



AUTOMOBILI PININFARINA BATTISTA SCOOPS GQ ELECTRIC HYPERCAR OF THE YEAR AWARD



- > First award of the new year for Battista as Automobili Pininfarina prepares to enter production in 2020
- > Battista is the most powerful Italian sports car of all time, with a pure-electric powertrain producing 1,900 hp and with zero CO₂ emissions
- > New image and film available to download [here](#)

(London, 3rd February 2020): GQ, the world's leading men's lifestyle brand, has awarded the title of *'Electric Hypercar of the Year'* to the new Automobili Pininfarina Battista at a star-studded Car of the Year (GQ CotY) ceremony in central London. The prestigious award coincides with the start of the 90th anniversary celebrations of Pininfarina, the legendary design house and coachbuilder of some of the world's most beautiful and timeless automotive creations.

No more than 150 Battista hypercars will be created, each by hand in Cambiano, Italy, from the end of 2020. As rare as it is beautiful, Battista is the realisation of company founder Battista 'Pinin' Farina's long-held dream to see a car produced wearing solely the Pininfarina name.

Press Release

The combination of legendary design DNA and the electrified technology of the future is unique to Battista.

Receiving the GQ CotY award, Automobili Pininfarina's Chief Design Officer Luca Borgogno commented: *"The Battista combines aesthetic beauty and purity in its design, and some of the world's most technologically innovative engineering under its carbon fibre skin."*

"Battista is the most powerful Italian sports car ever built. This award from GQ confirms the desire of the world to see a new dimension in luxury, where unprecedented performance and elegant design can be delivered with a focus on a sustainable future. This award is a great recognition of the new team at Automobili Pininfarina that is responsible for the creation of such a compelling vision."

Handing over the Electric Hypercar of the Year award, Dylan Jones, Editor-in-Chief of GQ Magazine, said: *"The Pininfarina Battista is one of the first in a wave of pure-electric ultra-high-performance cars currently hitting the on-ramp, and while it's breathtakingly pretty on the outside, it's what lies beneath that's really significant. A 120 kWh lithium ion battery pack equates to 1,900 bhp – give or take – which means 62 mph is done in a largely guilt-free sub-two seconds, with charging capability to match. Zero emissions, maximum entertainment."*

Ends

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For more information and for the media kit, please visit:

www.automobili-pininfarina.com/media-zone

Editor's notes

Automobili Pininfarina and the Battista

Automobili Pininfarina is based in Europe with offices in Turin, Italy, and Munich, Germany. A team of experienced automotive executives from luxury and premium car brands are designing, developing and producing all models that 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.

Press Release

The chronology of Automobili Pininfarina – redefining sustainable luxury performance.

April 2018: Anand Mahindra, Chairman, Mahindra & Mahindra, Paolo Pininfarina, Chairman, Pininfarina SpA, and Dr. Pawan Goenka, Chairman, Mahindra Racing, launch the new car brand with Michael Perschke, CEO, Automobili Pininfarina at the Rome Formula E race. Automobili Pininfarina confirms indicative performance targets for its first car, PFO (later named Battista). 1,900 hp, 0 – 100 km/h in <2 seconds, top speed in excess of 350 km/h and an all-electric range of over 500 km.

August 2018: Full-scale design concept of PFO revealed at an exclusive customer event in Pebble Beach, California. Confirmation that no more than 150 units of the exclusive all-electric hypercar will be built and the start of production during 2020.

September 2018: Automobili Pininfarina announces Rimac as the Technical Powertrain and Battery partner for the PFO. Confirms Munich as the company's headquarters.

December 2018: Automobili Pininfarina confirms that the previously code named PFO will be called 'Battista', after Battista 'Pinin' Farina, the founder of the Carrozzeria Pininfarina coachbuilding company he started in 1930.

February 2019: Automobili Pininfarina announces the first stage of its retail strategy, confirming retail locations in the USA, Europe, Asia and Middle East, with an aspiration of 25-40 globally distributed retail specialists.

March 2019: Automobili Pininfarina Battista is the 'star of the show' at the Geneva Motor Show, with its first public showing. Battista also receives its German debut at GREENTECH Festival, Berlin, and its UK introduction at the 77th Goodwood Members Meeting.

April 2019: The Battista makes its first Italian appearance at the 2019 Rome Formula E race, exactly 12 months after the launch of the brand. The Battista also had its US public introduction at a star-studded event in New York, and Middle East reveal in Dubai, with retail partner Adamas Motors.

July 2019: The development programme of the Automobili Pininfarina Battista continues apace, with wind tunnel testing underway and simulated dynamic performance tests completed under the guidance of Development Driver Nick Heidfeld.

August 2019: Automobili Pininfarina presents the PURA Vision at an exclusive viewing at Monterey Car Week. The PURA Vision design model shows how Automobili Pininfarina will channel historic inspiration into a vision of the future of automotive luxury.

September 2019: Automobili Pininfarina confirms strategic collaboration with Bosch to jointly develop a high-performance electric vehicle platform to underpin future Automobili Pininfarina cars.

November 2019: Automobili Pininfarina launches Hyperdrive, giving clients the opportunity of driving a Mahindra Formula E race car to experience extreme electric vehicle performance.