



PAGANI S.P.A.

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A NEW EXHIBITION TO CELEBRATE PAGANI AUTOMOBILI'S 25TH AT THE MAUTO

- *The exhibit explores the history of Pagani Automobili, showcasing its one-of-a-kind craftsmanship—a result of the harmonious union of heart, hands, and passion.*
- *For Pagani Automobili, celebrating the 25th anniversary means expressing gratitude to the individuals who believed in the project from the very beginning: clients, colleagues, collaborators, and the numerous enthusiasts spread around the world.*
- *The three Hypercars that established the brand—the Zonda, the Huayra, and the Utopia—star in the exhibition.*
- *The museum itinerary includes historical and technical insights, videos, and an evocative photo gallery that pays homage to the people responsible for the artistry of a Made-In-Italy excellence.*

San Cesario sul Panaro, December 4th, 2023 – Pagani Automobili is pleased to announce its 25th-anniversary celebrations will continue with a new and evocative event at the MAUTO – Museo Nazionale dell'Automobile, in Turin, Italy.

«With great pleasure, MAUTO participates in the celebrations for the 25 years of Pagani Automobili, hosting an exhibition that narrates the artisanal tradition of a brand now renowned worldwide for its innovative trend.»
(Lorenza Bravetta, Director of MAUTO – Museo Nazionale dell'Automobile)

From December 5, 2023, to January 14, 2024, visitors will have the opportunity to enjoy the “25 Years of Heart, Hands, and Passion” exhibition on the first floor of the MAUTO. The exhibit revisits the adventure undertaken by Horacio Pagani—from the 1960s in Argentina to the Italian Motor Valley—and recounts how a young boy's dreams turned into a world-renowned company.

The stars of the commemorative event are the models that still define the history of Pagani Automobili: the Zonda, the Huayra, and the Utopia. In addition to the Hypercars, the museum itinerary will include evocative images from the photographic book *Hearts, Hands, and Passion*, created to commemorate the anniversary.



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«Our approach to work is unique: we cultivate doubt even about what we consider established, ready to question our choices without fear of changing perspective. So we mature, acquire, and transmit knowledge. We strive to live the passion for beauty, quality, and discipline, always looking toward the future. Our goal is to create tailor-made Hypercars so that every customer can feel at home when entering a Pagani, recognizing the car as their own extension, seeing themselves in the vehicle they have contributed to creating.» (Horacio Pagani, Founder & Chief Designer of Pagani Automobili)

The 25th-anniversary celebrations of Pagani Automobili are taking place with international events dedicated to all the people who have believed in Horacio Pagani's vision from the beginning: clients, colleagues, collaborators, and numerous enthusiasts scattered around the world.

The three Pagani icons

The Zonda C12 is where it all began for Pagani Automobili. It debuted on March 9, 1999, at the Geneva International Motor Show and was instantly perceived as something new on the automotive scene of the time, even earning the ad-hoc title of Hypercar. It was considered futuristic and revolutionary, both for its design and technology. 140 models of the Zonda were made, each one tailor-made to the customer. Their extreme exclusivity considerably increased these vehicles' values over time, making them great investments for those who believed in Horacio Pagani's dream.

On display, the Pirelli P Zero™ Corsa HP tire was developed to highlight the Pagani Zonda HP Barchetta's superior performance during sporty driving and provide comfort on board. The P Zero™ Corsa draws on materials and innovations from Pirelli's experience in motorsport.

The exhibition also features the Huayra Coupé, the second model from the San Cesario-based company which was created twelve years after the Zonda. The project, which required eight years of development and experimentation, was centered on the eternal element of air in all its forms; wind, in particular, played a crucial role in defining the concept and style of this Hypercar.

The first ever Active Aerodynamic system made its debut on the Huayra with four flaps which went up or down based on the vehicle's speed. Furthermore, the Huayra was equipped with an innovative Carbo-Titanium chassis which was made up of carbon fibers woven together with a titanium fabric, creating an even stronger material. Heir of the Zonda—despite having different forms, dimensions, dynamics, and technology—the Huayra was awarded numerous prizes: Car of the Year for "EVO Magazine", Performance Car of the Year for "CAR Magazine", and Hypercar of the Year for "BBC's Top Gear".

On display is the Pirelli P Zero™ Trofeo R tyre, a semi-slick tire homologated for road use. The version developed for the Pagani Huayra aimed to enhance the Hypercar's qualities with a footprint capable of providing the resistance needed to support the vehicle's aerodynamic load. The results were confirmed by the



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record set by the Pagani Huayra Roadster BC with the P Zero™ Trofeo R tires at the legendary Spa-Francorchamps circuit.

Lastly, the MAUTO's visitors will be able to take a look up close at the third act in this legendary story: the style model of the new Utopia, the latest creation from the Pagani Atelier. It is a vehicle with a simple and timeless design which provides a visionary take on the automobile and goes against the grain. It was inspired by Leonardo's principle of Art and Science, aimed at creating an object that combines the most refined aesthetics with the most sophisticated technology. Produced in just 99 specimens, the first series of the Utopia Coupé has already been allocated to a small circle of enthusiasts.

On display is the Pirelli P Zero™ Trofeo RS tire, the latest evolution of the semi-slick tire, available as optional equipment on the Pagani Utopia. It has been designed to deliver a sporty driving experience on both road and track. Thanks to a special tread compound derived from Pirelli's experience in top-flight motorsports, the P Zero™ Trofeo RS enables high performance on dry asphalt. Additionally, it maintains consistent performance, providing speed and safety for various track sessions.

The "Heart, Hands, and Passion" photography exhibit

Horacio Pagani has not only dreamed and built some of the world's most beloved Hypercars but has also transformed the company into a creative Atelier where a community of individuals recognizes itself, shares actions and thoughts, tackles the great complexities of mechanics, handles beauty, and is guided by inspiration.

The triad of 'heart, hands, and passion' is the theme of a series of evocative photos that deftly display a creative ecosystem made up of people who bring ingenuity and craftsmanship together to fulfill the dreams of those who want a custom car.

The most advanced composite materials developed by Pagani Automobili

The carbon fiber and Carbo-Titanium components exhibited at MAUTO showcase one of the distinctive features of Pagani Automobili's creations. The founder was a true pioneer in the field of composite materials, exploring them since the 1980s at Lamborghini.

The outcome of years of research and experimentation has led Pagani Automobili to create innovative carbon fiber fabrics with consistently improved mechanical characteristics and increasingly pleasing aesthetics, thanks to the unique design of the weave. The latest developments have resulted in the creation of Carbo-Titanium HP62-G2 and Carbo-Triax HP62, ensuring lightweight and high-level strength.



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The production processes of carbon fiber embody the definition of 'Atelier' for Pagani's Hypercar plant: extreme customization, rigorous precision, and refined craftsmanship make this location more akin to a tailor's workshop than a factory.

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