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ITALIAN COACHBUILDER ARES OPENS MARBELLA SHOWROOM

- Italian coachbuilder ARES opens the doors to its first Spanish showroom
- Marbella showroom presents the ultimate in bespoke automotive design
- Cutting edge technology offers an immersive design experience
- Showroom debuts ARES' collaboration with renowned Italian artist MYFO78

Luxury Italian coachbuilder ARES has opened the doors to its first Spanish studio this week in the luxurious district of Puerto Banus, in Marbella.

Located at Avenida de Julio Iglesias 103, a few steps from the harbour entrance, the space provides customers with an immersive brand experience and unparalleled customer service, as the Italian company showcases its coachbuilding skills, artisanal craftsmanship and cutting-edge technology.

Designed by the ARES Centro Stile department, who drew their inspiration from the clean-cut lines of the modern-day art gallery, ARESMarbella hosts three stunning examples of the company's bespoke design capabilities: the ARES Land Rover Defender Spec 1.2, a fine illustration of the



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company's coachbuilding skills, the ARES Scrambler for BMW R nineT motorbike and a full -scale model of its much-admired ARES S1 Spyder, an example of the company's original design ability.

Alongside the hand-built creations is the latest technology. Customers will see their vehicles brought to life on the car configurator's videowall or via its VR viewer and also interact with it when viewed on the touchscreen table, taking the customer journey to the next level.

The salon will also play a vital role in the company's Co-Create philosophy, where both collectors, connoisseurs, customers and designers can work hand-in-hand 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 leathers and carbon fibre interiors, paint finishes, trims and luxurious fabrics while enjoying a taste of Italian hospitality with fine wines and Italian coffee.

In addition to the designer's products, visitors to the showroom will enjoy the work of celebrated Italian artist MYFO78. On display, will be several examples of this work along with a bespoke commissioned painting for ARES Design.

The artist, Marco Michelini, has exhibited in notable artistic events and fairs such as Art Basel and Scope in Miami. He also has permanent exhibitions in art galleries such as the Liquid Art Gallery in Capri, the Arcadia Gallery in Milan, Miniaci Milan and the Miart Space Gallery in Miami and has his gallery in Via Ceresio in Milan, the MYFO Gallery.

Historically, ARES has only presented its vehicles at prestigious events such as Italy's Concorso d'Eleganza Villa d'Este, the Monte Carlo Yacht Show, and Salon Privé in the UK. However, since the end of 2020, the company has initiated an impressive rollout of studio openings. It now has showrooms throughout Europe, the UK, Middle East and the USA.

ARES was founded six years ago and employs 172 people at its 23,000 square metre facility in Modena, Italy. The company uses a fusion of artisanal craftsmanship and modern-day technology to create and hand-built bespoke one-off and limited-series vehicles for customers worldwide.

Commenting CEO and Co-founder Dany Bahar said: "We are delighted to open this new studio. At ARES, we offer a unique opportunity for customers to build their very own vehicles to their exact specifications. And these new personalisation studios will allow more customers to do exactly that, to realise their dream vehicle and be part of the creation process."

Chairman and Co-Founder Waleed Al Ghafari commented: The opening of our first Spanish studio marks a significant point in ARES' development as we take the brand to our customers in key territories. This region of Spain is an important location for us, and we are very proud to bring ARES and its Made in Italy marque of hand-built vehicles to the Iberian Peninsula."



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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 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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