



AUTOMOBILI PININFARINA CELEBRATES RECORD-BREAKING YEAR



- Automobili Pininfarina celebrates a landmark year with new customers joining an exclusive list of international clients, and a trio of world debuts
- New models laid foundations for continued success, with exclusive Battista Edizione Nino Farina, PURA Vision Concept and B95 Barchetta all arriving in 2023
- Industry recognition included awards for PURA Vision design concept and Chief Design Officer, Dave Amantea
- Executive appointments with Paolo Dellachà elevated to CEO in February, Duncan Forrester joining as Chief Communications Officer, and Anthony Tocco rising to Chief Sales Officer



- Full suite of assets to support the news can be found [here](#)

(CAMBIANO – 12 JANUARY 2024) Automobili Pininfarina has seen unprecedented growth in its product portfolio, business and trophy cabinet in 2023, finishing the year on a high.

A record number of bespoke commissions were curated for clients of the pure-electric Battista hyper GT, as customers around the world took delivery of Italy's fastest and most powerful road-legal production car. To facilitate growing demand, Automobili Pininfarina expanded its global network of retailers, with new partners in Toronto, Canada, and Salt Lake City, US.

2023 saw the introduction of three exclusive and highly-collectible new vehicles that expand the portfolio: the Battista Edizione Nino Farina, PURA Vision design concept and B95 Barchetta. These vehicles represent a significant investment from the business as it grows its discerning community of clients.

Crafted personalisation

Automobili Pininfarina introduced a pioneering new era of electric luxury with the PURA Vision design concept, a striking interpretation of an electric Luxury Utility Vehicle (e-LUV). Bold proportions combine timeless beauty with exquisite detailing, creating an unmistakable presence, with show-stopping features such as a narrow glasshouse and tri-opening pillarless doors, expertly express the brand's new PURA design philosophy.

The B95 is a pure-electric, open-top hyper Barchetta, influenced by the PURA design philosophy. It is a highly-exclusive design and technology showcase available in strictly-limited numbers. The simplicity of its flowing open-topped bodywork contrasts with exquisite technical details to provide a dramatic interpretation of a classic racer, underpinned by pure-electric performance. Handcrafting and deliveries of this design masterpiece will begin in 2025, marking the 95th anniversary of Pininfarina SpA.

At the 2023 Goodwood Festival of Speed, the Battista Edizione Nino Farina was introduced, representing an exclusive tribute to racing legend Nino Farina – nephew of company founder Battista 'Pinin' Farina and the first Formula One World Champion. Each of the five unique examples features an exquisite detail that references a different milestone in Nino's racing career.



Industry recognition

Automobili Pininfarina enjoyed industry recognition in 2023 as its trophy cabinet continued to fill with silverware, with Chief Design Officer, Dave Amantea, being named among Bloomberg Businessweek's 'Ones to Watch', thanks to his work on the company's PURA design philosophy and, specifically, the PURA Vision e-LUV concept.

Further recognition for PURA Vision included the *'Best Use of Materials in Design'* award from CarDesign Spain, for its focus on sustainability and quality, the 2023 New York Product Design Awards, *'Automotive & Transport – Cars & Motorcycles'* category, as well as the *'Platinum Award'* at the London Design Awards.

Executive appointments

In February, Paolo Dellachà was appointed as the company's new Chief Executive Officer, moving from his role as Chief Product and Engineering Officer, previously responsible for the development of the Battista hyper GT.

Duncan Forrester joined as Chief Communications Officer in December. Forrester will be responsible for leading the Brand and Communications activities as Automobili Pininfarina enters an exciting new phase of product and corporate growth.

He brings extensive international automotive start-up and electrification experience from a variety of roles, including executive roles at Volta Trucks, Polestar, McLaren Automotive, as well as Volvo.

Anthony Tocco also joined the executive team, following his promotion to Chief Sales Officer from his previous position as Director of Client Relations and Sales. Tocco previously held senior sales positions within Caterham Cars, AUTOBRITT and McLaren Automotive.

Ends.

PRESS CONTACTS

Duncan Forrester
Chief Communications Officer
(M) +49 (0) 171 265 4094
d.forrester@automobili-pininfarina.com

Akira Shinonuma
Communications Manager
(M) +49 (0) 1511 0949270
a.shinonuma@automobili-pininfarina.com



FOR MORE INFORMATION, VISIT

automobili-pininfarina.com/media-zone

EDITOR'S NOTES

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 in all major global markets under the brand name Pininfarina. The new company aims to be the most desired, 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. has an influential role in supporting design and production capacities based on its unique 94-year experience of producing many of the world's most iconic cars.

THE AUTOMOBILI PININFARINA BATTISTA ([LINK TO PRESS KIT](#))

The Battista is the most powerful car ever designed and built in Italy and it 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 2,340 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 combined WLTP range of up to 476 km (U.S. combined EPA: 300 miles) on a single charge. No more than 150 examples of Battista will be individually hand-crafted at the Pininfarina SpA atelier in Cambiano, Italy.