

MEDIA ADVISORY: AUTOMOBILI PININFARINA STRENGTHENS GLOBAL PR TEAM



(CAMBIANO/MUNICH - 15 DECEMBER 2021) Automobili Pininfarina today announces the appointment of Franziska Queling to the position of Global Head of Public Relations. Franziska joins at an exciting time for the luxury Italian e-carmaker following a successful 2021, while looking forward to significant growth in 2022 and beyond.

Franziska will act as the leading PR spokesperson in Automobili Pininfarina's Communications and Experience team, reporting to Chief Brand Officer Dan Connell. As the company enters the final phase of development of the multi award-winning Battista hyper GT before starting deliveries to customers in 2022, Franziska and her team will focus on a series of engaging media opportunities covering important corporate, brand, product and partnership activities next year.

Franziska brings extensive experience from a variety of international communications roles, most recently with Audi China and Audi AG. Her comprehensive knowledge of corporate, design and financial communications will be key as Automobili Pininfarina embarks on the next phase of its development.

Franziska said: *"I'm delighted to be joining the Automobili Pininfarina family at such an exciting moment for the company. The opportunity to tell the story about the eventful journey of a brand inspired by such an established heritage as it embarks on an exciting new phase in its history is rare. I am thrilled to now be a member of a family that will propel Automobili Pininfarina forward, with many significant strategic initiatives already planned for 2022."*

On Franziska's appointment, Dan Connell, Chief Brand Officer, said: *"I am thrilled to welcome Franziska to the Automobili Pininfarina family. Our brand is thriving, and we have an exciting year ahead as we begin the next chapter of our story. Franziska will have a crucial role to play as we shape the future of sustainable luxury, bringing a wealth of creativity and international communications experience to our operations."*

Ends.

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FOR MORE INFORMATION, VISIT

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EDITOR'S NOTES

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.

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 2,360 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.