

Pagani Automobili at Motor Valley Fest 2025

Two Hypercars on display, one team ready to tell its story

San Cesario sul Panaro, May 27, 2025 – **From June 5 to 8**, Pagani Automobili will take part in the 2025 edition of **Motor Valley Fest**, the city-wide event that each year celebrates the Land of Motors. It is an opportunity to experience the vision, technology, and craftsmanship that drive every Pagani project up close. Two Hypercars will be showcased: the **Utopia Roadster**, showcased in Modena throughout the entire event, and the **Huayra Codalunga**, exhibited in Formigine on June 7 and 8. During the festival, **Horacio and the Pagani team** will take part in a series of **talks and roundtables**, sharing the work, values, and vision that shape the company every day.

Utopia Roadster¹ – The essence of open-air driving pleasure

From June 5 to 8, visitors in Modena's Piazza Roma will be able to admire the Utopia Roadster—an open-top Hypercar that brings Pagani's most advanced technology into an essential, timeless form. Derived from the coupé version, it retains the same lightness and technical rigor, while introducing the visual elegance of a design conceived for driving en plein air. The carbon fiber roof blends seamlessly into the car's silhouette without interrupting its lines. Only 130 units will be built—each one different, each one handmade.

Huayra Codalunga² – Grand Complications on wheels

On Saturday, June 7 and Sunday, June 8, the Huayra Codalunga will be on display in Piazza Calcagnini in Formigine. One of the rarest Pagani models ever built, the Codalunga was developed by the Grandi Complicazioni division and produced in only five units. Its elongated lines evoke 1960s race cars. Surfaces are pure, finishes matte, and tones understated. Inside, aged leathers, bespoke weaves, and suede-like materials pay tribute to Italian coachbuilders and the value of time.

Where to meet the Pagani team³

Motor Valley Fest Opening Conference

On Thursday, June 5, from 9:00 to 13:00 at the Teatro Storchi in Modena, Horacio Pagani will join the opening conference. The ribbon-cutting ceremony will follow at 13:00 in Piazza Roma, at the heart of the "Best of Motor Valley" Village.

¹ For more information on the Pagani Utopia Roadster, [click here](#).

² For more information on the Pagani Huayra Codalunga, [click here](#).

³ Per il programma completo del Motor Valley Fest, [click here](#).

The future of the automotive supply chain: risks and opportunities

Later that day, at 14:30 in the Sala del Leccio (Complesso San Paolo), Francesco Perini, Head of the Technical Department at Pagani, will speak during a roundtable focused on the challenges and outlook of the automotive supply chain.

Luxury experiences: beyond the product, into the brand

On Friday, June 6, from 11:00 to 13:00, Christopher Pagani, Marketing Director, will take part in a panel hosted in the Roots Room (Complesso San Paolo). The talk will explore the value of brand experiences and how they stand the test of time.

Talent Talk Pagani

On Friday morning, from 9:30 to 10:30 at the Teatro del Collegio San Carlo, a session open to students and young professionals will feature Andrea Fazio, Production Engineering Manager, sharing insights on Pagani's production process, and Mary Malandrino, HR Manager, who will discuss company culture and training.

Motor1 Talk – The C10 Project

On Sunday, June 8, from 11:00 to 12:00 in Piazza Roma, Francesco Perini will return to the stage to present the development of the C10 project—the internal name of Utopia. The vehicle itself will be on stage beside him until 13:00.

Horacio Pagani Museo and Pagani Atelier⁴

Motor Valley Fest is the perfect occasion to visit the Pagani Atelier and the Horacio Pagani Museo. Visitors can discover the secrets of composite materials, the production process, and the craftsmanship behind Pagani Hypercars. The guided tour includes access to the Museo, with iconic models, rare projects, and original documents, and to the Atelier, where master craftsmen work every day with care and precision. Tours are available daily, from 9:30 to 17:00, by reservation.

Press Contacts

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⁴ For more information and bookings, [click here](#).