

UNDER STRICT EMBARGO: 00:01 BST, 20 APRIL 2021

JARDINE MOTORS GROUP ANNOUNCES LAUNCH OF AUTOMOBILI PININFARINA LONDON



- Jardine Motors Group launches Automobili Pininfarina London to manage retail sales and servicing of new Battista pure-electric hyper GT for clients based in southern England
- Media invited to online briefing by senior Automobili Pininfarina and Jardine Motors representatives on Monday 26 April at 10am. To register interest please email jardinemotorsgroup@mccann.com
- Clients of Automobili Pininfarina London will be invited to specify their unique Battista in Cambiano, as the Italian luxury electric carmaker finalises the atelier space in which Battista will be hand-crafted from summer 2021

(LONDON, 20 APRIL 2021) As the electric vehicle revolution continues, Jardine Motors Group has announced that it has been selected as the London and southern UK retailer for the exclusive Automobili Pininfarina Battista pure-electric hyper GT. The luxury retailer will operate under the name of Automobili Pininfarina London.

The launch of Automobili Pininfarina London is a once-in-a-generation opportunity for hypercar aficionados and collectors in the UK to own a limited edition, handmade electric hyper GT; one that sets the benchmark for sustainable automotive luxury alongside breath-taking design and unprecedented performance.

The Automobili Pininfarina London team is providing the unique opportunity for prospective clients to view the Battista hyper GT in person. The Battista Anniversario will be visiting the UK as part of a world tour later this month, creating a rare opportunity for potential clients to see and feel the unique characteristics that define a pure-electric hyper GT.

Neil Williamson, CEO for Jardine Motors Group, said: *“Jardine Motors Group is very proud to have secured the London and southern retail rights for the Automobili Pininfarina Battista pure-electric hyper GT. The Pininfarina name is legendary in the world of motoring and we are excited to partner with the company to bring Battista to our enthusiastic clients in Britain. We are privileged to have the incredible, limited-edition Battista Anniversario with us in April and we anticipate significant demand as clients seek to get up close and personal with a unique and sustainable motoring innovation from a prestigious luxury car maker.”*

Battista delivers 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, the Battista combines exceptional 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 will be created and, like many iconic Pininfarina designs of the past, each will be individually hand-crafted at the Pininfarina SpA atelier in Cambiano, Italy. With Battista prototype development now at an advanced stage, potential clients in London and southern England are invited to register and explore Battista ownership at www.jardinemotors.co.uk/coming-soon-pininfarina/

As part of a bespoke client experience, every Battista owner will be invited to meet the Automobili Pininfarina team responsible for designing, engineering and developing the most powerful car ever produced in Italy. During this visit to the birthplace of Battista 'Pinin' Farina, owners will explore the near-

infinite opportunities to create a bespoke Battista, with the team led by Automobili Pininfarina Chief Design Officer Luca Borgogno on hand to showcase an enchanting range of colours, materials and finishes inspired by the natural beauty of Italy's Piemonte region. The opening ceremony for this enhanced facility is planned for summer 2021.

Per Svantesson, Automobili Pininfarina CEO remarked: *"I am delighted that we have strengthened the presence of Automobili Pininfarina in the UK through this partnership with Jardine Motors Group. Through the launch of Automobili Pininfarina London, future owners of Battista are guaranteed world-class customer service and access to the entire Automobili Pininfarina family. I look forward to personally meeting every owner and introducing them to our world of sustainable automotive luxury."*

The Battista hyper GT arrives in London following an extensive and successful development and testing phase, in which the vehicle has been put through its paces across a number of key locations including Nardo Technical Center and the surrounding roads. This has also coincided with the pre-series production coming to near completion.

Ends.

PRESS CONTACTS

Dan Connell
Chief Communications Officer
(M) +49 (0) 160 553 0318
d.connell@automobili-pininfarina.com

Christian Scheckenbach
Head of PR and Partnership Communications
(M) +49 (0) 171 265 4094
c.scheckenbach@automobili-pininfarina.com

FOR MORE INFORMATION, VISIT

automobili-pininfarina.com/media-zone

EDITOR'S NOTES

ABOUT 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.



ABOUT JARDINE MOTORS GROUP

Jardine Motors Group operates in more than 50 locations across the UK, representing 15 luxury and premium automotive brand, employing 2,700+ people. In its mission 'to be the best motors retailer as judged by you', the company's strategy has a strategic focus on transforming the services and experiences it offers to both colleagues and customers. This includes a long-established diversification and inclusion strategy to help change perceptions of the industry as well as collaborating closely with its OEM partners, start-ups and leveraging the scale of its holding company, Jardine Matheson based in Hong Kong, to work with global leaders, to modernise its core business operations. Passionate about the growth of alternative fuel vehicles and educating customers, it offers a wide range of luxury electric vehicles, with a number of sites holding Electric Vehicle Approved (EVA) accreditation from the National Franchised Dealers Association (NDFA).