



PAGANI S.P.A.

Via dell'Artigianato, 5 - 41018 San Cesario sul Panaro (MO) Italy - Tel. +39 059 4739205
P.IVA, Codice fiscale e n. iscr. al Registro Imprese di Modena 02054560368

PAGANI AUTOMOBILI CELEBRATES ITS FIRST 25 YEARS IN MODENA

- *The Pagani Automobili 25th anniversary celebration will take place from the 16th to the 18th of June in Modena's Piazza Roma: an homage to clients, colleagues, collaborators, enthusiasts and to the entire Motor Valley.*
- *Palazzo Ducale will be the setting for the exhibition '25 Years - 25 Hypercars', a public display that traces the brand's history through the 25 car models that have marked its path, including the iconic Zonda (1999) and Huayra (2011) and the new Utopia (2022).*
- *Pagani and music - an inseparable pair. After the emotional sounds of the 'Utopia' symphony, Mario Biondi, a world-renowned Italian artist, contributed to the arrangements of a new song titled 'Heart, hands and passion'.*
- *The Sicilian songwriter will perform a live concert the night of 16th of June while, every day, the event will be animated by Radio Monte Carlo music. The facade of Palazzo Ducale will come to life with both a mapping show and an evocative celebratory video.*
- *The complete press kit and descriptions of the cars on display are available in the press area of pagani.com.*

San Cesario sul Panaro, 7th June, 2023 – Pagani Automobili is pleased to announce the complete schedule of the event dedicated to its 25th anniversary that will take place, from the 16th to the 18th of June, in the center of Modena, in Piazza Roma, facing the prestigious Palazzo Ducale. The spotlight will be on 25 Hypercars, some owned by the brand and others granted by owners and collectors from all over the world. Each displayed model has its own history and together, they represent the stages of a journey that began in 1998 in the heart of the Motor Valley.



1 9 9 8 - 2 0 2 3

PAGANI

www.pagani.com



PAGANI S.P.A.

Via dell'Artigianato, 5 - 41018 San Cesario sul Panaro (MO) Italy - Tel. +39 059 4739205
P.IVA, Codice fiscale e n. iscr. al Registro Imprese di Modena 02054560368

A people's community

Horacio Pagani has not only dreamt and built some of the most beautiful hypercars in the world, but he turned the company into a creative atelier where a community of people, unify hands and thoughts and face the great complexities of mechanics to master beauty. For Pagani Automobili, celebrating its 25th anniversary means, first and foremost, thanking the people who have believed in the project from the very beginning: clients, colleagues, collaborators, and the many enthusiasts around the world. It is indeed this 'extended' family that, every day, makes it possible to transform thoughts, gestures, and words into the features of a larger, creative and always unique design. Owning a Pagani does not consist of simply possessing it, but rather in continuing to experience the emotion of driving and exchanging experiences.

The '25 Years - 25 Hypercars' exhibition

Throughout the three-day event, it will be possible to admire the fascinating "25 years - 25 Hypercars" exhibition that will be set up in Piazza Roma, right in front of the grand Palazzo Ducale, which is currently housing the Modena Military Academy. The centerpiece of the exhibition is dedicated to Pagani Automobili's three iconic models, which represent the milestones of a journey that began in 1999 with the C8 project (Zonda), continued in 2011 with the C9 project (Huayra) and reached its third creation last year with the C10 project (Utopia). All the models that have shaped the history of the brand: Zonda "La Nonna", Zonda S, Zonda S Roadster, Zonda F, Zonda F Roadster, Zonda Cinque, Zonda R, Zonda Cinque Roadster, Zonda Tricolore, Zonda Revolucion, Zonda 760, Zonda HP Barchetta, Zonda Revo Barchetta, Huayra BC, Huayra Roadster, Roadster BC, Pagani Imola, Huayra Tricolore, Huayra R and Huayra Codalunga.

Mario Biondi's concert and the music of Radio Monte Carlo

Pagani and music, an inseparable pair. After the emotional sounds of the 'Utopia' symphony, it is jazz music as the backdrop used to celebrate the company's anniversary. Made up of rhythm and improvisation, this fascinating genre of music characterizes the history of a company that has always combined technology and freedom of expression. The new song is entitled 'Heart, hands and passion', a jazz piece written by Italian artist Mario Biondi and arranged by composer Riccardo Rossini, who edited the 13-track transcription played on the piano by young Horacio Pagani (Casilda, Argentina, 1980). On the evening of the 16th of June, the song will be premiered by Nick the Nightfly and performed by the Verdi Jazz Orchestra of the Milan Conservatory's young musicians. And starting at 10 pm, the refined songwriter and composer Mario Biondi will wrap up the day with an evocative free concert. The three-day exhibition will be animated by Radio Monte Carlo, Official Radio of the event, which will provide a special playlist developed by its music designers.





PAGANI S.P.A.

Via dell'Artigianato, 5 - 41018 San Cesario sul Panaro (MO) Italy - Tel. +39 059 4739205
P.IVA, Codice fiscale e n. iscr. al Registro Imprese di Modena 02054560368

Video mapping show

On the 16th of June at 9.45 pm and on the 17th and 18th at 10.00 pm, the facade of Palazzo Ducale will be brought to life with a mapping show and an evocative video made to celebrate the anniversary.

Throughout the entire event, the Pagani store will be open for the purchase of apparel and accessories from the new 25th anniversary collection.

OFFICIAL SCHEDULING - 16th-17th-18th June, Piazza Roma, Modena, Mo

16th June, 2023

- 9:00 am Opening of the "25 Years - 25 Hypercars" exhibition
- 8:30 - 9:15 pm Music with the Verdi Jazz Orchestra of the Milan Conservatory
- 9:45 - 10:00 pm Video Mapping Show
- 10:00 - 11:00 pm Free concert with Mario Biondi, presented by Nick the Nightfly, Radio Monte Carlo
- 11:00 pm Closing of the "25 Years - 25 Hypercars" exhibition

17th - 18th June, 2023

- 9:00 am Opening of the "25 Years - 25 Hypercars" exhibition
- 10:00 pm Video Mapping Show
- 10:30 pm Closing of the "25 Years - 25 Hypercars" exhibition

Free access to Piazza Roma and free show open to the public.

PRESS CONTACTS

Pagani Automobili

press.office@pagani.com



1 9 9 8 - 2 0 2 3

PAGANI

www.pagani.com