

NAIM AUDIO CREATES BESPOKE SONIC EXPERIENCE FOR BATTISTA HYPERCAR OWNERS



- > Award-winning Naim Audio creates 1300 Watt sound experience for Battista, the world's first pure-electric luxury hypercar
- > Bespoke Naim Audio system sets new standards for power and performance, featuring 10 speakers elegantly engineered into cabin of the rare Italian pure-electric hypercar
- > New Battista prototypes now being prepared for final testing and development programme commencing in August
- > New images of Naim Audio system for Battista available to download [here](#)

(Turin, 29 July 2020) Automobili Pininfarina today announces an exciting new partnership with Naim Audio, designed to bring the pinnacle of sonic experiences to prospective owners of the most powerful Italian sports car of all time. News of the partnership is revealed as the luxury electric car creator Automobili Pininfarina prepares a small fleet of prototype Battista hypercars for the final stages of a rigorous test programme beginning in August.



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Every Battista pure-electric hypercar will be hand-crafted by Pininfarina in Cambiano near Turin in Italy, with deliveries to clients worldwide beginning early in 2021. No more than 150 of these masterpieces of design will be created, each specified with a bespoke in-car sound system by the award-winning Naim Audio.

Rene Wollmann, Automobili Pininfarina Director of Sportscars said: *“Our clients are eagerly anticipating the unprecedented 1,900 PS driving performance of Battista, and now we will provide an equally thrilling 1,300 Watt in-car sound experience for their pleasure.*

“We will also harness the sound of Battista’s four e-motors, which will provide a unique and exciting soundtrack when this hypercar accelerates at speeds up to 350 km/h. Electrification creates an entirely new dimension and opportunity for sound tuning throughout Battista.”

Automobili Pininfarina’s engineers and designers have seamlessly integrated new Naim Audio speakers and associated electronics into the luxurious interior of Battista, enhancing the Italian hypercar’s elegant ambience with a purity of purpose that matches its magnificent exterior design.

The newly developed Battista audio system delivers an incredible 1300 Watts of sonic power through 10 speakers arranged inside the exquisitely appointed cabin of Automobili Pininfarina’s first pure-electric car. The new system features a Dual Voice Coil Subwoofer located between driver and passenger seats, with super-tweeters amplifying higher frequencies situated behind the seats and in the panels of Battista’s dramatic butterfly doors.

Naim Audio has drawn on the expertise of its fellow VerVent Audio brand, Focal, to optimise all speakers for their unique environment, while Naim Audio masters have tuned the hypercar’s amplification and built-in Digital Signal Processing (DSP) system to deliver exceptional in-car audio, with a truly immersive listening experience. Tuning is optimised for both driver and passenger: a symmetrical speaker layout creates an auditorium-like studio effect, with a realism and ambience that will make it seem as if musicians are playing inside Battista itself.



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Charlie Henderson, Naim Audio Managing Director, said: *"I am thrilled that our first EV hypercar audio system has been created specifically for the groundbreaking Battista by Automobili Pininfarina. In the electric vehicle era, audio becomes more important than ever.*

"At cruising speeds, the nature of Battista will be serene and peaceful and in this scenario, sound quality will be critical. We see this as a fantastic opportunity to create an all-new sound experience that is as revolutionary as Battista itself. Using the finest components from audiophile-grade automotive speakers, alongside our expertise in DSP and audio tuning, Battista will offer an exceptional sonic experience."

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www.automobili-pininfarina.com/media-zone

THE AUTOMOBILI PININFARINA BATTISTA

The Battista will be the most powerful car ever designed and built in Italy and it will deliver a level of performance that is unachievable today in any road-legal sports car featuring internal combustion engine technology. Faster than a current Formula 1 race car in its 0 -100 km/h sub-two second sprint, and with 1,900 hp and 2,300 Nm torque on tap, the Battista will combine extreme engineering and technology in a zero emissions package. The Battista's 120 kWh battery provides power to four electric motors – one at each wheel – with a simulated WLTP range of over 500 km (310 miles) on a single charge.

ABOUT AUTOMOBILI PININFARINA

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

Anand Mahindra, Chairman, Mahindra & Mahindra, Paolo Pininfarina, Chairman of Pininfarina S.p.A., and Dr Pawan Goenka, Chairman, Mahindra Racing, launched the new car brand 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.



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ABOUT NAIM AUDIO

Founded in 1973, Naim Audio is an award-winning music systems manufacturer based in Wiltshire, UK. With a history rooted in engineering and design excellence, Naim has won the prestigious Queen's Award for Enterprise on three occasions, most recently for its ground-breaking design of digital music systems.

Naim shares the same intense relationship with music as its customers, a passion that has driven them to design and engineer audio products including streaming players, amplifiers and wireless speaker systems that connect people with their music. For Naim, music always comes first. Every product is the subject of intense scrutiny from a team of engineers who spend months or years perfecting designs, never content until the music speaks to their hearts and souls as well as their heads.

Since 2011, Naim has been united with Focal, the French acoustic specialist based in St Etienne, France. Both are recognised as exceptional brands in their respective countries: Naim is a multiple Queen's Award winner, while Focal is designated by the French state as an Entreprise du Patrimoine Vivant (EPV, or Living Heritage Company). Naim and Focal have brought together their unique areas of excellence and innovation, meaning even higher level of authentic audio performance are possible – taking you closer to the music you love.