



PAGANI S.P.A.

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PAGANI AUTOMOBILI CELEBRATES ITS 25th ANNIVERSARY WITH THE UTOPIA AT MONTEREY CAR WEEK 2023

- *Pagani Automobili will star at Monterey Car Week, the most attended appointment in the United States dedicated to the world of historical and modern cars.*
- *The celebration of the brand's 25th Anniversary continues, enhancing those authentic values shared by customers, collaborators and enthusiasts around the world.*
- *On Friday the 18th, at the exclusive Quail, A Motorsports Gathering, the Pagani Utopia will be on display for the first time in North America. The new Pagani stand will also host the iconic Zonda and Huayra.*
- *Saturday the 19th will feature a parade of Pagani Hypercars that will cross the hills of Monterey to reach Seaside, the venue for "Exotics on Broadway," with over 40,000 spectators expected.*

August 9, 2023, San Cesario sul Panaro – Monterey Car Week, the most anticipated event in California dedicated to the world of historic and modern cars, will be staged from August 11th to the 20th. The prestigious event will be attended by Pagani Automobili, on Friday the 18th and Saturday the 19th, with its hypercars that excite at first glance.

The participation in the Monterey Car Week is the further stage of the journey dedicated to the 25th Anniversary of the brand.

Horacio Pagani not only dreamed and built hypercars among the most beautiful in the world, but has turned the company into a creative Atelier where a community of people recognizes themselves, shares hands and thought, faces the great complications of mechanics, handles beauty, and finds reciprocal inspiration. The same values shared by his "extended" family of customers, colleagues, suppliers and many fans around the world.

The Pagani Utopia, which will make its North American debut at the exclusive Quail, A Motorsports Gathering, is characterized by a simple and unrepeatable design. The new Hypercar tells a visionary and countertrend automotive idea. And it does so by keeping faith with the purest Pagani spirit that has always found the element at



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the base of his creations in the origin of Leonardo's Art and Science. Produced in just 99 units, the first series of the Utopia coupé has already been completely sold out to a small circle of enthusiasts.

Two other iconic Atelier Pagani models will be exhibited next to the Utopia: The Zonda and the Huayra that, together, represent the three milestones of a path which started in 1998 with project C8 (Zonda), continued in 2011 with project C9 (Huayra) and arrived last year in the third act with project C10 (Utopia). Two prestigious examples will round out of the exhibition: The Zonda R and the Huayra R, born with the unique objective of offering uncompromising performance.

Pagani Automobili is presented at the Quail with a new layout, featuring an elliptical element that recalls the Brand logo and the iconic four-exhaust logo. The exhibition area is completed thanks to a refined Lounge and the exclusive Pagani store, where apparel and accessories from the new 25th Anniversary collection can be purchased.

The celebration of the 25th Anniversary at Monterey Car Week will continue on Saturday, August 19th, with a spectacular parade of Pagani hypercars to reach the city of Seaside, home of "Exotics on Broadway". A unique event with free admission where the general public can admire some of the most exciting cars of our time (from 1.00 to 6.00 pm).

These two events will highlight both the imaginative power of Pagani hypercars, creations capable of combining the concepts of timeless beauty and avant-garde technology, and the deep bond that has always united the Italian brand and North American enthusiasts.

More information on the Utopia can be found at this [link](#) and [here](#) is the press release dedicated to the Huayra R. Also, at this [link](#) is the video of the 25th anniversary while [here](#) you can find the press release dedicated to the celebrations.

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