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## ARES PARTNERS WITH HPS TO PRODUCE A WORLD FIRST HIGH-TECH CARBON FIBER E-BIKE: THE ARES SUPER LEGGERA BY HPS

- Leading design and technology experts engineer a world first high-tech carbon fiber e-bike
- Two-year R&D program delivers an ultralight machine weighing 9kg
- The ARES Super Leggera by HPS marks the first in a series of bespoke e-bike creations
- Limited series of 24 bikes to be produced

Luxury Italian coachbuilder **ARES** has teamed up with **HPS**, creators of the world's lightest e-bike propulsion system to produce a stunning ultra-lightweight e-bike. The two companies have come together to co-create the most unique e-bike in the world.

Based in Modena, Italy, birthplace of some of the world's most famous and iconic sports and racing cars, **ARES combines traditional Italian craftsmanship and cutting-edge technologies**, the company, designs, engineers and manufacturers bespoke two and four-wheel vehicles, in single or limited editions.



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**HPS**, High Performance Systems, **develops advanced engineering solutions** for mobility and sport applications. **Applying technology from Formula 1**, it has created the **revolutionary Watt Assist system for e-bikes** that allows it to equip a racing style bicycle with an electric motor that behaves and weighs the same as a top-of-the-range "traditional" model.

## A joint venture

ARES and HPS have worked together for two years carrying out countless tests in the laboratory and covering many thousands of kilometers on the road, using the experience of former professional cyclists to fine-tune the dynamic qualities of this racing style e-bike. ARES managing the design of the frame and the finishes; HPS providing its expertise on the mechanical and engineering side. The result is a high-tech carbon fiber bike that doesn't currently exist on the market: the **ARES Super Leggera by HPS** is a top-of-the-range e-bike weighing just 9kg, a world first.

## Invisible assistance

The **ARES Super Leggera by HPS** is a bike assisted by a revolutionary electric motor made without compromise, the result of an exclusive project made with the latest Formula 1 and aerospace technology. The components: motor, battery and electronic control unit are so compact and lightweight, they integrate perfectly into the carbon frame, are not seen and above all are not felt when pedaling with the power turned off. The balanced weight distribution was achieved by housing these components close to the bottom bracket area with a low center of gravity to give the bike a sporting ride characteristic. When you activate the electric motor system **you have a significant 200 watt "invisible" assistance**, which does not alter the dynamics and therefore the pleasure of pedaling, which remains similar to a top-of-the-range racing bike, even with the engine off.

## The first ARES-HPS project

The result of this first joint venture between ARES and HPS, is a limited series of 24 bikes. It was decided to make them in a beautiful iconic retro style, with handmade leather parts and round tube carbon fiber frame along with the color of bikes from the 60's-70's to combine technology with charm and beauty. The cost of these first limited edition bikes will be 18,950 euro.

## Customisation

Future customers can be involved in the creative process of their bike build, from the conception phase to the delivery of the finished product for personalised one-off creations. They will be able to work with ARES/HPS on sizing, colours, styles and special requests.

## The carbon fiber frame

An integral part of the customisation process is the frame itself, which will be fine-tuned in the ARES carbon fiber production department, ensuring the highest production quality is guaranteed. An exclusive product that combines craftsmanship and technology.

## The research continues

The collaboration between ARES and HPS is long-term. The two companies will continue to work together in the development of this product and offer something other than a racing style e-bike.



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This first limited run project will be followed, in October, by a second series of assisted lightweight road bikes. Another innovative project, different from the first, it will offer different styles of bikes in terms of shapes, carbon weave and colors. Even more offerings will be joining the range in December, again taking advantage of the technologies developed together. A top of the range city bike will be offered, always equipped with a cutting-edge electric motor system.

**ARES-HPS bikes** will be exhibited and sold in **ARES showrooms** around the world:

**Modena and Porto Cervo**, Italy; **Dubai**, United Arab Emirates; **Kitzbühel**, Austria; **St Moritz** and **Zurich**, Switzerland; **Miami**, USA; **Munich**, Germany; **Puerto Banús**, Spain; **Montecarlo**, Monaco.

The first series **ARES Super Leggera by HPS** is currently presented at the above locations.

The agreement between ARES and HPS is long-term, as **Dany Bahar**, co-founder and CEO of ARES, specifies: *"The collaboration with HPS will continue, we will work further in the development of this project. The first production of limited series bikes in August will be followed by a second limited series of top-of-the-range road bikes, always assisted with our technology but with even more demanding specifications. It will be a different project from the previous one which is retro in style: it will be very modern, in terms of shapes, materials and colors. And in December, again taking advantage of the technologies developed by our joint research, we will offer a high-end city bike, always equipped with an electric motor".*

*"I'm delighted to be working with Ares having been a huge fan of their work since I attended their amazing factory opening in 2014 – said **Harry Gibbings** founder and CEO of HPS.*

*Because of the high precision and attention to detail required by HPS we had to find a partner with the same values, who like us, strive for perfection. ARES ticked every box and bring with them a great deal of knowledge and skill along with incredible design flare.*

*On a personal level, I've known Dany from our days in Formula One and working with Ferrari, so it's very gratifying to be partners in this exciting next step for HPS"*

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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 m<sup>2</sup> 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.

## HPS the company

HPS (High Performance Systems) develops technologically advanced engineering solutions for mobility and sports applications. It was born five years ago in 2016 with a very specific goal to create and build the lightest and most sophisticated e-bike, a real top of the range.

A project without borders has succeeded: Swiss precision, German quality, Italian craftsmanship, Formula 1 engineering from Britain and Ireland, best European engineering talent, all created in Monte-Carlo headquarters. Cutting-edge technology was fundamental to the project, in fact innovation was the only way to reach the goal.

The HPS Domestique project is privately funded, with over 5 million euros being invested: this investment has allowed HPS to meet the rigorous design parameters set when creating such a small and light-weight system. Over 50% of the budget was invested in research and development, with the technical solutions developed being patented.



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