



AUTOMOBILI PININFARINA PRESENTS THE FUTURE OF THE HYPERCAR IN PEBBLE BEACH

- > Futuristic new interior images present driver's view of all-electric Automobili Pininfarina PF0 concept hypercar
- > Vision for the most powerful Italian sports car ever to be presented exclusively to prospective owners in Pebble Beach (22-26 August)
- > No more than 150 PF0 hypercars to be created from 2020, each handcrafted by legendary Pininfarina SpA atelier in Cambiano, Italy
- > Anand Mahindra, Chairman of Mahindra & Mahindra, to host guests and personally mark this defining moment for Automobili Pininfarina

(Monterey, 16 August 2018): Ahead of its official unveiling at the Geneva International Motor Show in 2019, a full-scale design concept of the stunning Automobili Pininfarina PF0 luxury electric hypercar will be presented exclusively to prospective clients in advance of Pebble Beach Concours d'Elegance.

Michael Perschke, Automobili Pininfarina CEO, said: *"Numerous design icons from Pininfarina's incredible history have won awards at Pebble Beach Concours d'Elegance, so I am excited to present a future Pininfarina classic to prospective owners in close proximity to this famous event."*

"Our presence in Monterey is an inspiring chapter in the story of realising Battista Farina's long-held dream: one day there will be beautiful cars solely branded Pininfarina. These special VIP previews mean that future PF0 owners, most of whom will undoubtedly own numerous modern and historic classics, have an opportunity right now to be part of the birth of the company and their hypercar."

Automobili Pininfarina Design Director Luca Borgogno has devised a design brief to cover creation of the most beautiful, all-electric hypercar in the world, codenamed PF0. The design of the PF0 is being developed by the Pininfarina SpA Design Studio, and future owners will be delighted that PF0 will be hand-crafted in Cambiano, Italy by the Pininfarina SpA atelier in strictly-limited numbers from 2020.

Press Release

Luca Borgogno said: *“Our objective with the exterior of PF0 is to design timeless beauty in every aspect, and the interior is equally important. Pininfarina’s design values of elegance and simplicity present us with a fantastic opportunity to stand out from the styling of most current sports and hypercars.*

“Our guests in Pebble Beach have huge affinity for Italian sports cars. I am certain they will value our commitment to ensure PF0 is designed and hand-crafted in Turin. It is the birthplace of some of the most revered sports and luxury cars ever created.”

PF0 is in the final stages of design and has been inspired by famous Pininfarina cars such as the Cisitalia, Modulo and Sintesi. Each featured classic Pininfarina design cues and the necessary blend of beauty and technological innovation in perfect combination. And each was ahead of its time when presented. Future PF0 owners – no more than 150 worldwide – are guaranteed the same approach and results, inside and out.

Cloaked in a visually stunning body created from carbon fibre, extreme levels of technology and functional design define the PF0, delivering a staggering performance for a road car: a stated ambition to accelerate to 62 mph in less than two seconds, break the 250 mph top speed barrier, and provide a potential zero-emissions range of over 300 miles.

Joining Automobili Pininfarina and guests in California to mark the occasion will be Anand Mahindra, Chairman of Mahindra & Mahindra, the visionary leader whose support of Pininfarina SpA has opened up the opportunity for the arrival of Pininfarina-branded luxury cars.

Ends

PRESS CONTACTS

Dan Connell – Chief Brand Officer

(M) +44 (0) 7464 039401

Email: d.connell@automobili-pininfarina.com

Luca Rubino – Digital Communications

(M) +49 (0) 17841 16025

Email: l.rubino@automobili-pininfarina.com

To register your interest in PF0 or to access the media kit, please visit:
www.automobili-pininfarina.com

Press Release

Editor's notes

Automobili Pininfarina will operate from an operational headquarters in Munich, Germany, with a team of experienced automotive executives from luxury and premium car brands. Designed, developed and produced in Germany and Italy, all 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 SpA and Mahindra & Mahindra Ltd. Pininfarina SpA will take an influential role in supporting design and production capacities based on their unique almost 90-year experience of producing many of the world's most iconic cars.

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 on April 13th 2018. 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 the world's most innovative motor racing series began in 2013.

Automobili 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 in late-2020.