

BATTISTA WINS COVETED DESIGN AWARD AT CONCORSO D'ELEGANZA VILLA D'ESTE 2021



- New pure-electric Battista added to its growing list of awards by winning the prestigious Design Award at the exclusive Concorso d'Eleganza Villa d'Este in Lake Como, Italy
- Automobili Pininfarina's new hyper GT made its European public debut in production-ready form at the prestigious event, between 1-3 October
- The Villa d'Este Battista was made to a unique specification – like every example of the pure-electric hyper GT – and finished in exquisite Verde Paradiso exterior paintwork with a luxurious tan leather interior

(LAKE COMO, 05 OCTOBER 2021) The production-ready Automobili Pininfarina Battista made an award-winning European debut at the Concorso d'Eleganza Villa d'Este 2021, after taking home the event's coveted Design Award.

The pure-electric hyper GT appeared in a previously unseen specification, following a successful world premiere at Monterey Car Week, in August, where a unique model with Black Exposed Signature Carbon bodywork was joined by the Battista Anniversario to mark the introduction of the vehicle to the US.

On the shores of Lake Como, just a few hours' drive from the Cambiano production facility in which Battista is built in, the Battista won the Design Award at Villa d'Este as a bespoke specification of the pure electric hyper GT made its first public outing between 1-3 October.

Luca Borgogno, Automobili Pininfarina Chief Design Officer said: *"We took a unique Battista to Villa d'Este to showcase the diverse colour and material choices that our discerning clients can choose from when personalising their vehicle. To win the Design Award is a fantastic way for us to begin the countdown to making our first customer deliveries later this year. It's always exciting for us to show new bespoke combinations of the Battista in different parts of the world, but especially so in our home country alongside legendary classic Pininfarina-designed masterpieces."*

The pure-electric masterpiece added the prestigious Design Award at Villa d'Este – voted for by event guests – to its Electric Hypercar of the Year award, from GQ, and the Electric Dream award, from Electrifying.com, after taking its place in the Concept Cars & Prototypes category.

EXQUISITE SPECIFICATION

At Villa d'Este, Automobili Pininfarina took the wraps off a distinctive and sophisticated interpretation of a traditional colour combination that elevates the Battista's beautiful proportions and elegant design.

The hand-finished exterior features striking Verde Paradiso metallic paint, with a coordinating front nose and rear wing complemented by the Carbon Accent Pack for the lower body and rear diffuser. Its Black Exposed Signature Carbon elements combine with a Nero finish for the trademark 'Goccia roof' while the Exterior Jewellery Pack features brushed anodised aluminium accents.

The exterior colour scheme is complemented by precision-polished forged aluminium Impulso Gloss Black alloy wheels with brushed anodised aluminium centre-lock rings and brake calipers painted in understated silver.

The interior combines exclusive sustainable Tan leather upholstery, with quilting providing an even more luxurious experience. The GT seats are complemented by matching Tan seatbelts and contrasting Black Exposed Signature Carbon detailing. The Interior Jewellery Pack provides brushed anodised aluminium detailing with the steering wheel and floor mats finished in black.

DEVELOPMENT REACHES FINAL STAGE

The production-ready Battista's European debut follows a successful world premiere in the US as part of Monterey Car Week in California.

It was the first opportunity for US clients to experience the production-specification Battista on the road, and see it in person alongside the exclusive Battista Anniversario – of which there are just five units of the limited run of no more than 150 total Battistas.

With production of pre-series Battista vehicles now complete, first clients of the pure-electric Hyper GT are planned to take delivery from the end of this year.

Ends.

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EDITOR'S NOTES

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 2,300 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.