



NEW PAGANI SHOWROOM OPENS IN SOUTH AFRICA

Johannesburg, South Africa, January 31st 2019. The Italian luxury manufacturer Pagani Automobili and its partner Daytona (Pty) Ltd are proud to announce that a new Pagani showroom has been opened in Johannesburg South Africa.

The opening of this new brand center is an important step in bringing the Modenese Atelier experience closer to our customers in the region.

Located in Melrose Arch, Johannesburg, this showroom embodies Italian style and flair, featuring the handcrafted signature Pagani furniture and details.

While enjoying the best blend of Italian coffee, our customer will be able to configure their future Pagani vehicles. The latest state-of-the-art digital visualization tools combined with the smell and feel of the leather samples and the richness and depth of the colour swatches, will provide for an unforgettable configuration experience. The customer will be guided by the Pagani product experts at the dealership through the details of the Pagani products and the variety of options available.

Once the skilled artisans in San Cesario complete the construction of the Pagani vehicles, delivery ceremonies are held in this inspiring environment, as privileged owners receive their bespoke Pagani creatures; often years after placing their order.

In the brand new service center, equipped with the latest diagnostic and maintenance tools, the factory trained expert mechanics will make sure the Pagani vehicles in the region are kept up to date and in pristine condition; ensuring owners enjoy the best service as they continue to enjoy the Pagani cars on the mesmerizing roads in South Africa.

South Africa will receive its first Pagani Huayra Roadster this year and hand it over to the fortunate owner. All allocations are sold out for the next two years.

Horacio Pagani, Founder and Chief Designer – Pagani Automobili SpA: *“Opening this showroom is another milestone for Pagani. With Daytona we have found a perfect partner, that understands our philosophy and has created an amazing home for the brand in South Africa. Having a strong brand presence in South Africa is an essential part of a healthy development plan for our brand, where the geographic expansion allows us to continuously improve the distribution of Pagani products, guaranteeing upmost exclusivity of the products for our clients.”*

AWARDS

2018 - Horacio Pagani: Honoris Causa Degree in Vehicle Engineering
2016 - Huayra: Car Classic Visions of the Future
2016 - Horacio Pagani: Concorso Italiano Vision Award
2013 - Huayra: Supercar of the year - CI Magazine
2012 - Car of the year: Pagani Huayra - EVO
2012 - Horacio Pagani: 5 Diamonds Engineering Awards
2012 - Performance Car of the Year: Pagani Huayra - CAR
2012 - Pagani Huayra Hypercar of the year - Top Gear Magazine
2011 - Zonda R Best in Class - The Quall Lodge: a Motorsport Gathering
February 2011 - Zonda R: Stig's test Track Fastest Laptime: 1:08.5
2011 - Zonda S Roadster: "Best of the Show" - Beaulieu's Supercar Trophy

2010 - Zonda R: Jeremy's Car of the Year
2010 - Pagani Automobili: Best of Italian Luxury Award - Hurun Report
2013 - Horacio Pagani: Ragno D'oro 2013
June 2010 - Zonda R: Nürburgring Nordschleife Fastest Laptime: 6:47
2009 - Supercar of the year Pagani Zonda Cinque - CI Magazine
2009 - "Zonda F: customer's best choice" - Sport Auto Francia
2009 - Mothers Choice Award: Excellence in Automotive Design - Sema Show
2009 - Zonda F: "Best Drivers' car" - Evo
2008 - Supercar of the Year: Zonda F Clubsport - CI Magazine
August 2008 - Zonda Roadster F: Nürburgring Nordschleife Record: 7:29:70
August 2008 - Zonda F: Nürburgring Nordschleife Laptime: 7:24:44

September 2007 - Zonda F: Nürburgring Nordschleife Record: 7:27:82
2013 - Pagani Huayra: Drive of the Year 2012 - CI Magazine
2006 - Supercar of the Year: Zonda C12 S - CI Magazine
Palme d'Or - Zonda F: best supercar 2005 - Sport Auto F
November 2005 - Nürburgring Nordschleife Laptime: 7'32" - Sport Auto
Top Gear Powerlaps 2005 - Zonda F fastest time - Top Gear UK
April 2004 - Best Car of the Decade: 2nd place - Evo
June 2002 - Record Nürburgring homologated cars - Sport Auto
Pagani Automobili: Specialist Manufacturer 2002 - Autocar
Zonda C12 S: Performance Car of the Year 2002 - Car
Zonda C12 S: Car of the Year 2001 - Evo



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Justin Divaris, CEO – Daytona LTD: *“Adding a brand like Pagani to our already impressive Daytona stable is a huge feather in our cap. It re-affirms our position as the ultimate luxury supercar dealer in the country. To be awarded sole dealership of Pagani is an honour and we are 100% percent committed to living the brand philosophy.”*