

# BATTISTA HYPER GT LEADS THE WAY FOR SUSTAINABLE LUXURY AT GOODWOOD'S ELECTRIC AVENUE



- Automobili Pininfarina will attend Goodwood Festival of Speed for the first time with the pure-electric Battista hyper GT making its debut at the event
- The Battista will feature at the forefront of the event's new Electric Avenue as the ultimate expression of sustainable luxury and peerless design
- As the world's first pure electric luxury carmaker, Automobili Pininfarina has more than 90 years of iconic Italian design heritage, which helped inspire the exclusive hand-built Battista
- Goodwood debut follows the luxury hyper GT's successful prototype testing schedule around Europe as the programme builds towards making the first customer deliveries later this year

**(GOODWOOD, 01 JULY 2021)** Automobili Pininfarina will be at the forefront of the electric revolution at the 2021 Goodwood Festival of Speed, from the 8th to 11th July, with the Battista pure electric hyper GT\*. Aiming to lead the sustainable automotive luxury movement, Automobili Pininfarina will take the centre stage at Goodwood's Electric Avenue exhibition space.

The Electric Avenue display will be located at the heart of the event and forms part of the Festival's ongoing focus on innovation, immersing visitors in the journey towards zero emissions as they explore the diverse range of electric vehicles available.

The Battista launch model will be showcased within this section, giving Goodwood visitors a first chance to view the hyper GT at the world-famous event. It channels more than 90 years of iconic Italian heritage and is the most powerful Italian sports car ever made, combining exquisite design with luxurious sustainable materials and a sophisticated pure-electric powertrain to represent the pinnacle of the EV technology.

Per Svantesson, Chief Executive Officer, Automobili Pininfarina, said: *"We are excited to bring Battista to the iconic Goodwood Festival of Speed for the first time. This hyper GT and our future portfolio of luxury electric cars will offer the beautiful design and personalisation opportunities one expects from Automobili Pininfarina, with thrilling performance enabled by zero-emissions powertrain technology and an array of sustainably sourced design features and finishes. Goodwood's Electric Avenue is a perfect showcase for this vision of future luxury."*

Automobili Pininfarina's attendance at the Goodwood Festival of Speed follows a successful prototype testing programme, which has seen the Battista undergo rigorous assessment at some of the most demanding test tracks across Europe.

The project is on schedule to deliver the first customer cars later this year after confirming that Jardine Motors Group will be the London and southern UK retailer for the exclusive new model, helping customers in the region specify and personalise their vehicle from a comprehensive choice of contemporary interior and exterior finishes.

The exclusive Automobili Pininfarina Battista is making its Goodwood debut at this year's event, but has already received critical acclaim, after scooping the Electric Dream award from the expert judges at Electrifying.com earlier this year and the Electric Hypercar of the Year prize at last year's GQ Car of the Year awards.

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.