



# MEDIA RELEASE

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## ARES CONFIRMS ITS PRESENCE IN PORTO CERVO FOR SUMMER 2022

- Italian coachbuilder out in force in Sardinia this summer
- ARES' latest creations and projects will be featured at the Waterfront Costa Smeralda
- Multiple collaborations with leading lifestyle venues on the island confirmed
- ARES inaugurates a collaboration with Justme Porto Cervo

ARES, the independent luxury coachbuilder based in Modena, opened today the doors to its exclusive Summer Studio, marking the start of a two-month residency in the luxury enclave of Porto Cervo, Sardinia.

The Modenese coachbuilder will be in attendance throughout the summer displaying its hand-built cars and motorbikes to the island's visitors, car connoisseurs and further VIP guests.

Set against the backdrop of the stunning Sardinian coastline, the first vehicles to take center stage will be the eye-catching ARES for Land Rover Defender V8 Hardtop with matching trailer and stunning ARES Bullet for BMW R NineT, all with the same look and feel.



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In addition, the famous ARES Scrambler for BMW R NineT will also be present. Furthermore, it will be possible to admire the new Wami Laliue Spyder, the ARES' latest creation, as a special preview for the prestigious audience.

Giving customers the ultimate brand experience, the Waterfront location promises unparalleled customer service, enveloping them in the art of coachbuilding traditions, modern-day technologies and Italian hospitality.

In addition to its traditional Waterfront presence, ARES will enjoy high visibility throughout Sardinia as it deploys its fleet of bespoke ARES for Land Rover Defender in many luxury venues.

Also this year, the innovative company has partnered with luxury lifestyle venues Crazy Pizza and Billionaire. Each restaurant will have a uniquely liveried ARES Land Rover Defender at its disposal to offer patrons VIP transfers from and to the luxury island venues.

Starting this summer, the renowned Porto Cervo venue Justme by Roberto Cavalli will also enjoy an exclusive custom Defender.

Executive Chairman and Co-founder Dany Bahar said: "It is always fantastic to come to Porto Cervo, this is the 3<sup>rd</sup> year we have attended, it is the place to be in the summer and it is always great to meet new customers and catch up with old friends. This year, ARES is out in force, and we have a large, but considered, presence on the Island. We are very much looking forward to working with the local enterprises while presenting ARES to Sardinia and its visitors."



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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 Executive Chairman 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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