



Pagani Automobili announces record year

- Pagani Automobili brings two unique vehicles to 2018 Geneva Auto Show
- Huayra Roadster Production ramps up
- 2017 marks the company's strongest year in its history

Geneva, San Cesario - 23rd of February 2018. Pagani Automobili is bringing a US-spec Huayra Roadster as well as the Zonda HP Barchetta to the 2018 Edition of the Geneva International Auto Show. The two vehicles perfectly represent the achievements reached by the company in 2017, the strongest year in the history of the Modenese Atelier, with a 29% increase in turnover from 2016.

Huayra Roadster

"The limited production run of only 100 Pagani Huayra Roadster is already sold out, and our skilled artisans are creating each individual example in our brand new atelier in San Cesario sul Panaro, combining, as always, Art and Science. We anticipate 2018 to be the busiest and the most rewarding year with the delivery of 40 new vehicles to their respective owners. Our customers started the amazing journey with the tailoring of their new Huayra Roadster to their precise taste and they will enjoy every moment of the building process until the delivery. The journey then gets even more exciting along their road. We bring a US spec Roadster to the show this year as a demonstration of our commitment in developing a global product, complying with the most stringent applicable standards", says Horacio Pagani, Chief Designer of Pagani Automobili.

Pagani is known to give its customers the opportunity to express themselves with the customisation of their personal Pagani vehicle and the Huayra Roadster on display at 2018 Geneva Auto Show is an example of our customers' finest creativity.



Zonda HP Barchetta

In August 2017 Pagani unveiled the Zonda HP Barchetta at Pebble Beach, Concours d'Elegance, a car that represents Horacio Pagani's personal vision of the perfect Zonda. With this project Pagani confirmed once again its expertise in manufacturing bespoke creations, combining the craftsmanship of an artisan, keen to meet any customer's desire, with the qualities of an automotive manufacturer, able to guarantee the conformity to the highest technical standards.

Rinascimento

In 2017 Pagani launched the Rinascimento program, which aims at bringing an older Pagani vehicle back to its original glory with a conservative restoration, maintaining and refurbishing as many of the original components as possible. Not only will this guarantee the correct functionality of the vehicle for years to come, but this certified program guarantees also that the residual value of Pagani vehicles is preserved.

Horacio Pagani, Chief Designer, Pagani Automobili: *"Taking care of our customers is priority. We do not have plans to expand our new-car production capacity beyond 40 units, but strive to offer more services to the loyal members of our Pagani family of customers and giving them all our attention."*

Increase in R&D investments

The Pagani Huayra BC has spearheaded the development of new technologies and composite materials, which have found their way also in the Huayra Roadster project, resulting in what is today the only Roadster which is lighter than the Coupé it is derived from.

Pagani is continuing to increase its Research & Development investments which have grown by 86% in 4 years.



Expansion of the Pagani network

In 2017 Pagani has established partnerships in Germany, South Africa, Republic of the Philippines and Southern California to better serve Pagani customers in these territories.

Hannes Zanon, Commercial Director: *"The recent increase in production capacity and the expansion into new territories are part of a global growth plan, which aims at securing the future of our company while maintaining the exclusivity of Pagani vehicles in the respective market regions. Being close to the customer is key for our brand, and we are honoured to have partners all around the world who can ensure a customer to feel right at home in the Pagani showroom."*