



BATTISTA RETURNS 'HOME' TO ITALY AS AUTOMOBILI PININFARINA'S 1,900 HP ELECTRIC HYPERCAR BREAKS RECORDS AT THE TURIN AUTO SHOW

- > Automobili Pininfarina's Battista luxury electric hypercar to star at the Turin Auto Show, 19th – 23rd June
- > The most powerful Italian-made car will be designed and hand-built at Pininfarina S.p.A. in Cambiano
- > The Battista statistics that will break records in Turin: 1,900 hp, 2,300 Nm, and zero emissions; 0 – 100 km/h in under 2 seconds; 450 kms on a single charge
- > Global sales begin in 2020 for just 150 Battistas; only 50 cars planned for Europe
- > Battista images and film available [here](#)

(Turin, 13th June 2019): Following the Battista's debut at the 2019 Geneva International Motor Show in March, and world tour that has seen the pure-electric hypercar presented to new customers and supercar fans in Europe, the Middle East and North America, the first luxury car from Automobili Pininfarina returns home to Italy for the 2019 Turin Auto Show, 19th to 23rd June.

The 1,900 hp, zero-emissions luxury hypercar will set a series of new records for the automotive festival in Turin. The Battista will be the most powerful road car ever unveiled at the show and the fastest from 0 – 100 km/h: at less than two seconds, it is faster than today's Formula 1 cars.

The Automobili Pininfarina luxury car brand was announced at Rome's Formula E race in 2018 and in less than one year presented the Battista design model to the world in Geneva. The *Blu Iconica* Battista to be presented in Turin represents one of just 150 of the stunning luxury hypercars that will be individually hand-built and personalised in Italy from late 2020 under contract at the legendary Carrozzeria Pininfarina. Automobili Pininfarina's Design Director, Luca Borgogno, defined the design brief for the Battista to represent purity, rarity and beauty under his PURA design philosophy.

Luca Borgogno, Design Director, Automobili Pininfarina, said: *"The Battista will be a truly beautiful and elegant guilt-free hypercar and the first EV to really fall in love with. It is also a showpiece for our ambition to deliver a new sustainable luxury car brand with all cars powered by electricity and purely badged Pininfarina. In this way, we contribute to a future automotive sustainable vision and also help fulfil the Pininfarina family dream that began with Battista 'Pinin' Farina, to see purely Pininfarina-branded cars take to the roads. The Battista we will present in Turin defines the past, present and future for luxury and performance cars."*

Press Release

As the Battista continues its global tour, it is seeing strong demand from potential owners seeking to drive the first in the future generation of sustainable, zero-emissions luxury cars. Its unique combination of performance – which no petrol-engine car will ever achieve – and Pininfarina-designed carbon fibre body appeals to traditional supercar collectors and automotive connoisseurs. It is pure supercar in its style with just the charging e-port, which glows and pulses according to its state of charge, giving away its electric-car credentials.

Borgogno continued: *“The design brief for the Battista is that above all else it must be beautiful. It presents classic supercar proportions with an elegant style defined by two or three simple defining lines and pure surfaces. Then under the skin the engineering is revolutionary so when the driver presses the throttle, he or she will drive with an electric performance they have never before experienced, for hundreds of kilometres. This is PURA – beauty in performance and beauty in design.”*

A revolution in performance: Automobili Pininfarina Battista

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 (1,696 lb/ft) torque, launching a new generation of hypercar as both a hyper performance and an eminently driveable luxury car. Aiming for a sprint to 100 km/h in less than two seconds, with a single-charge range of 450 kilometres, the Battista represents a new reality for electric car desirability.

Development of the Battista has begun with simulation testing under the direction of with ex-Formula 1 and Formula E racing driver, Nick Heidfeld, Automobili Pininfarina’s Chief Development Driver.

Just 50 Battistas are estimated to be available in Europe with the €2m hypercar available to order through a small network of specialist retailers in Belgium, Germany, Monaco, Switzerland and the UK. A small number of other specialist car retailers are under consideration in Europe. Potential customers are invited to apply to own a Battista now using an online service within the company’s website: [Apply Now](#).

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