

BATTISTA HYPER GT ARRIVES AT MOHR GROUP MÜNCHEN AS GLOBAL RETAILER NETWORK CONTINUES TO EXPAND



- Unique Battista Anniversario, the ultimate design expression of the most powerful road-legal Italian car ever made, makes its German debut
- Automobili Pininfarina confirms new luxury retail experience at MOTORWORLD München, where the MOHR GROUP will act as its retail partner in the region for the pure-electric Battista
- Unique space will provide clients with an experience inspired by the company's forthcoming Atelier facility at its Cambiano manufacturing centre
- Development of the new luxury hyper GT is approaching the final stages as engineers continue to fine-tune the driving dynamics as part of a comprehensive global test programme

(MÜNCHEN, 21 MAY 2021) The Battista hyper GT has made its München debut with the German premiere of the unique and limited-edition Battista Anniversario, as Automobili Pininfarina continues to expand its global retailer network. The pure-electric masterpiece will be presented at a new 'centre of driving culture' in Germany, with MOHR GROUP based in MOTORWORLD München announced as retailer partner for the Bavaria region.

The appointment of MOHR GROUP gives Automobili Pininfarina its first permanent, branded retailer space for the company outside Italy. MOHR GROUP clients will be offered a personal introduction to Battista in a space that features a lounge designed by Automobili Pininfarina, which is not only luxurious but also constructed of sustainable materials. Here, the 1,900hp Battista will be on permanent display.

The specially-designed area is inspired by the forthcoming Atelier facility at Automobili Pininfarina's base in Cambiano, Italy – the home of Battista creation. The lounge in München includes an array of exquisite personalisation samples, ranging from exterior body colours and carbon fibre finishes, to brake calipers and wheelcap rings. Leather and lighting samples, stitching and embroidery and even the aluminium rotary controllers, will all be available for clients to explore.

Goesta Henning, Chief Sales and Marketing Officer, Automobili Pininfarina, said: *"With the Battista hyper GT continuing to reach its development goals, we're delighted to announce MOHR GROUP as our new retail partner with the opening of the Automobili Pininfarina lounge in München. This represents a fantastic opportunity for our clients to experience a new world of luxurious Italian craftsmanship and Battista personalisation options at their convenience."*

Lorenz M. Mohr, Managing Partner, MOHR GROUP, said: *"The MOHR GROUP is the official partner of the world's most exclusive vehicle manufacturers and tuners. This makes us one of the most diversified sports car dealers in Europe. The presentation of Automobili Pininfarina is definitely the pinnacle of our brand portfolio and we look forward to a great future together."*

MOTORWORLD München is recognised as a centre for driving culture in Germany and is a destination for both classic car and future mobility enthusiasts. The entire 75,000 sq. m. venue is housed within a green building and certified as CO₂ neutral, making it the perfect location to view the pure-electric Battista.

The new retail partnership comes as Automobili Pininfarina continues to grow its global footprint, with five new retailers confirmed in the last months alone, including London, Melbourne, Oslo and Stockholm. The ongoing development is also evident closer to home, where it continues to invest in the people and facilities at its Design and Engineering Hub in Cambiano, outside Turin.

This facility in Italy will include a luxurious customer experience centre in the new Atelier space, where clients will be taken through the process of tailoring their Battista hyper GT with the aid of designers, who will provide key insights and guidance to help create their perfect piece of automotive art. This will take place just metres away from where a small team of artisans will assemble and hand-finish every Battista.

Clients will also be able to take advantage of a new dynamic customer program. The unique proposition will allow them to familiarise themselves with their new Battista, down to the smallest possible detail, with the help of ex-Formula E and Formula 1 racer, Nick Heidfeld. As part of the program, Nick will demonstrate how to extract the maximum performance out of the pure-electric Battista hyper GT, on both road and track.

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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 München, 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 THE MOHR GROUP – FINEST BRANDS

In April, the first MOHR GROUP store covering 1,600 square metres opened at Motorworld München, presenting fine and exclusive car and motorcycle brands. The MOHR GROUP – Finest Brands portfolio includes premium-quality individual vehicles, small series gems and valuable special models. The Munich-based company represents the brands ABT Sportsline, BRABUS, Keyvany, KTM, Mazzanti, Hispano Suiza Cars, RECARO, ZENVO and TECHART, to name just a few, at Motorworld München.

The unique multi-brand store offers the full spectrum of services desired in the luxury segment, from complete vehicles through to individual finishing components. The portfolio is complemented with hypercars from the past decades and exquisitely restored classic cars.

Additionally, servicing work, repairs and refinements are performed on-site by a specialist workshop. The MOHR GROUP – Finest Brands also offers professional treatment and storage facilities. Particularly exclusive vehicles can be stored under ideal conditions in the in-house CarSafe.

Further MOHR GROUP – Finest Brands showrooms are planned for Motorworld Region Stuttgart and Motorworld Manufaktur Region Zürich. Following the same concept, they will present different brands in the high-end segment. Behind the MOHR GROUP are brothers Luis M. and Lorenz M. Mohr, who have great expertise in trading with exclusive vehicles.