

AWARD WIN FOR BATTISTA HYPER GT CONFIRMS ITS PLACE AS THE PURE-ELECTRIC CAR OF DREAMS



- Automobili Pininfarina Battista receives the Electric Dream award from the expert judges at [Electrifying.com](https://www.electrifying.com)
- Award follows the launch of Automobili Pininfarina London, with the announcement of the [latest retailer partner for the region](#)
- The pure-electric hyper GT continues to impress, with first clients in the UK given an exclusive opportunity to experience unrivalled performance at Goodwood Motor Circuit
- New film and images captured of Battista in London and Goodwood available to download [here](#)

(LONDON / TURIN, 13 MAY 2021) The Automobili Pininfarina Battista hyper GT continues to demonstrate its unmatched desirability, as [Electrifying.com](https://www.electrifying.com) today names the pure-electric hyper GT its 'Electric Dream' car as part of its inaugural awards.

The pure-electric Battista took home the prize judged by an experienced panel including Founder Ginny Buckley and fellow TV presenters and journalists Nicki Shields and Tom Ford. The award comes as the Battista prototype testing and development program nears completion, and selected clients globally experience the most powerful road car ever built in Italy.

The win follows the recent launch of Automobili Pininfarina London, increasing the company's global footprint with the appointment of Jardine Motors Group as its London and the southern UK retail partner. Meanwhile, potential clients were offered the exclusive opportunity to take to the passenger seat of the Battista hyper GT at Goodwood Motor Circuit to get their first feel of the car's exceptional dynamics.

Paolo Dellacha, Automobili Pininfarina Chief Product and Engineering Officer, said: *"We're really excited to be given this award by Electrifying.com, it absolutely reinforces what we believe we have achieved with the Battista. We have always strived to create a pure-electric hyper GT that delivers desire and elicits the feeling of aspiration from future owners when they first see and experience the car. The great thing is that Battista is now much more than a dream, as we continue apace with its development programme in Italy."*

Ginny Buckley, Electrifying.com Founder, said: *" This award isn't simply about practicality or efficiency. What we were looking for is a car which will convince the naysayers that an electric car can be more exciting than anything powered by petrol and the gorgeous Pininfarina Battista is the car to do that. It's a car from the company responsible for some of the world's most beautiful cars and is destined to adorn many teenagers' bedroom walls."*

Tom Barnard, Editor-in-Chief, said: *" There are a glut of electric hypercar announcements, all featuring cars which are nothing more than drawings and made-up figures to try and attract the attention of investors. But the Pininfarina Battista is a real car which does everything we've been promised. F1 driver Nick Heidfeld is Automobili Pininfarina's test driver and he says it is so fast that he had to re-calibrate his senses!"*

Ends.

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EDITOR'S NOTES**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. No more than 150 Battistas will be individually hand-crafted at the Pininfarina SpA atelier in Cambiano, Italy.

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 hyper GT 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.

ABOUT ELECTRIFYING.COM

The world is changing. We are all doing our bit: recycling, ditching single-use plastics, being more aware of our environment. But what if you want to go one step further and buy a hybrid or electric car? Electrifying.com is here to clear the air and help drivers make the switch.

Electrifying.com is a multi-channel media platform fronted by three TV presenters and journalists: founder Ginny Buckley, Nicki Shields and Tom Ford. It was launched in March 2020 after assembling a team of electric and alternatively fuelled vehicle experts with decades of years of experience in the automotive sector. The site has seen rapid growth in viewers and readers as Britain's curious, but often baffled consumers seek jargon-free advice.