



# The Story of a Dream

Discover the story of the man  
who turned Supercars into *Hypercars*.

PRESENTED BY



*“When you point your visionary bow towards a star and spread your wings to reach an unreachable height, thirsty for perfection and rebellious against mediocrity, you have within the mysterious spring of an ideal”*

José Ingenieros

## The beginning of the Dream

*How Leonardo Da Vinci's philosophy of Art and Science completely changed the life of Horacio Pagani.*

This is the story of a dreamer who, through diligent study and hard work, turned Supercars into Hypercars.

It all started in 1955, in Casilda, a small town in the heart of the Argentinian countryside. Horacio Pagani, whose father was a baker and mother an artist, loved playing outdoors with his friends just like any other kid. However, this little boy was different from his peers. He was so in love with automobiles that he used to spend all his time making miniature car models using simple materials and tools. He also avidly read all about the European motor shows and exotic car legends like Ferrari, Maserati and Lamborghini. He longed to go to Modena, Italy, design his very own cars and be part of that world.

One day while reading Reader's Digest, Horacio discovered one of the greatest minds of all time, Leonardo Da Vinci. According to Da Vinci, "Art and Science are two disciplines that must walk together hand in hand". So, Horacio felt that art and science could be mixed together to create beautiful, yet functional masterpieces. This maxim opened up a new path for him.

From that moment on, Da Vinci's principles inspired each of Horacio's creations - and even his studies. He began to resolutely combine engineering and art in every application on a daily basis. Among his many projects, a Formula 2 single-seater racecar was one of the most exciting. Horacio and a few friends set out to compete in the 1979 Argentinian championship. Having started the project two years earlier and overcome numerous challenges, Horacio finally finished, having crafted even the smallest part of the car. Only the engine was missing,



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but he was able to convince Renault to sponsor him by providing the engine.

This fanatical attention to detail and imaginative design attracted the interest of Oreste "El Mago" Berta, one of the world's leading automotive engineers and five-time Formula 1 World Champion Juan Manuel Fangio, who were curious to know who had created such an intriguing vehicle.

Little did Horacio know at the time but these extraordinary men, two of his biggest idols, would become his life coaches and, best of all, would help him make his dream come true.

## The Lamborghini Years

*Leaving everything behind to follow a dream. Not everyone would, but this is exactly what Horacio Pagani did in the craziest but most logical choice of his life.*

A tent, two bicycles and a suitcase full of dreams. That was all Horacio Pagani and his young wife Cristina had when they decided, without even being sure of finding a job, to set off for Italy in December 1982. Even the letters of introduction and recommendation that Fangio wrote to Italy's major automakers on behalf of Horacio were not able to guarantee that Horacio obtained employment. The automotive market was suffering and there was a sharp drop in hiring. So much so that Horacio looked around for odd jobs and learned how to get by on a shoestring.

It was only after several months that the Bodywork department of Automobili Lamborghini took him on as a mechanic. Although he started at the bottom, he was soon able to show his worth through constant commitment fueled by his fervent passion. He was the first to arrive in the morning and the last to leave at the end of the day. Even after dinner, he continued to delve into sports car design and production issues.

In 1985, young Horacio was put in charge of the new Composite Material department where he took part in the design of the Countach Evoluzione, the first road car to be entirely made of composite materials using technologies that had previously been the prerogative of the aerospace industry and racing world. The result of this project was one of the most pioneering vehicles of its time and mapped out in Horacio's mind the path towards the future of the sports car, with a focus on efficiency, safety and most importantly, being lightweight.

Subsequently, Horacio, always forward thinking, tried to persuade Lamborghini to buy an autoclave so they could make parts in composite materials on a large scale. However, management refused as they did not believe in the potential at that time. So, once again, Horacio took charge of his own destiny. He went to the bank, took out a loan to buy his own autoclave and he rented a building near the Lamborghini plant in which he began research and development that would serve him in the future.



## Modena Design

*When the going gets tough, the tough get going.*

Towards the end of the '80s, just when the economic crisis seemed to inflict its hardest blow on the global economy and, even more ferociously on the Supercar market, Horacio decided to stake everything on the realization of his dream, at all costs.

It was during this difficult period that he founded Modena Design, where leading-edge composites were made during the day for world-class names like Renault, Daihatsu, Ferrari Formula 1, Aprilia and Dallara. But it was overnight that Horacio Pagani worked on his own car, which would soon be dubbed "Fangio F1", in honor of his great friend.

After the first couple of years spent designing the vehicle, in 1993, Horacio was introduced to Mercedes-Benz in the hope of obtaining an engine for his car. Horacio met chief engineer Dieter Zetsche, future chairman of the board and CEO of the Daimler group, at the Geneva Motor Show and showed him the prototype on which he was working. When Dieter saw the vehicle he complimented Horacio and exclaimed: "It looks like a timeless car!" to which Horacio replied: "Thank God! Because I don't have any money and I'll need a lot of time to make it." A few months after their meeting, the chief engineer agreed to supply Horacio a 12-cylinder Mercedes-Benz M120 engine. That was when Horacio's dream really began to take shape with its powerful new 450 HP German powerplant.

The type approval tests went through without a hitch and, in March 1999, the car was officially presented in Geneva under the name of Zonda, as unfortunately, Horacio's friend and mentor, Juan Manuel Fangio had passed away a few years earlier and Horacio decided to change the name of the project.

The Zonda embodied the essence of Leonardo Da Vinci's vision of art and science. Thus Horacio succeeded in combining aesthetic appeal, design and cutting-edge engineering. No longer was the concept of "Supercar" sufficient to define this fanatical attention to every detail. The Zonda was different from all the rest. Longed for, desired and agonized over: there was nothing comparable in the Supercar world to the passion and love conveyed by this vehicle. Horacio Pagani had raised the bar and a new definition was needed.

The Zonda was, in every way, a Hypercar. It came from another dimension, fashioned from a dream to generate emotions from the very first instant.

Easy to drive, supremely user-friendly, safe and comfortable. And the Silver Star that gleamed in the engine bay just added to its tangible allure.

The dream of the Zonda project saw the light after nine long years. Years of hard work and continuous perfection slowed at times by lack of support from suppliers who failed to believe in the dream of a man. A dream which has now become the same dream of many other men and women at what is today, Pagani Automobili.



## Pagani Automobili

*When one dream gives birth to hundreds of dreams.*

The paths of the Zonda and the Huayra are studded with wonderful memories. The two Pagani Hypercars have not only thrilled and excited enthusiasts with their sinuous lines but especially with their technological breakthroughs and the speed records (some of which Pagani held for a very long time) the cars have managed to snatch on the world's most important circuits.

This is the Story of a Dream come true that has inspired so many other dreamers. The secret of Pagani Automobili, the workshop "where Hypercars are tailored to their owners' desires," is that the dream of that young boy from Argentina has now become the dream of the men and women who commit themselves to furthering that dream every day.

Creating bespoke automobiles, unique objects able to convey emotions, is no small thing. Yet there is no Pagani signature vehicle that, over the years, has not been inspired by the finest scientific and design research.

Each Pagani Automobili project is fueled by increasingly newer and more ambitious goals. This is the attitude that Horacio Pagani has transmitted to his team of craftsmen, designers and engineers. Experts who constantly strive to improve their skills and raise the stakes. People driven by the genuine desire to exceed their limits and create timeless masterpieces that transcend mere fads and fashions.

The driving force behind Modena Design, at the outset, and then Pagani Automobili is, and has always been, the quest for all that is unique in the creation of automobiles that embody Da Vinci's concept of Art and Science walking hand in hand. Pagani automobiles enshrine humanistic concepts rarely applied in the automotive industry. Even their smallest detail emanates authentic significance. Products of the mind and built by hand, these Hypercars are enhanced by the heart of their creator, Horacio Pagani, who has always had passion as a vital part of his DNA.

## Carbon Fiber

*35 years of knowledge.*

During his childhood experiments on balsa-wood models, Horacio started mastering materials and carefully studying their behavior. With the single-seater fibreglass race car he designed and built, he saw even more significant improvements.

Horacio understood the high potential of composite-material-based systems and, in particular, carbon-fiber while making the Countach Evoluzione at Lamborghini.

Today, these composites that Horacio began experimenting with 35 years ago, are applied in many diverse market segments including aerospace, military, and healthcare in which orthotics, prosthetics and exoskeletons are just a few noble applications that some visionary men have carried on for decades. In his field, with his expertise, Horacio Pagani can produce Hypercars reaching some of the highest levels of efficiency and



performance in the automotive sector.

Research in Advanced Composite Materials became a mission for Horacio right from the time the first autoclave was purchased back in the '80s. An unstoppable and constantly evolving revolution that turned into an extremely specific, precise processing method requiring a highly skilled workforce.

The pulsating heart of Pagani craftsmanship is enshrined within one of its signature features and is the first thing that strikes you when you see a Zonda or a Huayra: the front hood with its herringbone weave pattern, a symbol not only of technical research but also a quest for aesthetics.

Every craftsman is uniquely skilled and contributes towards the creation of the vehicle by adding those special details that make it inimitable. It's in the Motor Valley in Modena, Italy that the Granturismo concept - GT automobiles made of hand-worked sheet metal - had its roots. Pagani carbon fiber composites provide new technology for Hypercar construction, but also embody and share the same passion and mastery of the past.

Trimmed and fashioned like a bespoke suit tailored by the skilled hands of artisans, composite materials stand out for their pioneering features as freedom of shape combines with research into strength and lightweightness that knows no bounds.

## Engine

*United by passion.*

Mercedes Benz can look back on over 125 years of history. During the past 50 years, while Mercedes-AMG has developed the world's best-performing engines, the company's relationship with Pagani Automobili has become a close-knit partnership based on a shared passion for art and automotive engineering.

Working together for over twenty years, the two enterprises have been creating the pulsating heart of Pagani Hypercars in an engineering feat tailored to Pagani Automobili's most stringent specifications.

AMG provides a large team of specialist engineers entrusted with the creation of each individual engine. An exception in the entire history of Daimler as never before had an engine ever been designed for another automaker.

One man, one engine. Stuttgart's skilled master mechanics build each block individually. The signature of the engineer who approves it is applied to each engine once it has been completed. This is the commitment of Mercedes AMG to the creation of a unique product and coordinated research into ground-breaking technical solutions.

*"The good thing about this partnership is that we share the same mentality. We always put the status quo to the test and Horacio tests what's usually taken for granted. Working together, we have always believed in tough challenges and achieved increasingly higher levels of perfection." - Tobias Moers, CEO Mercedes AMG GmbH*



## Tires

*10 years raising the bar together.*

*"Horacio always sets fascinating challenges. Every time we work together, we find ourselves pushing back new horizons. All this provides us with the incentive to experiment and develop new ideas with an extraordinary partner. Innovation and drive to surpass itself is part of Pirelli's DNA. This is how technological excellence in every product is achieved and all Pagani projects bring something new."* - Marco Tronchetti Provera, Executive Vice Chairman and Chief Executive Officer at Pirelli

The partnership with Pirelli did not happen overnight but is one of those encounters which changed the course of automotive history. It has turned into an alliance where common strategies and values have created a bond between Pirelli and Pagani which still continues today.

Pirelli provides Pagani with P Zero tires specially developed for each Hypercar created in the workshop in San Cesario sul Panaro, Italy.

This is the result of the close working relationship, partnership and passion that the two companies have shared for the past decade. The tires were engineered by Pirelli in their "MIRS" (Modular Integrated Robotized System) high-performance tire department with the aim of creating a Pirelli product able to combine high performance with the challenging specifications set by Horacio Pagani and his Team and to provide a sensation of total safety and control for even the least expert driver, regardless of the weather and driving dynamics.

*"Throughout our 10 years of working with Pirelli, one of our goals was always to enhance what drivers experience when they hold the steering wheel. They have to feel as though their hands were resting on the road. And thanks to the skill and knowhow of the Pirelli technicians this tire is now so communicative you can actually sense when you are approaching its grip limit. Let's not forget that as you take a corner, centrifugal force pushes your car sideways and away from the inside of the bend. Everything happens extremely quickly, much more so than on a rollercoaster ride."* - Horacio Pagani, Founder & Chief Designer of Pagani Automobili

## Timeline

**ZONDA C12 (1999)** · Fashioned from a young boy's dream and developed by an authentic and driving passion, the Zonda C12 was the first car to be produced by automaker Horacio Pagani. With its deep curved windshield and a cockpit that jutted forward like a fighter jet, this futuristic supercar was designed to thrill, right from the very beginning!

An inspirational meeting with legendary Formula 1 Champion Juan Manuel Fangio laid the foundation for the challenge taken up by young and eclectic designer Horacio Pagani - create a timeless vehicle destined to become a perfect synthesis of Leonardo Da Vinci's belief that "Art and Science are disciplines that must walk together hand in hand." Horacio's ambitious goal was to combine a harmonious balance of aesthetic and functional details, where painstaking design was inspired by the style of the late 1980s and early 1990s Le Mans racing cars. In a livery reminiscent of the Mercedes-Benz Group C Silver Arrows, the first Pagani Automobili supercar was unveiled at the 1999 Geneva Motor Show. Its revolutionary characteristics immediately made it such a watershed in the automobile world that the term Hypercar was invented to describe it. To celebrate its twentieth anniversary, the Pagani Workshop decided to pay tribute to this iconic Hypercar by attentively restoring and



then exhibiting chassis number 001, originally used for the vehicle's approval and crash tests. The Zonda C12, a project that was 9 years in the making, was the genesis of a dream that still continues today. C stands for Cristina, Horacio's wife, and 12 for the twelve cylinders of the AMG engine.

**ZONDA S (2000)** · One year after the exciting debut of the C12 in Geneva, Pagani Automobili presented the very first street legal car to feature a magnificent fully visible carbon fiber body. Unusual for that time, the Zonda S was depicted as a car from the future. The natural finish required nothing more than a coat of transparent paint, able to highlight even the tiniest flaws in the texture. In other words, skilled carbon fiber artists had to tailor it to perfection. Beneath their carbon fiber blanket, the mechanics nestled like a precious work of art. The Zonda S represented the ultimate expression in the quest for visual and technical perfection.

**ZONDA ROADSTER (2003)** · Presented in 2003, the Zonda Roadster maintained the remarkable bending strength and torsional stiffness of the coupe, the hardest challenge of any open-top car since the roof usually includes the roll-bar which is significantly important to the structure of the vehicle. To achieve this result, the chassis had to be re-designed and a different method of layering the carbon fiber was employed. A new and far more sophisticated fabric with a higher elasticity modulus was needed as well while another, special composite material had to be created from scratch.

**ZONDA F (2005)** · The iconic Zonda F was the outcome of a compilation of ideas, sensations and intuitions contrived by two friends who first imagined this Hypercar and then worked together to make it a reality. These men, who shared a universe of dreams and practical ideas over the years, were Horacio Pagani and racing champion Juan Manuel Fangio. Light weight, safety, performance and originality were the concepts that shaped the Zonda F, the Hypercar that paid tribute to the five-time Formula 1 Champion. This Pagani Hypercar evolved from a desire to make even further enhancements using cutting edge technology. The weight had been so stripped down in the new, highly reactive model that in 2007, it broke the road-legal car speed record at the Nürburgring Nordschleife circuit with 7 minutes and 27 seconds lap time. The Zonda F was art in motion. A stunning tribute to advanced technology and craftsmanship forged by the Pagani Workshop. Not only did this Hypercar possess a highly distinctive personality, but it also expressed and still conveys concepts like purity, authenticity, passion and innovation through its form, materials and the scrupulous care with which its aesthetic and functional details were fashioned. A new chapter in a story of pure emotion that still lives on.

**ZONDA ROADSTER F (2005)** · The Zonda F became Roadster F in 2006. The new version provided potential buyers with a definitive alternative thanks to the finishes and features it shared with its sister coupé. Use of new triaxial carbon fiber allowed the chassis to be redesigned. Thus the resulting vehicle was as light as the coupé. Only the Clubsport version was produced for the Roadster F, as these features which greatly enhanced its power and torque proved far more popular than the original version. The Roadster achieved a remarkable commercial success, so much so that the frames built for production were rapidly sold out, as also had happened with the Zonda F. The bodywork was not modified in any way but Pagani, who had been proposing a two-tone livery since 2005, decided to opt for a fully visible carbon fiber body, a finish that required meticulous craftsmanship during the lamination process to avoid having to remake expensive parts which had already been finished.



**ZONDA CINQUE (2009)** · The Zonda Cinque was unveiled at the 2009 Geneva Motor Show to satisfy a special request from our official dealer in Hong Kong, who asked Pagani Automobili to create the most extreme road-legal Zonda ever. As its name suggests, only five exclusive models of the Zonda Cinque were produced. This absolutely unique project was based on technological advancements in the Zonda R, which already combined streamlined solutions with an untamed, distinctive, groundbreaking character enshrined in a chassis that, even though it was inherited from the F model, featured for the first time ever, a carbon-titanium core that made it lighter and offered higher performance levels than previous models. It soon became the symbol of a new way of envisioning Hypercars. The Zonda Cinque featured a distinctive livery and special colors that conveyed Pagani's on-going commitment to creating a perfect combination of style, research and technological development. Even before it was finished, the Zonda Cinque had already become part of automotive history.

**ZONDA R (2009)** · In 2006, the Pagani factory in San Cesario sul Panaro was ready to take on an even more extreme challenge with no limits apart from safety - a car designed exclusively for track use that would embody both the excellence and sartorial artistry of Pagani Automobili's specialized craftsmen.

The result, unveiled in 2009, was the most intense interpretation of the Zonda. A new, state-of-the-art model created with specific engineering know-how and cutting edge materials from the aerospace industry and Formula 1, designed to reach the highest level of performance in strict compliance with safety regulations.

Aerodynamics, power, light weight and safety were the key qualities of this extreme personality. The Zonda R was the result of an exercise in style and technology, tried-and-tested in 2010 with a lap time of 6 minutes and 47 seconds on the Nürburgring Nordschleife circuit. A record that remained unbeaten for years and helped this model become a timeless legend. This evolution of the Zonda, with its iconic, wild, racing spirit, was the epitome of Pagani Automobili's superior technological expertise. A unique combination of purity and freedom.

**ZONDA CINQUE ROADSTER (2010)** · The 2010 Roadster version of the Zonda Cinque, also produced in a limited number of just five, flaunts a rebellious elegance as it has no roof and reveals its sporting character through its leather and Alcantara interiors.

While maintaining the usual level of refinement of the Pagani Hypercar, the structure of this model features a new, redesigned carbo-titanium chassis plus all the previous solutions adopted by the team to reduce weight and improve driving pleasure, performance and emissions while providing more rigidity. But the "diet" was not over: new suspensions with magnesium components, new carbon brake discs and new rims tailor-made by App Tech using an alloy combining magnesium and aluminum, all contributed towards reducing the weight of the Cinque Roadster to a performance-oriented 1210 kg. In both its coupé and roadster versions, the Zonda Cinque is a tribute to the pulsating heart of the Pagani philosophy and is considered by many to be one of the most iconic creations of the marque.

**ZONDA TRICOLORE (2010)** · Dedicated to the fiftieth anniversary of the Freccie Tricolori, the oldest aerobatic patrol in the world, only three Zonda Tricolore cars were built. The vehicle was given an exclusive livery - just clear blue lacquer over the exposed carbon fiber with red, white and green "Tricolore" stripes on the front and sides, as a tribute to the Italian Air Force team.

Powerful and untamed as one of the ten two-seat Aermacchi jets of the aerobatic team, this car mounts App Tech rims in a light aluminum and magnesium alloy, anodized in a special gold color and fitted with Pirelli P Zero tires. The exhaust is made of ceramic-coated titanium; the suspension is forged in magnesium and titanium, and the carbo-ceramic brakes are finely crafted by Brembo. Extraordinary technical features for an overall weight of just 1210 kilos.





**HUAYRA (2011)** · In 2011, a totally new model succeeded the Zonda. The eternal element Air, in all its forms - especially wind - became a determining factor in defining the concept and style of the Huayra. A jet turbine combined with the silent grace of a glider. The elegance of the wind's movement juxtaposed with the ferocity and force that it can unleash. Huayra is the God of the Wind in the Quechua culture of certain populations living in Argentina, and the whole car is sculpted by that element. A new V12 twin-turbo engine developed by AMG and Active Aerodynamics made its debut for the very first time in a ground vehicle. Presented in 2011, the Pagani Huayra has gone on to achieve important recognition and in 2012, thanks to its many innovative features, was named Car Of The Year by the top three automotive magazines.

**ZONDA REVOLUCIÓN (2013)** · The Pagani Zonda Revolución marked the apex of performance, technology and art applied to a track car.

An evolution of the previous Zonda R, it features a DRS (Drag-Reduction-System) on the rear wing, a 6 speed magnesium transversal and sequential gearbox, a carbo-titanium central monocoque and a boosted 6.0-liter V12 engine that generated an output of 800 hp and 730 Nm of torque. The needle on the scale stops at 1070 kg curb weight. Horacio Pagani and his team created a car designed to amaze on both the fastest track and in a one-of-a-kind car collection.

**HUAYRA BC (2016)** · Benny Caiola made history as the first customer to buy a Pagani car. He was impressed by the passion and technology that went into the cars Horacio was designing right from the outset and it is to him that the Huayra BC is dedicated.

Conceived primarily as a road-going car, the Huayra BC was inspired by its "track-focused" predecessors - the Pagani Zonda R and the Zonda Cinque. Developed as a natural evolution of the Coupé, the car is pure raw power packaged into a 1218-kg high-performance automobile and, at 1.8 G, is capable of the highest lateral acceleration ever experienced in a car with road tires. At the time of its launch the Huayra BC was the most technologically advanced Huayra Coupé yet.

**HUAYRA ROADSTER (2017)** · "Everything had to come together as though it were a car carved out of a block of Carrara marble". This creation is an open-air tribute to the God of Wind. Pure beauty in all shapes and surfaces, the Huayra Roadster is almost fully exposed with nearly every mechanical part visible; every last piece proud to be revealed. A concept true to the Pagani philosophy, whereby each detail in the design is respected, each component in the car is given due consideration and attention.

The Pagani Huayra Roadster is the first roadster ever to be lighter than the coupé version. A goal achieved by completely revising all the components, through enhanced development of the carbo-titanium combined with a new composite material called Carbo-Triax HP52, thanks to which the team reduced the weight of the car by 80 kg compared to the previous coupé and obtained 52% increase in stiffness. An incredible achievement for such an ambitious project.

**ZONDA HP BARCHETTA (2017)** · After many years of dreaming, designing and creating the Zonda for its debut 20 years ago at the Geneva Motor Show and having then guided its evolution for almost two decades, Horacio Pagani, just to celebrate the milestone of his 60th birthday, decided to make one of his dreams come true and create a version of the Zonda crafted to his own personal taste. The classic Barchetta cars were principally designed for road use but were often found on the race track during the weekend, with their gentlemen driver owners. It was as close as they could get to driving a race car. The HP Barchetta seeks to emulate this emotion



and the spirit of an open-top thoroughbred that provides the most natural and purest driving experience, reminiscent of the evocative and legendary cars from the past. Together with his design team, Horacio endeavored to pay homage to the previous barchetta cars with an interior trim featuring iconic leather accents and luggage straps, as well as the tartan canvas fabric inspired by the championship-winning race cars of Horacio's early mentor, Juan Manuel Fangio. The Zonda HP Barchetta is a tribute to a golden age of motorsport when drivers were fully exposed to the elements as they drove their racing cars. "My Dream, My Zonda" - Horacio Pagani.

**HUAYRA ROADSTER BC (2019)** · When he first envisioned the Roadster BC, Horacio Pagani immediately knew that the project would be extremely challenging for both he and his team. An automobile that would continue his dream and lay the foundation for the next-generation Pagani models. A project ahead of its time which would help the Pagani team to keep learning about advanced technologies and materials. As with any of its creations, the ultimate Pagani Automobili Hypercar reflects the cutting-edge of made-to-measure craftwork stitched around the clients' desires. From the design of a new engine to the specific development of aerodynamics and bodywork, down to the chemistry and combination of new advanced materials like the Carbo-Titanium HP62 G2 and Carbo-Triax HP62 used for creating a more rigid monocoque, not a single detail was overlooked; even the most hidden component of the Huayra Roadster BC was subjected to continuous improvement focused on achieving the highest standards of beauty, quality, performance and technology. With a dry weight of only 1250 kilograms, the Huayra Roadster BC epitomizes the company's principal inspiration: Leonardo Da Vinci's concept of engineering technique and poetry of form melded together in harmony.