



Press Statement

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# Automobili Pininfarina confirms Management Team changes

**(Munich, 25 March 2020)** Automobili Pininfarina Chairman and Mahindra & Mahindra Managing Director, Dr. Pawan Goenka, today confirms the departure from the business of Automobili Pininfarina CEO Michael Perschke. With immediate effect, Per Svantesson is appointed to the role of Managing Director and CEO as an interim arrangement.

Dr. Pawan Goenka said: *"Michael Perschke has decided to leave his position as Managing Director and CEO of Automobili Pininfarina GmbH. His last day with the company will be 25 March 2020. Michael joined the company on 01 July 2018 and before that he was associated with us as an Advisor since October 2017. Michael was instrumental in the creation of Automobili Pininfarina's business model and strategy.*

*"He can look back on an impressive success story in developing a disruptive product and founding this organization. We wish to place on record our appreciation for Michael Perschke for his passionate contribution and wish him the very best for his future endeavors.*

*"We are pleased to appoint Per Svantesson as the Managing Director and CEO for Automobili Pininfarina with immediate effect. Per has worked closely with our business since 2017 and calls upon 36 years of international experience in senior automotive industry positions. Per will now work under the guidance of the Board as we continue on our mission to make Automobili Pininfarina the most desirable and sustainable luxury electric carmaker in the world."*

Ends

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For more information and for the media kit, please visit:  
[www.automobili-pininfarina.com/media-zone](http://www.automobili-pininfarina.com/media-zone)

### Notes to Editors

Automobili Pininfarina is based in operational headquarters in Munich, Germany, with a team of experienced automotive executives from luxury and premium car brands. Designed and produced in Italy, the Battista hypercar 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.

Anand Mahindra, Chairman, Mahindra & Mahindra, Paolo Pininfarina, Chairman of Pininfarina S.p.A., 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 13<sup>th</sup> April 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.