in Pininfarina's back catalogue of design, a stunning 1955 Lancia Aurelia owned by the Duke of Richmond.

Members of the Goodwood Road and Racing Club are invited to meet with the new team of experts responsible for designing and developing the Battista, including the legendary 'fastest man on the Goodwood Hill', Nick Heidfeld. Former Formula 1 and Formula E racer Nick is Automobili Pininfarina's lead development driver tasked with tuning the Battista's dynamic performance. At Goodwood he will be joined by Rene Wollmann who, having led the development team for the Mercedes-AMG Project ONE, has recently joined Automobili Pininfarina as Programme Director, Sportscars.

Nick Heidfeld said: *"It is a privilege to return to Goodwood for the UK debut of the Pininfarina Battista. The Members' Meeting is full of legendary sports cars that in many cases have become game changers. We aim for Battista to be regarded in the same way in the future and to be recognised for the perfect combination of beautiful aesthetics and unprecedented performance."*

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“The innovative EV powertrain beneath the Battista’s carbon fibre body and monocoque provides the perfect platform on which to develop the most powerful car that will have ever been designed and built in Italy. I’m looking forward to sharing the past, present and future of Pininfarina and presenting the Battista at Goodwood in April.”

Representatives of HR Owen and Rybrook Cars, Automobili Pininfarina’s selected retail partners for the UK, will also be supporting the car’s 77th Goodwood Members’ Meeting debut. Prospective clients are requested to apply for ownership of one of no more than 50 European-bound Battista hypercars that will be available in the UK from late 2020 through the retail specialists, currently priced at an estimated €2m. Prospective clients are invited to apply to own the Battista here: <https://www.automobili-pininfarina.com/viewing>

The Bianco Sestriere pearlescent white Battista design model that starred in Geneva will be on display at the 77th Goodwood Members’ Meeting. Its pure white form features just a few complementary design accents that will remind connoisseurs of the famous Ferrari 512S Modulo concept of 1970.

Nick Heidfeld on his memories of Goodwood

20 years ago, Nick Heidfeld took the wheel of his McLaren MP4/13, floored the throttle and less than 42 seconds later crossed the finish line at the top of the famous Goodwood hill for a record run that has never been bettered.

Heidfeld said: *“To set the record in `99, the car first and foremost had to be exceptionally fast. But what makes the run so special now are the emotions, the history and the stories that have become attached to this unique moment, not only for me but also the enthusiasts who experienced the run first hand. I believe this will stand the test of time even when the record is eventually broken, which is why it’s fitting to present this 1,900 hp electric hypercar here.*

Goodwood is also famous for style as well as speed and Pininfarina is known for timeless beauty, so I’m proud to be presenting the first ever Automobili Pininfarina car with the founder’s name on the front and back of the car. This makes it our duty and responsibility to ensure the Battista leaves a memorable place in the history of the automobile and with the 150 owners around the world who will have never driven a car like this: we will make this dream an outstanding reality.”

The 1998 Formula 1 Constructors’ Championship-winning McLaren set an average speed of over 100 mph in setting its record and Nick will be talking about his famous run and why his role as Automobili Pininfarina’s Development and Test Driver is key to turning out-and-out power into an engaging and rewarding driving experience. In targeting 1,900 hp from the Battista’s powertrain – with no lag whatsoever when the throttle is depressed – and a sprint to 60 mph faster than today’s Formula 1 racers, Automobili Pininfarina’s new hypercar will feel at home at Goodwood in the hands of its hill-climb champion when it arrives in 2020.

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Editor's notes

Automobili Pininfarina and the Battista

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 pure-electric luxury cars from late 2020. The first, the Battista, takes the name of the founder of Pininfarina, the famous Italian automotive styling house currently led by Chairman Paolo Pininfarina. It will be designed and hand-crafted under contract by Pininfarina SpA. The Battista – an ultra-exclusive, luxury electric hypercar – was launched at the 2019 Geneva International Motor Show to critical acclaim. Production of just 150 models will begin in Italy in 2020 before a range of low-volume all-electric luxury cars in other segments arrive from 2021.

Through its 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 such as Pininfarina, Pirelli, Rimac and Salesforce, Automobili Pininfarina will deliver innovation in engineering, technology, aerodynamics and performance, wrapped in a beautiful skin.

The promise of extreme power, beautiful design and emissions-free electric performance, and the financial backing of the Mahindra Group, has tempted a number of the car world's most experienced and influential executives to join the Automobili Pininfarina board and senior management. The team behind the Battista have therefore been responsible for some of the world's most famous performance cars including the AMG One, Bugatti Veyron, Lamborghini Urus, Pagani Zonda and Porsche Mission E.

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