



BATTISTA PURE-ELECTRIC HYPERCAR BRINGS BEAUTY AND PERFORMANCE TO REVISED LONDON ULTRA LOW EMISSION ZONE

- > Zero-emissions 1,900hp Pininfarina Battista electric hypercar enters London's Ultra Low Emissions Zone on Monday 8th April
- > The most powerful car ever designed and built in Italy goes on sale in 2020 and highlights the beauty of electrification – the first poster car for the electric vehicle (EV) generation
- > 0 – 62mph in under 2 seconds; London to Paris on a single charge; or unrestricted access to the world's mega-cities: the Battista highlights ultimate EV desirability
- > Battista images and film available [here](#)

(Munich/London, 06 April 2019): Automobili Pininfarina's 1,900hp Battista hypercar arrives in London today, 8th April – and it's pure electric.

The stunning Pininfarina Battista makes its London debut on the day that the city launches its latest battle against pollution through its Ultra Low Emissions Zone (ULEZ). But the most powerful car to be designed and built in Italy when it goes into production next year will offer future free and unrestricted access to central London.

With first deliveries due in late-2020, just a few months before the ULEZ extends to the whole of Greater London in spring 2021, the Battista's electric powertrain provides extraordinary performance within a dramatic body that is pure hypercar – a true, new poster-car for the EV generation.

With its beautifully elegant design by the world-famous Pininfarina automotive styling studios in Italy, a single-charge range targeting 300 miles for a non-stop drive from London to Paris, and a sprint to 60mph in less than two seconds – faster than a Formula 1 car – the Battista represents a new reality for electric car desirability before ultra-low emissions moves to zero emissions regulation.

Michael Perschke, CEO, Automobili Pininfarina, said: *"The Battista is a truly beautiful, guilt-free hypercar – the first EV to really fall in love with – because electricity enables us to develop it with zero-emissions and as the most powerful car that will have ever been designed and built in Italy.*

"As London joins many cities in moving towards a more sustainable future, we hope that the Battista also inspires a generation to consider electric cars, not just through the benefits of zero-emissions, but also through the beauty and the performance that electrification offers."

Press Release

As EV demand increases the Battista redefines electric car beauty and performance

2018 saw electric cars reach new levels of popularity for the car buyer. EVs were the 4th most searched for segment amongst car buyers in the UK car market, the USA's best-selling luxury car for 2018 was an EV, and in Norway – a country built on oil revenues – the best-selling car for 2018 was also electric.

The Battista's place as the most powerful, luxurious and beautiful electric car available to order today therefore highlights the technologies and desirability that electrification offers car-buyers and the traditional car industry.

Equally, its unique combination of performance – that no petrol-engine car will ever achieve – and Pininfarina-designed carbon fibre body appeals to traditional supercar collectors and automotive connoisseurs. It is pure supercar in its style with just the electric-connector portal, that glows and pulses according to its state of charge, giving away its electric-car credentials.

Luxury cars have historically provided the foundation to innovation for the mass market to follow. Whilst its limited run of just 150 cars will ensure the Battista remains rare and collectable, it is anticipated that its position as a pioneer of zero-emissions desirability will accelerate a demand and desire for EVs – just not quite as rapid an acceleration as the Battista itself.

UK premiere of Automobili Pininfarina Battista

The Bianco Sestriere pearlescent white Pininfarina Battista design model that starred at the recent Geneva Motor Show will make its UK debut on Friday 5th April at the world's most exclusive motorsport event, the Goodwood Members' Meeting.

Battista is now available to order from London Mayfair's H.R. Owen, and Rybrook of the British Midlands.

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Press Release

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 the founder of Pininfarina, the famous Italian automotive styling house. It will be designed and hand-crafted under contract by Pininfarina SpA in Cambiano, Italy.

The Battista 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 arrive from 2021.

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.