



Pagani Automobili at THE ICE St. Moritz 2026

Two Hypercars at the intersection of art, technology, and contemporary vision

A dialogue suspended between past and future, where timeless elegance meets technological innovation. On 30 and 31 January 2026, on the evocative frozen Lake of St. Moritz, **THE ICE St. Moritz** returns, an event celebrating the world's most iconic classic cars in one of the most fascinating natural settings on the planet. Within this unique context, Pagani Automobili takes part in the **Contemporary Car Show** with two models that reinterpret the relationship between art and automotive engineering: the Utopia Coupé and the Zonda F Roadster.

The Utopia Coupé: the Pagani vision in motion

On Friday, 30 January, from 10:00 to 12:00 am, the **Pagani Utopia Coupé** will take center stage with the backdrop of the frozen lake, offering the public a rare and immersive experience.

Utopia was conceived as a tribute to the purity of driving and to Horacio Pagani's most authentic aspirations: a car that looks to the future without denying its past, capable of blending elegant forms with advanced technology in perfect balance.

Its lines are simple and essential, shaped by the wind and by the pursuit of lightness, the result of six years of development. Every surface and every detail is designed to interact with the air, delivering stability, harmony, and control in all driving conditions. Aerodynamics and advanced control systems operate discreetly, in service of the driver, ensuring intuitive and natural behavior even on complex surfaces such as ice.

Utopia's technology is focused not only on performance, but also on safety and environmental responsibility. Designed to comply with the most stringent regulations worldwide, the car has undergone an extensive testing and homologation program, integrating advanced protection systems and structural solutions that ensure high safety standards without compromising lightness or driving pleasure. The Pagani V12 twin-turbo engine, developed bespoke by Mercedes-AMG, has also been engineered to meet the strictest emissions regulations in force across major international markets. This approach reflects Horacio Pagani's vision, combining extreme performance, safety, and environmental responsibility.

During its appearance in the stunning setting of St. Moritz, the **Utopia Coupé** will be joined by another jewel that mark key milestones in the history of the Pagani Atelier: the **Zonda F Roadster**, an international icon of elegance, example of engineering excellence and artisanal mastery, capable of combining style with the highest levels of performance.

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Pagani S.p.A.

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The Salotto Pagani: a journey into the Pagani universe

Pagani Automobili also invites enthusiasts and collectors to visit the **Salotto Pagani** at Via Maistra 35, 7500 St. Moritz, open to the public from 29 January to 1 February 2026, from 9:30 am to 7:00 pm.

On display will be **the Huayra Roadster BC and the Huayra Coupé**, two different yet complementary interpretations of the Pagani philosophy. The Huayra Roadster BC expresses the most extreme and performance-oriented soul of the Huayra family, with an essential design and exposed composite materials that emphasize lightness and dynamism. The Huayra Coupé, on the other hand, embodies the balance between art and engineering, standing out for its carbon-fiber surfaces, sophisticated aerodynamics, and timeless elegance that continues to captivate enthusiasts around the world.

In the shop area, visitors will also be able to receive information about the **Horacio Pagani Museo** and explore a selection of **official Pagani merchandise**, immersing themselves in the history, vision, and values that gave rise to the creations of the Atelier in San Cesario sul Panaro.

An opportunity to discover Pagani Automobili not only as a Hypercar manufacturer but as a creative laboratory where art, science, and passion coexist, giving shape to masterpieces destined to transcend time.

For further information:

Utopia - [link](#)

Huayra - [link](#)

Zonda F Roadster - [link](#)

Huayra Roadster BC - [link](#)

Press Contacts

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