



# BATTISTA DEBUT AT ROME E-PRIX MAKES IT A YEAR TO REMEMBER FOR AUTOMOBILI PININFARINA

- > 2019 Formula E race weekend in Rome to host Battista Italian premiere
- > Debut celebrates Automobili Pininfarina's first birthday – 12 months on from the company's launch at the 2018 Rome Formula E race
- > 2018 Rome Formula E launch and new Battista in Rome images available [here](#)
- > Battista will be the most powerful car ever designed and built in Italy
- > Automobili Pininfarina confirms first Battista production car will arrive in late 2020

**(Munich/Rome, 12<sup>th</sup> April 2019):** Automobili Pininfarina debuted its stunning pure-electric 1,900 hp Battista hypercar in Italy this week ahead of its first anniversary attendance at the 2019 Rome Formula E race weekend 12<sup>th</sup>/13<sup>th</sup> April.

The stunning Blu Iconica Battista will take pride of place alongside its technology cousin, a specially liveried Mahindra Racing Formula E car, just 12 months after the new Automobili Pininfarina company was introduced at the 2018 Rome Formula E race.

Sharing in the first birthday celebrations is technical partner Mahindra Racing, who is hosting a passionate audience of car fans, motorsport enthusiasts and friends of Automobili Pininfarina in the Formula E eVillage fan zone where Formula E presents the latest innovations in automotive technology.

Michael Perschke, CEO, Automobili Pininfarina, said: *“The 2019 Rome Formula E race weekend is a huge moment in time for us. It is our ‘home’ Formula E race and where, 12 months ago, we announced the formation of Automobili Pininfarina alongside our ambition to help realise the Pininfarina family dream to one day see a full range of cars solely badged with their iconic name.*

*“It is only right that we return to our spiritual home where electric power is once again being celebrated. The Battista will be the most powerful car ever designed and built in Italy, so we look forward to returning here in 2020 and showing our Italian fans the car in action.”*

### **Automobili Pininfarina**

Automobili Pininfarina was announced in April 2018 at the Rome Formula E race as the world's newest car brand, and the only car brand currently solely focused on producing a full range of luxury electric cars. The company returns to Rome this weekend to celebrate its first birthday, highlighting

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to supercar and motorsport fans the potential power, excitement, and sustainable values of extreme electric performance.

Within 12 months, the company, based in Germany and Italy, has recruited an enviable list of design and engineering experts, presented three production-ready design models of its first car at the 2019 Geneva International Motor Show, secured a global network of specialist luxury car retail partners, confirmed that its second model, codenamed PF1, will be presented at the 2019 Monterey Car Week, and now celebrates its first birthday in Rome.

## **The Pininfarina Battista**

The Battista will be Automobili Pininfarina's first pure-electric luxury car when it arrives next year. Electric power facilitates incredible performance targets. The Battista's 120 kWh battery provides power to four electric motors – one at each wheel – that combine to produce a targeted 1,900 hp and 2,300 Nm (1,696 lb/ft) torque.

With its beautifully elegant design by the world-famous Pininfarina S.p.A. styling studios in Italy – the name behind the styling of over 60 Ferraris – a single-charge range targeting 300 miles or a non-stop drive from New York to New Hampshire, and a sprint to 60 mph in less than two seconds – faster than a Formula 1 car – the Battista represents a new reality for electric car desirability and a new poster car for the EV generation.

**Ends**

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[www.automobili-pininfarina.com/media-zone](http://www.automobili-pininfarina.com/media-zone)

## **Editor's notes**

### **Automobili Pininfarina and the Battista**

Automobili Pininfarina will offer a range of pure-electric luxury cars from late 2020. The first, the Battista, takes the name of Battista 'Pinin' Farina, the founder of Pininfarina, the Italian automotive styling house he began in 1939. It will be designed and hand-crafted under contract by Pininfarina S.p.A. in Cambiano, Italy.