



HORACIO PAGANI S.P.A.

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PAGANI AUTOMOBILI AT THE ICE 2023: IN THE ELEGANT SETTING OF ST MORITZ WITH THE PAGANI OFFICINA PROGRAMS AND PAGANI GRANDI COMPLICAZIONI

- *THE ICE St. Moritz is the first event of 2023, the year that marks the 25th anniversary of the company based in San Cesario sul Panaro*
- *In the sophisticated atmosphere of the Swiss Alps, Pagani Officina will showcase two iconic hypercars, a Zonda C12 Chassis 001 and a Zonda F coupè, one of 25 in the world*
- *A unique model by Pagani Grandi Complicazioni will make a special appearance*

San Cesario sul Panaro, February 16, 2023 – The first event of 2023 brings Pagani hypercar enthusiasts to St. Moritz, in the heart of the Engadine, where THE ICE takes place on 24 and 25 February. This special Concours of Elegance sees the most beautiful cars in the world ready to show themselves to an audience of connoisseurs and face the surface of the frozen lake.

This year marks an important moment for Pagani Automobili: it's the first of a long series of events that will define 2023, the **25-year anniversary of the company**, which was founded in 1998.

AWARDS

2022 - Huayra Roadster BC: Compasso d'Oro "Design per la mobilità"
2020 - Huayra Roadster BC: Vairano Circuit Laptime: 1:07.681 - Quattroruote
2020 - Huayra Roadster BC: Spa Francorchamps Laptime: 2:23.081
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 - C! Magazine
2013 - Horacio Pagani: Ragno D'oro 2013
2013 - Pagani Huayra: Drive of the Year 2012 - C! 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 Quail Lodge: a Motorsport Gathering
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
2010 - Zonda R: Nürburgring Nordschleife Fastest Laptime: 6:47
2009 - Supercar of the year Pagani Zonda Cinque - C! 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 - C! Magazine August

2008 - Zonda Roadster F: Nürburgring Nordschleife Record: 7:29:70
2008 - Zonda F: Nürburgring Nordschleife Laptime: 7:24:44
2007 - Zonda F: Nürburgring Nordschleife Record: 7:27:82
2006 - Supercar of the Year: Zonda C12 S - C! Magazine
Palme d'Or - Zonda F: best supercar 2005 - Sport Auto F
2005 - Nürburgring Nordschleife Laptime: 7:32" - Sport Auto
Top Gear Powerlaps 2005 - Zonda F fastest time - Top Gear UK
2004 - Best Car of the Decade: 2nd place - Evo
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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PAGANI OFFICINA

The event in St. Moritz is an excellent showcase to unveil **Pagani Officina** to a select public. It's a special series of programmes which has been created to ensure that every car purchased can always be maintained in the best possible condition and can be refurbished and customised, even several years after purchase, to suit the customer's preferences and wishes. It features three special programs designed to suit any requirements: Puro, Rinascimento, and Unico.

Puro is the Certification of Authenticity and Warranty Extension programme, which preserves and protects the essence of the vehicle through the work of highly specialised and certified mechanics. With over 400 checks, it ensures an in-depth analysis of the condition and authenticity of the vehicle components and, on completion of the work, the client receives a "Puro Book" produced at the Pagani headquarters: a sort of diary that documents the vehicle's history, details the checks run on the car and holds the authenticity certificate signed by Horacio Pagani. A prestigious leather-bound volume which will stay with the car over its lifetime, offering an authentication and increasing its value.

Pagani Rinascimento is a restoration programme designed to help keep Pagani vehicles in perfect condition over time and restore them to their original glory. Thanks to the dedicated handiwork of the specialist artisans who work in this section of the Pagani atelier which is exclusively dedicated to the programme, every detail is treated with the utmost precision, using original drawings and materials. A thorough service, involving mechanical parts, systems, interiors, and all worn parts, restoring the vehicle's appearance and function to mint condition. Embodying the **Puro and Rinascimento** programmes is the Zonda C12. In 1999 Horacio Pagani presented his first creation at the Geneva Motor Show. The aesthetics of the lines and the technology of the advanced composite materials used in the construction of the chassis and bodywork, the application of Formula 1 technologies and the prestigious Mercedes-Benz V12 engine shaped an extraordinary hypercar, with the highest dynamic and mechanical qualities, in which every single component is the result of an accurate aesthetic and functional study. The car's cockpit was already the subject of 13 patents at the time of submission and the use of composite materials in such an innovative project has made the Zonda one of the safest cars in the world.

Pagani Unico is designed for Pagani customers who dream of updating and customising their hypercar to the highest level, making it "unique", from mechanics to bodywork to aesthetics. Customers can take advantage of the technological research and continuous innovation at the heart of Pagani Automobili's business to request changes that allow the company to express its craftsmanship and ability to propose exclusive solutions.



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Ready to attract the attention of enthusiasts and connoisseurs, in St. Moritz the elegant Huayra Codalunga will be the “special guest”. It was created within the Pagani Automobili department dedicated to special projects, to those works so technologically complicated that only a few examples of them can be built, just like in the world of haute horlogerie. This sector also inspired the new department’s name: “**Grandi Complicazioni**”. From here comes the ultra-limited series of only five hypercars equipped with technological solutions so unique and elaborate to produce, that only a few master craftsmen can bring them to fruition.

PRESS CONTACTS

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