



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 SHINES AT THE MOTOR VALLEY FEST 2024: THE HYPERCARS ON DISPLAY, THE TALENT TALK, AND THE EXTRAORDINARY OPENING OF THE HORACIO PAGANI MUSEO AND THE PAGANI ATELIER**

- *From May 2<sup>nd</sup> to 5<sup>th</sup>, Pagani Automobili will be a key player at the sixth edition of the Motor Valley Fest, an event celebrating the excellence of the Emilia-Romagna Motor Valley.*
- *A Pagani Utopia will be displayed at the Cortile d'Onore of the Palazzo Ducale home to the Accademia Militare of Modena. A Pagani Huayra Roadster BC will be showcased in Formigine's Piazza del Castello.*
- *On May 2<sup>nd</sup> and 3<sup>rd</sup>, the Pagani Team will participate in a talk focusing on new talents and a conference on "Design & Heritage" in Modena.*
- *On May 4<sup>th</sup>, the Horacio Pagani Museo and the Pagani Atelier will be exceptionally open for visits and guided tours from 9:30 am to 5:00 pm.*

*San Cesario sul Panaro, April 23<sup>rd</sup>, 2024* — Pagani Automobili is pleased to announce its participation in the sixth edition of the Motor Valley Fest, the open-air festival taking place in the Emilia-Romagna Motor Valley from May 2<sup>nd</sup> to 5<sup>th</sup>, 2024.

This event annually attracts professionals and motor enthusiasts from around the world, thanks to a rich calendar of conferences, roundtables, exhibitions, and events aimed at celebrating the unique mix of excellence in the region.

### **A Pagani Utopia and the Pirelli P Zero™ Trofeo RS tires on display**

A Pagani Utopia will be showcased at the Cortile d'Onore of the Palazzo Ducale, home to the Accademia Militare in Modena. The Utopia is the Hypercar that marked the third act in Pagani Automobili's history; with its sinuous lines that transcend time, it blends inspiration from the 1950s and 1960s with a



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distinctively unmistakable Pagani personality. It was conceived to be a straightforward car, focused on driving pleasure. Numerous features make it a unique vehicle: the interiors that rediscover the charm of analog instrumentation, the option of manual seven-speed transmission, and the choice to prioritize lightness with a V12 engine built by AMG to Pagani's specifications. All ninety-nine units of the Utopia Coupé have been allocated to a select group of enthusiasts.

Alongside the car, on display will be 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.

**On display, a Pagani Huayra Roadster BC and the P Zero™ Trofeo R tire.**

At Piazza del Castello in Formigine, Pagani Automobili will display the Huayra Roadster BC, a car designed to lay the foundation for the future generation of the brand's Hypercars.

Since its conception, Horacio Pagani and his team knew that the project of the Huayra Roadster BC would be extremely challenging.

Everything evolves: a revamped Pagani V12, new aerodynamic and technological advancements, and the debut of advanced composite materials such as the Carbo-Titanium HP62 G2 and the Carbo-Triax HP62, which allowed the vehicle to achieve an even stiffer monocoque.

Courage, boldness, and discipline.

Four years of design and thousands of hours of testing.

Thus, the Huayra Roadster BC was born, a Hypercar in which every component, even the hidden ones, has been studied meticulously and critically to reach the pinnacle of aesthetic and technological refinement.

Thanks to the Huayra Roadster BC project, Horacio Pagani won the XXVII edition of the Compasso d'Oro award established by ADI - Associazione per il Disegno Industriale - in the "Design for Mobility" category. The Hypercar also holds the record for road-legal cars worldwide at the Circuit de Spa-Francorchamps, with a time of 2:23.081 set in September 2020.

Next to the car, the P Zero™ Trofeo R will be exhibited, an innovative ultra-low-profile track tire with an asymmetric design. It results from the use of innovative materials combined with a tread pattern that



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offers exceptional performance. The compound provides steering precision and grip at high operating temperatures associated with track use, ensuring long-term effectiveness with minimal wear.

**In Modena, the Pagani Team will participate in a talk dedicated to new talents and a conference on “Design & Heritage”**

On May 2<sup>nd</sup>, from 4:30 pm to 5:30 pm, Pagani Automobili will host a Talent Talk at the Teatro del Collegio di San Carlo in Modena. It will be a unique opportunity to get to know the company and the people behind it up close. Ilaria Carretti, Hospitality & Atelier Supervisor, and Cristina Marinelli, HR Specialist, will participate, available to meet potential new collaborators to share information about the required experience, challenges, and career opportunities in the sector.

Registration for the event, accessible both in person and remotely, is done through the [dedicated link](#).

On May 3<sup>rd</sup>, from 4:30 pm to 6:00 pm, Pagani Automobili designers will participate in a meeting on the theme “Design & Heritage” organized by the Fondazione AGO Modena Fabbriche Culturali, at Largo Porta Sant'Agostino, 228.

More information about the Motor Valley Fest program is available through the [dedicated link](#).

**On May 4<sup>th</sup>, a special opening of the Horacio Pagani Museo and the Pagani Atelier**

The celebrations continue in San Cesario sul Panaro, home of the Pagani Atelier and the Horacio Pagani Museo. On the occasion of the Motor Valley Fest, the museum dedicated to the founder of Pagani Automobili will be exceptionally open on Saturday, May 4<sup>th</sup>, from 9:30 am to 5:00 pm.

Visitors will have the opportunity to admire an exclusive collection of Hypercars that have marked the brand's evolution and embark on a journey through the history of the designer and builder of some of the most beloved cars of recent decades. Among the exhibited pieces are unpublished projects, original drawings, models, and objects dating back to the early experiments.

Guided tours will be available for the Pagani Atelier, the place where artisans bring together intellect and craftsmanship to create unique Hypercars, handmade. Inspired by the Renaissance workshops, it integrates the most advanced technologies in the industry. It appears like a typical Italian 'piazza', the town center dominated by the clock tower, with arches, classic-style lampposts, and green spaces. It is a place where tradition and innovation coexist in harmony.

Reservations to visit the Horacio Pagani Museo and the Pagani Atelier can be made through the [dedicated link](#) or by calling +39059220022.



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These links provide further information on:

[Pagani Utopia](#)

[Pagani Huayra Roadster BC](#)

[Pirelli P Zero™ Trofeo RS](#)

[Record Huayra Roadster BC at Spa-Francorchamps](#)

PRESS CONTACTS

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