

FINAL DRAFT PRESS RELEASE

Automobili Pininfarina confirms indicative performance targets and design inspiration for PF0: a zero-emissions hyper-performance electric car

- Electric performance driven by a 'race-to-road' technology drives ambition for segment-leading statistics and a place in automotive connoisseurs' 'must-have' lists
- Hypercar statistics will be backed with beautiful design, zero emissions, significant range and connectivity/mobility solutions
- The first Pininfarina-branded stand-alone car - codename PF0 - will be revealed in 2019 following a series of private viewings over the next 12 months

Turin/Munich, April 18, 2018: Rome's successful first Formula E race (Friday 13th / Saturday 14th April) also hosted the official launch of the Automobili Pininfarina car brand. Supported by Mahindra & Mahindra Ltd, the world's newest luxury electric car company will produce the first solely Pininfarina-branded cars from 2020.

Automobili Pininfarina has now also confirmed stunning indicative performance targets that will place its first model – an ultra-low volume zero-emissions luxury hypercar – in the top tier of performance cars: sustainable luxury and extreme statistics from a famous automotive name.

0 – 100 km/h (62 mph):	< 2 seconds
0 – 300 km/h (186 mph):	< 12 seconds
Top speed:	> 400 km/h (250mph)
Range:	> 500 km (310miles)

The challenging performance targets are supported by rapidly-growing race-winning electric power experience from Mahindra Racing's Formula E pedigree, as well as early partnership discussions with some of the world's leading electric technology and software innovators.

Automobili Pininfarina will also develop all of its luxury cars through a close and ongoing collaboration with the world's most celebrated automotive design house Pininfarina SpA. Reinforcing that relationship, Automobili Pininfarina has confirmed that Luca Burgogno will join from Pininfarina SpA as Automobili Pininfarina's Design Director. Prior to joining Automobili Pininfarina, Burgogno led Lamborghini's Turin design studio, and he joins the management team led by CEO Michael Perschke being formed in Italy and Germany ahead of first sales in all major global markets in 2020.

Design direction is underway for Pininfarina's first luxury cars and to accompany the target performance figures, Burgogno has released early indicative design sketches that are being discussed with potential clients in private at exclusive gatherings and automotive events over the coming months.

The first such gathering celebrated the launch of the new car company on Friday 13th April at Rome's Palazzo Barberini, part of Italy's National Gallery of Ancient Art. Automobili Pininfarina hosted a gala dinner for more than 200 guests from the world of art, fashion and sport as well as a number of automotive collectors, many of whom already own Pininfarina-designed cars from the company's rich heritage stretching back to 1930.

Michael Perschke, CEO Automobili Pininfarina, said: "*Following a successful launch in Rome, we now face a new 30-month race of our own to deliver our promise and the Pininfarina family's dream: luxury sustainable hyper-performance beautiful electric cars branded Pininfarina. Our*

initial performance targets are aggressive, yes, but our ambition is to set standards in both performance and design: we believe it is what Pininfarina stands for.

“Our first car, codenamed PF0, will define us by its looks, performance and respectful integration of the Pininfarina heritage: to that end we will, in the coming months, meet as many Pininfarina-designed car owners as possible in private and at the world’s leading automobile events starting Pebble Beach. Our own experience, and that of our selected partners, in electrification, luxury design, mobility services and luxury car sales will provide a great platform. But the key is to deliver Pininfarina cars true to the badge and relevant for 2020 and beyond.”

Ends

Editor’s notes

From late-2020, Automobili Pininfarina will bring to market unique, beautiful and technically-advanced sustainable luxury electric cars, designed, developed, produced, sold and serviced in all major global markets under the brand name Pininfarina. The new company will be a 100 per cent Mahindra & Mahindra Ltd investment and has been named Automobili Pininfarina following the signing of a trademark licence agreement between Pininfarina SpA and Mahindra & Mahindra Ltd. This grants the use of the trademarks owned by the Pininfarina group companies for the automotive products of the Mahindra Group.

Anand Mahindra, Chairman Mahindra & Mahindra, Paolo Pininfarina, Chairman of Pininfarina SpA, and Dr. Pawan Goenka, Chairman Mahindra Racing, launched the new car brand with Michael Perschke, CEO Automobili Pininfarina at the Rome Formula E race April 13th. 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 its inception in 2013. Pininfarina will combine this ‘in-house’ expertise with partnerships with some of the world’s leading automotive design and engineering suppliers to support its aggressive targets for performance and market launch.

Michael Perschke brings with him over 25 years of experience with premium German brands at both headquarter director-level as well as in various market roles. He was the Managing Director of Audi in India and a member of the Management Board of Volkswagen Group Sales India, from 2010 to 2013. In his last assignment, as *Director of Strategic Projects - Business Model 4.0*, Audi AG, Michael was responsible for assessing new business models and sales initiatives dealing with mobility, digital services and new customer offerings. Michael joined Mahindra Group in early 2018 to lead the Automobili Pininfarina launch and plays an instrumental role in developing the strategy around the new brand.