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ITALIAN COACHBUILDER ARES MODENA TO OPEN FIRST US SHOWROOM

- Italian coachbuilder ARES to open the first of four Stateside showrooms
- Miami Design District Studio marks pivotal step for Modenese coachbuilder
- Luxury Italian automotive designer's cutting-edge technology and coachbuilding heritage set to captivate American clients

Luxury Italian coachbuilder ARES will make its North American retail debut with the opening of its flagship showroom in the upscale Miami Design District this week, marking a pivotal step for the automotive creator.

Headquartered in the heart of the European supercar community in Modena, Italy, home to legendary automotive marques Ferrari, Maserati, Lamborghini and Pagani, ARES creates and hand-builds bespoke and limited-series vehicles for its discerning customers worldwide.

The company prides itself on creating truly tailored vehicles, both cars and bikes, at its 23,000 square metre facility, enabling a seamless production process from initial sketches to delivery.

Located at 151 NE 41 Street, the studio was designed by the ARES Centro Stile department, which drew its inspiration from the clean-cut lines of the modern-day art gallery, while The Auto Project, a US-based company specialising in custom auto environments, has been responsible for onsite construction.



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The studio plays a vital role in the company's 'Co-Create' philosophy, in which collectors, connoisseurs, customers and designers work together to build bespoke, one-off vehicles – an offering unique to ARES. Visitors will have a choice of exquisite finishes and colour palettes to choose from, alongside the finest Italian and British leathers and carbon fibre interiors, paint finishes, trims and luxurious fabrics.

Commenting CEO & Co-founder Dany Bahar said: "I guess you could say this really is indeed a very important moment for us as a relatively young company, opening the doors to the largest market of our segment by far. Also, not just by having our products circulating there but by having our very own presences in the fantastic Miami Design District; a superb neighbourhood which embraces innovative design and art; a culture which aligns perfectly with ARES coachbuilding and design ethos. This is the beginning of our exciting plans for the States. In addition to this new chapter, we have also recently established a North American headquarters which will, in the next 12 to 18 months, manage our showrooms in the US including New York, Miami, Beverley Hills and Las Vegas."

Central to ARES's success is its approach, fusing time-honoured, traditional coachbuilding techniques and 21st Century technologies to deliver truly bespoke creations. While its vision is focused squarely on the future of the luxury automotive industry, its roots are planted in the past and the grand tradition of Italian coachbuilding. It is an art synonymous with craftsmanship and outstanding manufacturing which, until the 1930s, was widely practiced in the States, with each product made to order and by hand.

The first luxury vehicle to be produced by ARES was the stunning Panther ProgettoUno, a comprehensive reimagining of the legendary 1970s Pantera, of which the company is only producing 21 examples.

More recently, ARES announced its first wholly designed supercar – the ARES S1 Project. The S1's mesmerising exterior was created by the company's Centro Stile department. Constructed from hand-crafted carbon fibre body panels, the car's dramatic low-profile silhouette gives the car an aggressive but flowing stance and an anticipated 0 -60mph in 2.7s.

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ARES, ENGINEERS OF EMOTIONS

ARES' unique facility delivers a new level of design, development, manufacture and sales of coach-built and unique cars in the heart of Italy and through an expanding global network of studios. The advanced 23,000 m² ARES facility in Modena opened in January 2018 and, in bringing all facets of coachbuilding under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalised and unique cars.

ARES CEO and co-Founder Dany Bahar, along with his long-term Dubai-based business partner and ARES Executive Chairman, Waleed Al Ghafari, founded ARES and spotted the opportunity to move the coachbuilding business to another level of service by developing the world's first 'concept-to-creation' coachbuilding facility. Together they attracted a group of experienced and passionate multinational shareholders.

For the first time, every aspect of bringing automotive dreams to reality take place under one roof in rapid time and to an extremely high level of quality. It is a unique combination of luxury car brand resources with artisan principles and skills. Merging traditional Italian craftsmanship values with the advanced ones, ARES realises the dreams and visions of enthusiasts creating one-off, unparalleled vehicles, impossible to obtain elsewhere. To this end, a shared creative experience that aims at providing a completely tailor-made product. This is the ultimate answer to the ongoing demand for customisation and the desire to stand out from the crowd of our own time.

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